

9 Ways To Leverage Mobile Communications For Your Business

TechRounder PDF Edition

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In brief

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Communication has come a long way since the invention of the telephone. It takes care of long-distance affairs, but communication is also a factor in the success of businesses. Today's smartphones and applications you can use with other mobile devices are important in reaching out to everyone involved in scaling your business. Aside from reaching out to customers, mobile communications can also help improve communication between employees, people involved, and business partners. If you're still missing out, here are ideas on making communication work for scalability and profitability.

1. Make Websites Mobile-Responsive

This year, almost 15 billion mobile devices are operating worldwide. And out of 218 million 5G connections, 48% are in North America alone. So as you can see, tons of people use mobile devices daily. That one fact can make a difference to the success of your business, aside from mobile phones, tablets, and laptop computers that people may also access for work or leisure. Optimizing your business website to be mobile-friendly allows users to access information faster. Ensuring that it's viewable through various screen sizes makes your website readable and more accessible for search engines to find and display for mobile users. Your website can also rank higher when users access it without problems, whether using a desktop or mobile device.

2. Use Mobile Apps To Reach Out To Customers

Individuals use regular telecommunication services to contact family members, friends, and colleagues almost daily. But when you want to reach out to your customers, you'll save more money using apps that cater to businesses like yours. For example, you want to connect to multiple people simultaneously to inform them about valuable information on sales and their shopping experience. You can use a solution provider similar to Power Dialer to help you become more efficient. These systems are dedicated to sales-driven environments that help use operations and maximize profitability even when away from a desktop computer. With these solution providers you can use with your mobile phone, you can send information to your customers and even contact them anywhere they are through their mobile devices.

3. Send Ringless Voicemail Ads

People bring mobile devices anywhere, and Americans spend an average of 5.4 hours daily on their phones. It's an excellent opportunity to send your customer base ringless voicemails to market new products and inform them of sales, promos, and events that you may have. It's valuable for eCommerce brands and brick-and-mortar shops to engage loyal customers and new ones. Ringless voicemails are pre-recorded audio messages advantageous because they add a personal touch that text ads can't mimic. A ringless voicemail software can help outbound marketing campaigns because audio messages are sent directly to their voicemail boxes. Your customers don't even have to open their phones to receive them.

4. use Cloud Communications Systems

Cloud communication systems offer high-quality and cost-effective features that allow mobile phone users access to the company phone system. There are downloadable apps that can turn your smartphone into a business phone. Your employees, especially those working from home, can finally use fax, HD voice integration with productivity apps, and more. The following are a few benefits of cloud communications for your workers:

- To reach out to your business, customers and employees don't have to keep dialing multiple contact numbers. A single contact number for phone, text messaging, and fax is easier to remember for both parties. Your team also benefits from employee privacy because they don't have to use their private numbers for customer assistance.
- Integrating extension dialing and the company directory provided by cloud systems makes it easier for teams to reach off-site employees through the company directory's extension dial. It's a feature that free cloud communication system apps have.
- Cloud communication helps minimize costs and visibility in BYOD (bring your device) billing when employees use their mobile devices for business. While BYOD saves you from providing company phones to your employees, cloud communication apps save your employees money using mobile data. Some app services offer monthly subscriptions for features that your company uses.

5. Text Notifications

When one says mobile communications, text messaging is probably the first thing that comes to mind. Mobile phones are built with the primary feature of sending messages as reminders or alerts. A descriptive but straightforward text message can welcome your customers because they're not intrusive and are easy to send. Messages don't have to be too long either. Use keywords and a call to action to invite your customers. You can also add links that redirect to your website. There are various businesses utilizing SMS. They include banks that allow you to check your account balance. Retail companies also use text messaging to inform customers about sales and other deals. Text messaging is also quick to send, receive, and it's sometimes more helpful than email marketing. With text messaging, mobile phone users can immediately see their inboxes. They don't have to access their emails to see the contents of the messages.

6. Organized Team Collaboration

Mobile communications are not just for engaging your customers. It's primarily to keep your team in the loop. Organizational communications can be improved with file sharing mobile devices are now capable of doing. Today, you can use apps that offer secure data and document collaboration. Key personnel can access company data remotely with software built with specific features to track sales and other efficient project management tools such as calendars. Some features also allow tracking of which team member worked on a particular task. Tools for mobile collaboration ease the need for countless apps and relieve information fatigue. The amount of paperwork required for tasks can cause information loss and confusion among team members. Using mobile apps for sharing data makes it convenient for workers to access centralized information and integrate other systems to consolidate documents and other forms of data.

7. In-Depth Employee Communication

The global pandemic has forced more companies to send their staff home to work instead. This new regular arrangement contributed to the rise in workforce engagement because employers need to communicate more with their now-scattered employees than ever. With more team members working off-site due to social distancing, companies are utilizing communication solutions that enable them to keep connected no matter the location of each person. Online video conferences have made it possible for key personnel and people involved, even if they are all not in the same room. Learning the do's and don'ts of video conferencing can make long-distance meetings successful. Online solutions with downloadable mobile apps are critical for success as employees can provide analytics, target errors, work on solutions, and make informed decisions. And all can be done in the comfort of one's home.

8. SMS Voting Or Feedback Surveys

You can source valuable information from your customers without conducting expensive feasibility studies. You don't even have to leave home to scout for responders. Instead, your customers can give you insights to help you pinpoint areas where you need to improve, and you can do this with simple SMS feedback tools or polling apps. If you have seen television shows where the audience can vote for their favorite contestants, you know that technology has existed for decades. You can ask your customers which of the two most popular items you can apply discounts on. Likewise, you can also set up a poll if customer service has excellently assisted them. SMS surveys and voting lets you know what your customers think. You will be able to tweak processes so that your team can cater to the wants and needs of the customers.

9. Make Event Registrations Easier

Mobile communications also allow people to book events on-the-spot as soon as they learn about them. You can set up to send an SMS text that comes with a link where customers can register. The link must lead to websites or apps where customers can register their details for attendance. It must also give customers the option to pay online. Tickets can also be in different forms depending on the company. Once the user arrives, they can give the ticket for scanning or say their name for validation. Tickets will have a printed QR code for legitimacy. You can search for booking apps or websites that you can use when setting up an event for your business. You can also incorporate these apps into your website and social media accounts. Such apps and websites also ensure that payments are immediate and secure. Bookings made through their mobile device protect their personal information and payment data. It's one of the easiest ways to show your professionalism, and your attendees will trust you for it. Leveraging communication, using the right apps, and communicating your intentions can help manage your audience.

Conclusion

Mobile communications can help upgrade your business as you can reach out to more people this way. For example, you can use apps and software to reach out to your employees and customers to share information and keep them in the loop. Catering to mobile devices enables your business to reach out to people in real-time while helping you improve as you grow.

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