



Improving Response Rates Using Reminder Emails



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Did you know? Simply by using reminder email or SMS, you can improve your response rates by 25-50%. The customer decision to accept your invitation to provide feedback is influenced by a variety of factors. Here we will provide insight on just one. The reminder.

Contrary to popular belief, when invited, many customers will engage you in a dialogue or to provide a rating about a product or service they just received from you. Not only will they provide feedback, but customers are becoming more increasingly conditioned to rely on feedback of others to make purchasing decisions – 81% of consumers read customers reviews/ratings before making a purchase (Deloitte Consumers Review, 2014.) These stats are further emphasised by the results of our clients, who are seeing higher engagement and response rates from their younger customer base, specifically in the high growth areas of SMS and mobile surveys.

80% of Customers Who Responded to the Initial Email Invite did so on Day 1



The only challenge is, the customer has no control over when the invite is sent. To put it simply, some customers would engage, but now simply is not a good time. For these customers, bad timing is the initial justification for not participating, but the arrival of the other emails or SMS messages into their inbox compounds things by removing feedback

invitation from the top of their queue. With today's devices and consumer behaviour, removal from the top of the queue means 'out of sight'. Out of sight equals out of mind. Out of mind means...well, you get it, no response. Enter the reminder.

The reminder invitation will not appeal to all. For the percentage of customers whose reasoning for not engaging was simply your bad timing, the reminder does work. And work well. Below is a chart showcasing a large organisation (North America Client, Financial Services) and their attempt to engage customers in a conversation after a service experience. 80% of customers who respond to the initial email invite did so on day 1. By the end of day 3, 98% of those would reply to that invite already had. The reminder was sent on day 4.

Their result – a 43% lift in the number of completions as a result of the reminder. 16,571 customers conversations that they otherwise would not have had. 2,905 of them were classified as 'at risk', providing the business with 2,905 opportunities to reach out and fix things. All because of a simple reminder. Not bad.

