



# Eagle® Text Messaging™

## Product

Epicor Eagle

## Benefits

- ▶ Connect more easily with customers by reaching them via their smartphone's messaging app
- ▶ Enhance service to your customers with timely notifications they'll want to receive
- ▶ Successfully reach more customers, more often, using the medium they prefer over e-mail
- ▶ Complete revenue-boosting transactions faster by quickly notifying customers about items ready for pickup
- ▶ Increase sales, revenues, and loyalty by alerting customers to promotions and events
- ▶ Keep customers up-to-date on their account status, payments, and more

One of the best ways to boost customer satisfaction and loyalty is to communicate promptly when you have information your customer needs. Today, one of the best ways to reach your customer is via text message.

Nearly every mobile phone—smartphones and even more basic mobile phones—can send and receive text messages. Consumers overwhelmingly choose to use this capability—some surveys show that 97 percent of Americans use their text-messaging app at least once a day<sup>1</sup>.

What's even more interesting is the unique effectiveness of a well-timed text message (also known as SMS messages). Consumers read them readily—98 percent of these messages are opened, compared with only 22 percent of e-mailed messages<sup>1</sup>.

Unlike messages sent over social media or other mobile apps, text messages are sent directly to individuals. Perhaps that's why they're so powerful.

You have an opportunity to reach customers quickly, easily, and effectively with notifications, announcements, even promotions—if you and your staff have a convenient way to send these messages.

## Keep your customers up-to-date and in-the-know

Eagle Text Messaging makes it easy to communicate with consumers via text message, right on their mobile phones.

With Eagle Text Messaging, Eagle retailers can automatically give customers news they want to read—the arrival of a special order or rain check item, or the completion of a repair or other service.

At other times, you may also want to connect with a customer with account, payment, recent transaction, or other information. For those situations, you can create “on-demand” text messages from within a number of Eagle applications—Point of Sale (POS), Customer Record (MCR), Received on Account (ROA), and Open Item File Maintenance (MOI).

Whatever your customer needs to know—or whatever you want them to know about—text messages are a highly effective means of getting the word out. Now with Eagle Text Messaging, you can get your message to customers with ease.

<sup>1</sup> OneReach, “45 Texting Statistics That Prove Businesses Need to Take SMS Seriously”, by Gigi, September 10, 2015

## Key Features: Eagle Text Messaging

### Automated text-message (SMS) notifications

- ▶ Notify customers when a special order item arrives and is ready for pickup
- ▶ Notify customers when a rain check item is stocked
- ▶ Notify customers when a repair or other service is complete and ready for pickup

### On-demand text messaging

- ▶ Create and send text messages to customers from POS, MCR, ROA, and MOI applications

## Requirements

- ▶ Eagle Release 26
- ▶ Eagle N Series®
- ▶ Eagle POS (for text messages from POS)
- ▶ Eagle A/R (for text messages from MCR, ROI, MOI)
- ▶ Eagle Advanced Special Order (for text messages for special orders)
- ▶ Eagle Service and Repair (for text messages from Service and Repair)

## About Epicor

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