# Benefits of SMS Text Message Applications for Business by Brandon Munson

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While smart phones today have no dearth of features, apps, entertainment and even work management, a basic function of the mobile phone is its power of enabling communication.

And the SMS text message feature enables easy and effective communication by obviating time-consuming conversations. However this feature also has tremendous potential for enhancing businesses.

SMS Text Message â€“ Enhancing Business

It does not require an MBA degree to figure out that a business will succeed if

(a) there is awareness about the products/ services

(b) there is constant communication with the customer and

(c) The overall customer experience is so satisfactory that it keeps the customers coming back and generates referrals.

And SMS text messaging applications enable businesses to achieve all this.

Here is how.

Benefits of SMS Text Messaging Applications for Business

SMS text message applications benefit businesses like health care providers, restaurants universities and others.  Here is a look at some of the applications and their benefits.

1. SMS Text Message Marketing

This application is beneficial for all businesses.

An SMS text marketing message has greater chances of being read than an email or other communication because people always have their cell phones. Moreover, it is permission based, enhancing the chances of positive response. A text coupon messaged to customers is an effective and affordable way to inform them about new products or special offers.

2. SMS Virtual Queue Management Applications

This application is ideal for large hospitals, retail centers, universities, transportation department or any business that requires customers to wait in a â€˜queueâ€™ or move from one queue to another.

The system efficiently manages wait times, enhancing the overall customer experience. After inputting customer details in the system, the administrator can inform the customer of his turn via a text message. This obviates the need to remain in waiting rooms. And once the customer finishes his turn, the system moves him virtually to the next line, informing him of his place there (say 6th or 2nd etc)

Another benefit of this application to businesses is that customers can interact directly with the

system, check their position in the queue and even push behind their place in the line, if they so desire. Thus, there is no lost time in waiting for the customer to show up (when he is actually not there). This can boost the efficiency of the business and increase customer satisfaction tremendously.

3. SMS Virtual Queue Management Applications for Universities

The system is useful in Universities particularly during peak registration periods. During registration, usually, students need to undertake multiple activities like meeting with a student counselor, actual registration, financial aid etc. All these areas have individual queues.

The SMS virtual queue management application efficiently manages multiple virtual queue lines, texting students their position in a particular queue. This avoids over crowding at any one place. And by knowing how long they have to wait in one queue, students can use wait times efficiently by tackling some other activity in that time.

4. SMS Text Message Applications for Restaurants

These applications have all but replaced the restaurant coaster pagers.

The biggest benefit is of course the cost saving on guest pager devices because the guests already have them â€“ their cell phones.

The system also manages wait times and reservations, giving restaurants a triple functionality in one application, thus enhancing efficiency.

The customer experience is enhanced because they are now free to move about without fear of missing their place. And they can listen to music or play games or even catch up on emails, as they wait to receive their text message saying that the table is ready.

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