



Enhancing Customer Experience Using SMS

Ben Phoenix – Director & Co-Founder

Introduction to Ezo Connect

Established in 2016, Ezo Connect is Jersey's only locally based A2P SMS provider, independent from Jersey's telecoms operators.

Ezo Connect was created to provide high quality operator connections at an affordable cost, with packages aimed at businesses of all sizes.

We have developed our online customer portal to be extremely user friendly & efficient, as well as providing simple to use APIs.

ezoconnect.com

Why SMS?

90% of SMS text messages are read within 3 minutes & have an open rate of almost 98% compared to an email open rate of around 22%

We provide the service to start reaching your customers in the most effective way possible.

Our platform

- Save contact lists for specific audiences
- Save message templates
- Delayed delivery – set up SMS to be sent on future date
- Connect to existing platforms with an API

Send Text Message


To: Address Book
- International code required e.g. UK 44 (447797763565)

Text:

Clear Save Manage

🗨️ 0 characters, 1 SMS message(s)

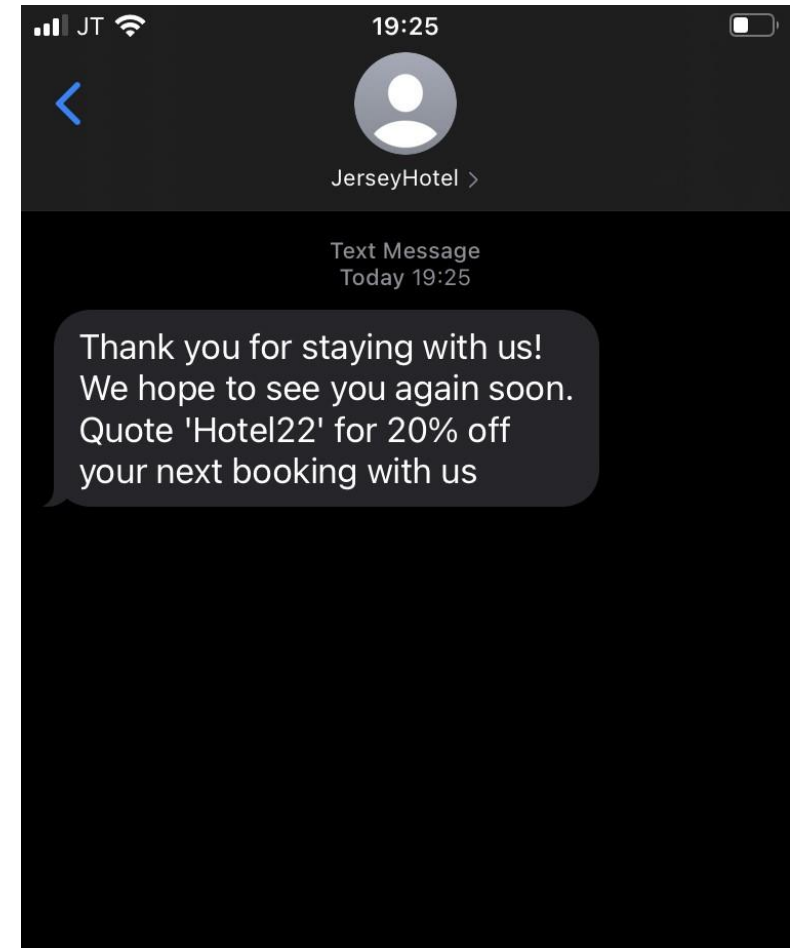
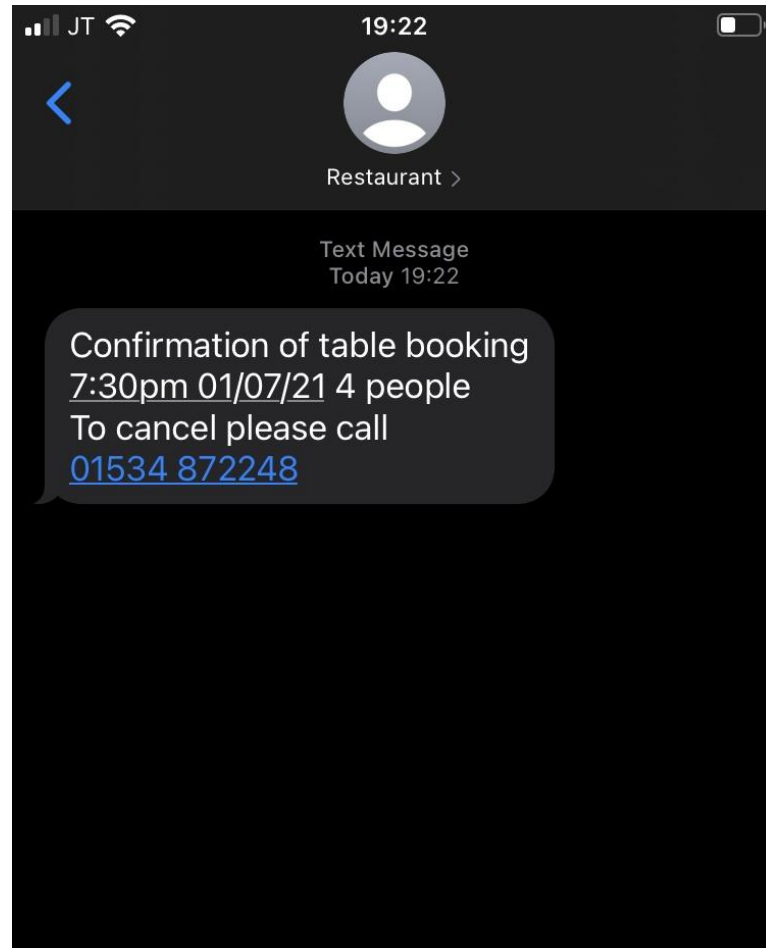
Delivery Receipt: Yes No

Delayed Delivery: 

Send Message

Available Credits: 100

Example SMS from our portal



SMS use during Covid-19

Many companies have found practical and creative ways of using SMS over the last 12 months including offering discounts, promotions and offers via text message.

Others are using SMS to keep the connection with their customers while they're unable to interact face to face.

Here are some ways we think SMS could be utilised by Visit Jersey...

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Option for visitors to opt in to receive ideas each day by SMS during stay...

Example SMS:

Visit Jersey

*What's on tomorrow – German occupation and bunker tours.
More information here... jersey.com/events*

Visit Jersey

*Pub lunch this Thursday? #1 Bus to Seymour, La Hocq or
Pembroke*

Visit Jersey

*Amaizin Adventure Park – 10% off entry when you show this
text. Today and tomorrow only*

Example SMS
to enhance
customer
experience and
minimise face
to face contact

Jersey Restaurant

Confirmation of table booking

7:30pm 01/07/21 4 people

To cancel please call 01534 872248

Jersey Restaurant

We look forward to seeing you on 01/07/21 @7:30pm

Please pre-order your table's meal choices here...

Restaurant.co.uk/menuselect

Spa Jersey

Please complete the form in the link prior to your stress less
massage on 01/07/20

Spa.co.uk/pretreatmentform

Example SMS
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Jersey Hotel

Show this SMS at reception for express check in

A Smith - Ref: AS300958

Jersey Hotel

*When you are ready to check out, please click the below link
and leave your key in the lobby box ...*

Hotel.co.uk/checkout

Jersey Hotel

Thank you for staying with us! We hope to see you again soon.

Quote Q!Hotel22 for 20% off your next booking with us

Questions?



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