

Why Businesses Are Ditching Short Codes



What is the difference between long code texting vs. short code texting?

Short codes are basically five-digit numbers that many companies use for outbound texting. With short codes, the conversation can only go one way which is why many companies are using them for outbound marketing campaigns. Long-code texting uses a real 10-digit telephone number. This number can be an existing landline, VoIP line, or toll-free number. Short codes can have benefits, such as being easy to remember, but it's also important to ask yourself what the downfalls of using a short-code might be. For example:

- 1) What happens if customers reply to your text?
- 2) Can a customer call that number?
- 3) What happens if a customer tries to text other numbers within your organization?

With short codes, the answer to each of those questions is less than desirable and could result in a poor customer experience. These are only 3 key limitations in short-code texting. In this new era of communication, businesses need to bridge the gap- it's time to stop using one number for voice communication and other numbers for text messages.

The Way Enterprise Texting Should Be

There are many reasons behind why customers may text a business and most require some sort of two-way communication. From resolving billing matters, responding to questions, or requesting information, a two-way conversation is necessary for most business communications.

Conversational text messaging has begun to dominate the way people talk in their personal lives, so doesn't it make sense to offer the same conversational text messaging when communicating with businesses? Additionally, doesn't it make sense for businesses to consolidate their SMS channel with their existing telephone numbers making communication simplified for their customers?

Three Key Benefits to Two-Way Texting

Opening up two-way texting on an existing number can prove to be invaluable. Human to human interactions is increasingly becoming a huge differentiator for B2B and B2C businesses. While there are many benefits to two-way texting, three, in particular, stand out the most:

1) Customer Experience

An exceptional customer experience makes your brand stand out. If your company sends out a message, is it acceptable that you can text your customers, but they aren't allowed to respond to that message? Allowing them to engage in a two-way conversation encourages customers to contact you in a way their comfortable with.

2) Speed

Studies have shown that consumers are highly responsive to text messaging and overwhelmingly prefer text to calls. Additionally, these studies have shown that text message open rates are around **98 percent** with response times hovering around **90 seconds**. The speed in which consumers respond to SMS is far greater than that of other communication channels.

3) Compliance

Using companies like Teligent allow you to remain compliant with the many new compliancy regulations being implemented around SMS communication. You can rest assured that your business is conforming to these regulations while staying versed in the newest technologies.

Still Not Convinced?

Here is some additional information about short code SMS numbers.

Shared Short Codes

Sometimes, hundreds and hundreds of companies can use the exact same short code to send messages from. There is no ownership of these five-digit numbers, which can make your brand vulnerable. Even if you have complied with SMS best practices, other companies using the same short code could abuse the number, resulting in the number getting shut down and forcing you to adjust your SMS strategy.

Dedicated Short Codes

There are instances where business can choose a dedicated short code. This gives businesses ownership of the short code number, but still doesn't offer complete control like a long-code texting number would. These numbers can be costly, and the approval process can take months, as each wireless carrier has to go through an approval process before the number is accepted for use.

Vanity Short Codes

Vanity short codes are the most expensive short code option on the market. A vanity short code may spell a specific word, making it more memorable. However, the extremely high costs usually prohibit many businesses from being able to use a vanity short code.

The Bottom Line

The bottom line is, no matter what your decision, short or long code, adding SMS as a communication channel is a step in the right direction for your business. It is an effective way to easily improve the customer experience. Make sure the next time someone asks if they can text you at this number, your answer is yes! Or vice versa, if someone texts asking if they can call, you also say yes! We encourage businesses to invest in a platform that works together with you to create an SMS solution that is best suited for your business.

TeligentIP has designed and created the Teligent Interactive Solution, a platform dedicated to two-way communications, including SMS, MMS, webChat and more. Learn more about the Teligent Interactive Solution by visiting www.teligentip.com/sms. You can also call or text us at 855-474-8464.

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