

**90% open rate**  
**24% response rate**

Service reminders are very effective in retaining customers and increasing sales. In fact, when sent to customers on or around the maintenance due date, service reminders generate a 24% response rate. In addition, those who respond spend more than 22% in products and services on average.

In other words, if you're not currently using any kind of service reminder system, you're missing out on a huge opportunity.

#### **The Most Effective System**

By using Wessan's Text Messaging System, you will not only be able to provide customers with service reminders for pennies per text (volume-based pricing) but you will also experience a 90% open/read rate.

#### **How it Works**

You simply post a sign or print any code on the receipt (ie.. text OIL to 95495 for discounts, offers & reminders)  
– we'll do the rest.

#### **The Strength of Experience**

With 20 years in the interactive industry, Wessan knows how to develop a system that will produce results and generate lasting loyalty with your brand.

#### **With Wessan, the Text Messaging Applications are Endless:**

- Service Reminders
- Coupons
- Promotions
- Leverage Media
- Slow Day = Special Discounts
- Frequent Visitor Club
- Sweepstakes
- Contest / Quizzes / Games
- Surveys / Research
- Data Capture
- Lead Generation
- Sponsored Events

*and much more...*

INNOVATIVE  
POWERFUL  
EXPERIENCED

#### **The Benefits:**

- Attract and retain customers
- Sell more products & services
- Increase visibility / awareness
- Increase revenue
- Help reach the next generation of customers

Call 800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.



text service reminders