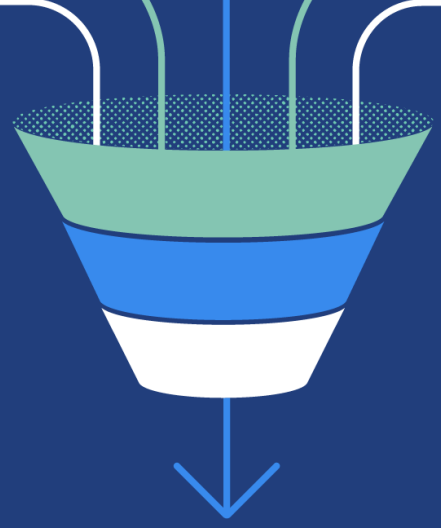
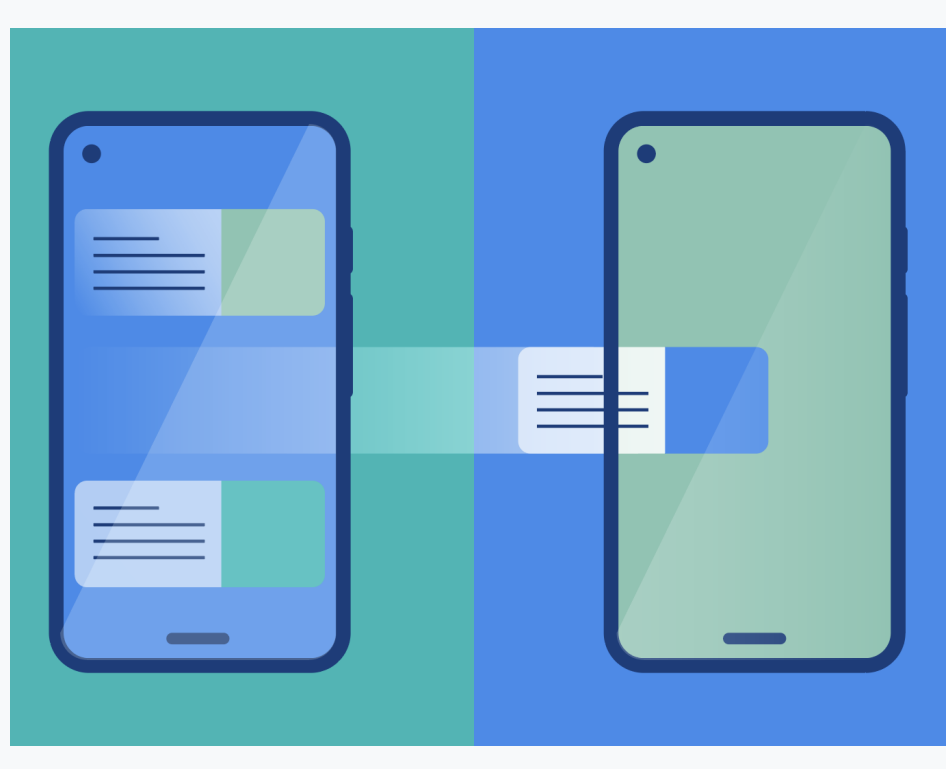


## 5 reasons texting is the new calling

As phone calls become more unreliable thanks (but no thanks) to robo-scammers and emails go straight to spam folders, texting simply hits the mark. Now, contactless modes of communication are not only acceptable, but preferable for many businesses and their customers.

Here are five reasons why texting is having its moment — and what that means for your business.



### 1. Texting saves time and increases efficiency.

Texting offers a solution to both the spam folder predicament and long games of phone tag. Consumers can respond at their leisure and on-the-go, relieving the anxiety of being caught unprepared or at an inopportune time — and eliminating unnecessary work repetition for your team.

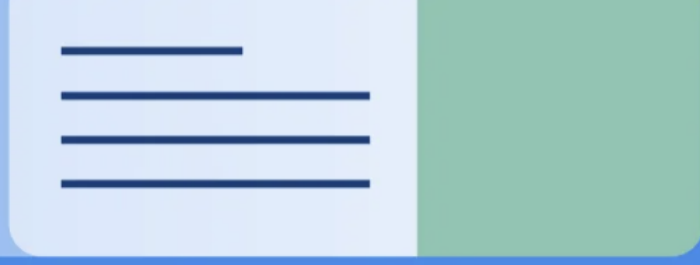
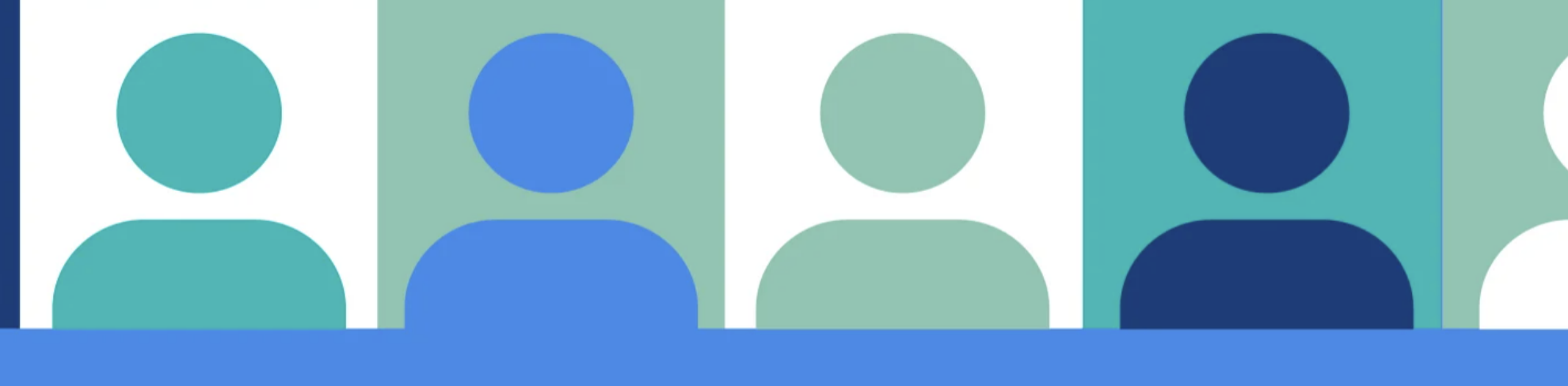
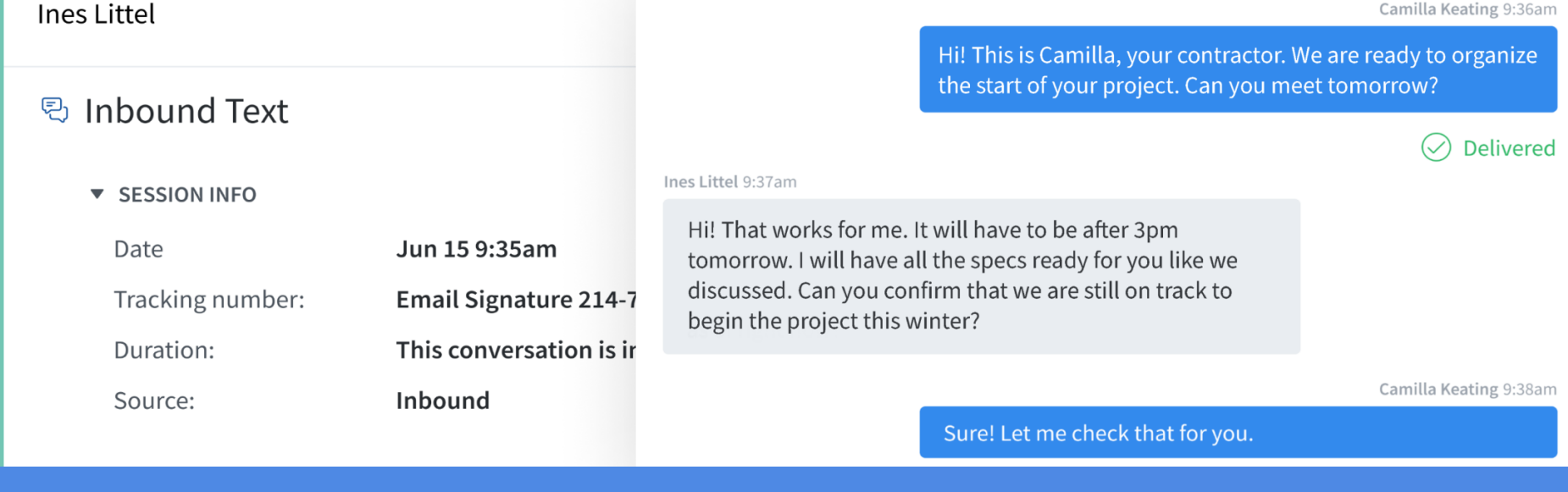
**209%**  
higher response rate for texts than calls, emails, or social media messages.

### 2. Messaging is to-the-point and easy to respond to.

Texts can be read whether they're opened or not thanks to preview text and notification banners. A shorter character limit means you have to eliminate any filler to get your main point across up front. To make it even easier for consumers to interact with you, you can provide quick text responses for your questions, like 1 for Yes and 2 for No.

**98%**  
of consumers open text messages (compared to a 20% open rate for emails and a shocking 6% pick up rate for calls from unidentified numbers).

\*Forbes, The Daily Egg



**64%**  
of consumers would like businesses to text them more often than they currently do — and consumers send and receive 5x more texts than phone calls.

\*FrontPage, Paldesk

### 3. Most consumers prefer to text a business over calling them.

A quick, informal text is preferred by many consumers in basically every context, from contacting a doctor's office to talking with family and friends — and, of course, for reaching out to a business. You might find it's easier on you, too.

### 4. It's easier to handle multiple conversations at once.

Texting is the easiest communication method to multitask. Phone calls and emails require focused attention, but the very nature of texting allows you to talk to many people at once. While you're waiting for one customer to respond, you can start conversations with others or respond to those that reached out.

**74%**  
of consumers respond to a business text within an hour.

\*Forbes

- I wanted to confirm our appointment tomorrow...
- Could you send your email address for this invoice?
- Thanks for calling; I'll be in touch shortly...

### 5. It's more casual and less confrontational.

Who answers a phone call from a number they don't know these days? No one. Calls from unknown numbers are too confrontational to many, and live conversation can be stressful. Texting allows you and your customers to reflect and fine-tune messages for clarity.



**74%**  
of people view businesses that text them in a more favorable light than before.

\*The Daily Egg

## Start texting your customers today

Download our ebook, "[The future's calling: Why business communications software is the key to unlocking growth](#)" to learn more about texting and other forms of communication, and how to integrate them all together into one cohesive customer experience.

Or, are you ready to get started right away? [Try CallRail's Lead Center for free now.](#)

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