SMS for Utilities

Here's a sample of how Vodafone implements SMS

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The Company

Vodafone is a British multinational telecommunications company, which operates in 26 countries and has partner networks with 50 additional countries.

The Objective

Naturally, as a telecommunications company - Vodafone tries to maximise their usage and effectiveness of all SMS campaigns. Since they instantly start off with a 100% opt-in rate, their objective is to simply take full advantage of every possibility to upgrade their customer's average spend.

Although they have a distinct advantage over their competitors, with the ability to engage with their contacts at any time - mobile users are quick to jump ship once someone else catches their eye.

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The Solution

In order to retain pay as you go customers, Vodafone uses timed top-up reminders. For example, if the customer is on a 28 day package, they will be sent an attractive timed offer on the 20th day. This gets the customer to react immediately. Vodafone is also able to recoup and profit from the promotional expense, since the customer is now recharging on the 20th day instead of the 28th day (plans do not carry offer). This also helps Vodafone retain their clients well in advance with little effort, since this process is part of an automated **SMS sequence**.

Automated SMS sequences are extremely effective for service companies. Clients can be sent custom text messages can based off of what their database preferences are. Depending on their actions, they can be set to fall into a specific sequence which activates an automated trigger. In Vodafone's case, this scenario fell into their *Prepaid Plans > Expiring Contracts*.

Vodafone Care

Recharge completed. Receipt number 75044888 Visit vodafone.com.au 4 more

Start of Automated Sequence

~ 20 days later ~

Your account credit will expire soon. Recharge before June 25th, and get an extra 2gb of data for 10 days.

Reminder

Thanks for topping up your account. Reply back: 2gbsFree to get 2gbs of extra data for 10 days.

Reminder #2

2gbsFree

Keyword Trigger

Conversion + Automatically Restart Sequence

You're 2gbs of extra data is now activated for the next 10 days. Enjoy!