



# CUSTOMER & MARKET INSIGHT

19 July 2023

# Objective/summary



1. To identify the **day** of the week the largest volume of SMS is sent by different sectors. What we found was in certain sectors, there are **clear patterns** as to which month and day the highest volumes of SMS are sent.
2. Monthly & weekly send patterns clearly suggest the “best time to send”, which is sound advice & expertise we can communicate and share.

## DAY OF WEEK:

- Highest days on average across all sectors - Wednesday

# HEALTHCARE



# HEALTHCARE

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Tuesday & Wednesday.
- Possibly suggests appointment reminders for the week ahead.

### WEEK NUMBER IN MONTH:

- Highest week - no outright leader. SMS is used by the industry all month round, given its excellent read & response rates.

### MONTH:

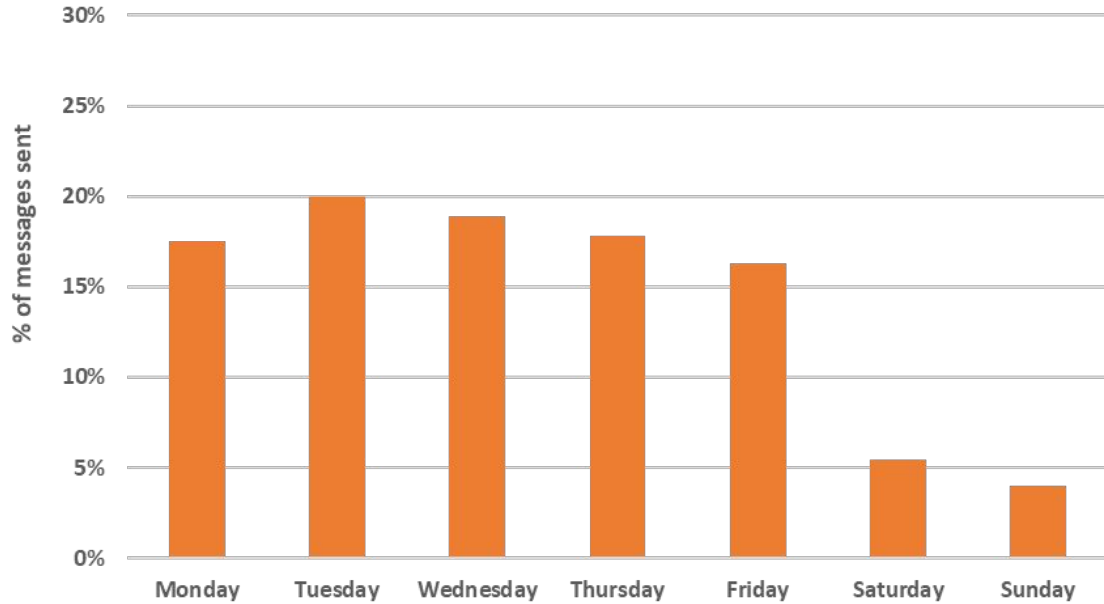
- Peak in winter months > customer needs driven, i.e. could imply more sickness in winter.

# HEALTHCARE

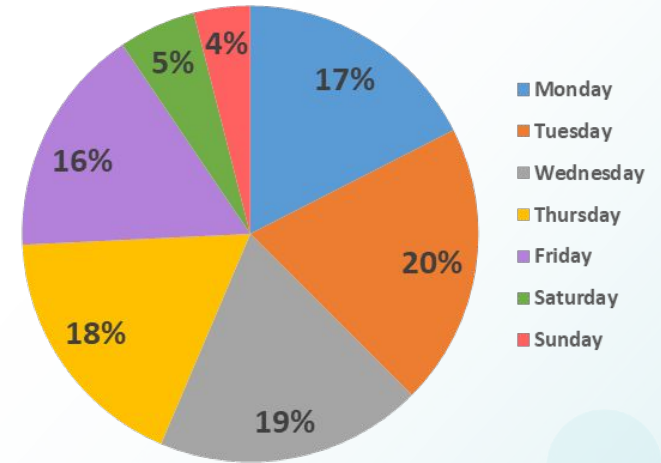
## DAY OF THE WEEK - SEND VOLUMES



Healthcare - Day Of The Week



Healthcare - Day Of The Week



# RETAIL



# RETAIL

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Monday/Tuesday but relatively consistent across weekdays > click & collect + delivery notifications.
- Marketing - deliver offers to encourage spend Mon to Fri, not just at weekends.

### WEEK NUMBER IN MONTH:

- Highest week - no outright leader. SMS is used by the industry all month round, given its excellent read & response rates.

### MONTH:

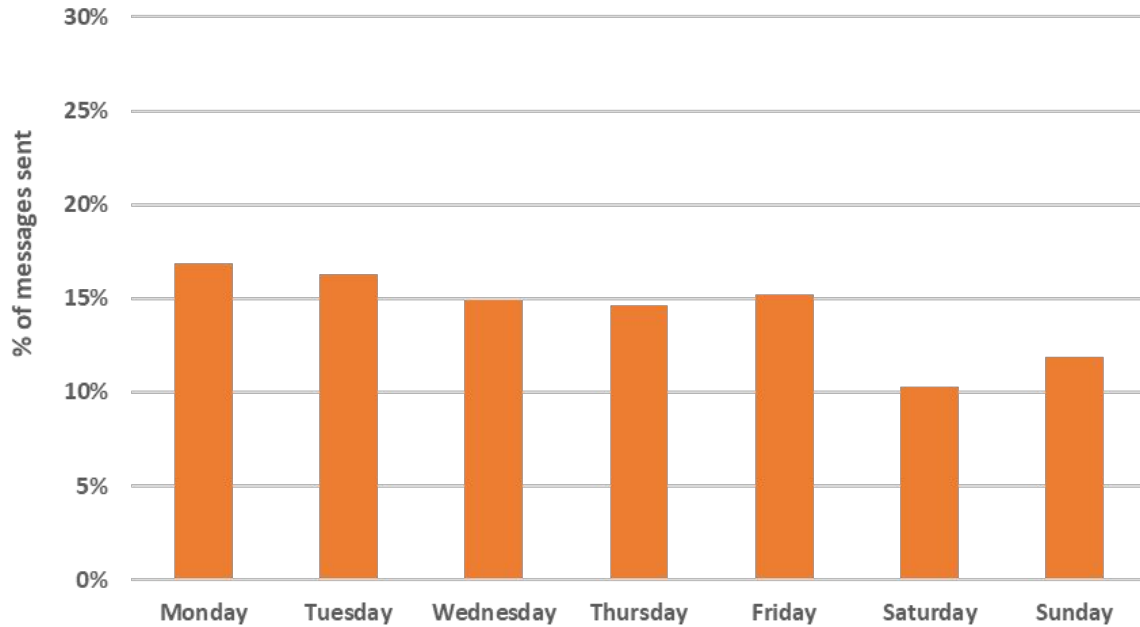
- Peak in August > Could suggest back to school, summer sales.
- Peak Nov to Jan > might link to Black Friday, Christmas, January sales.

# RETAIL

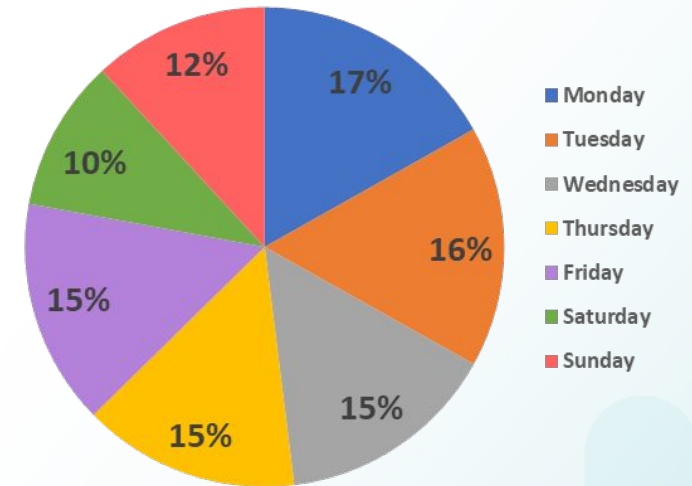
## DAY OF THE WEEK - SEND VOLUMES



Retail - Day Of The Week



Retail - Day Of The Week





# FINANCIAL SERVICES



# FINANCIAL SERVICES

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest day Tuesday - steady decline across the week.
- Perhaps to prompt customers early in the week, with the aim of getting payment/a resolution before end of week.

### WEEK NUMBER IN MONTH:

- Highest week - no outright leader, but the slight lead in week 3 may suggest for debt collection at least, a push to get payments in/issues resolved.

### MONTH:

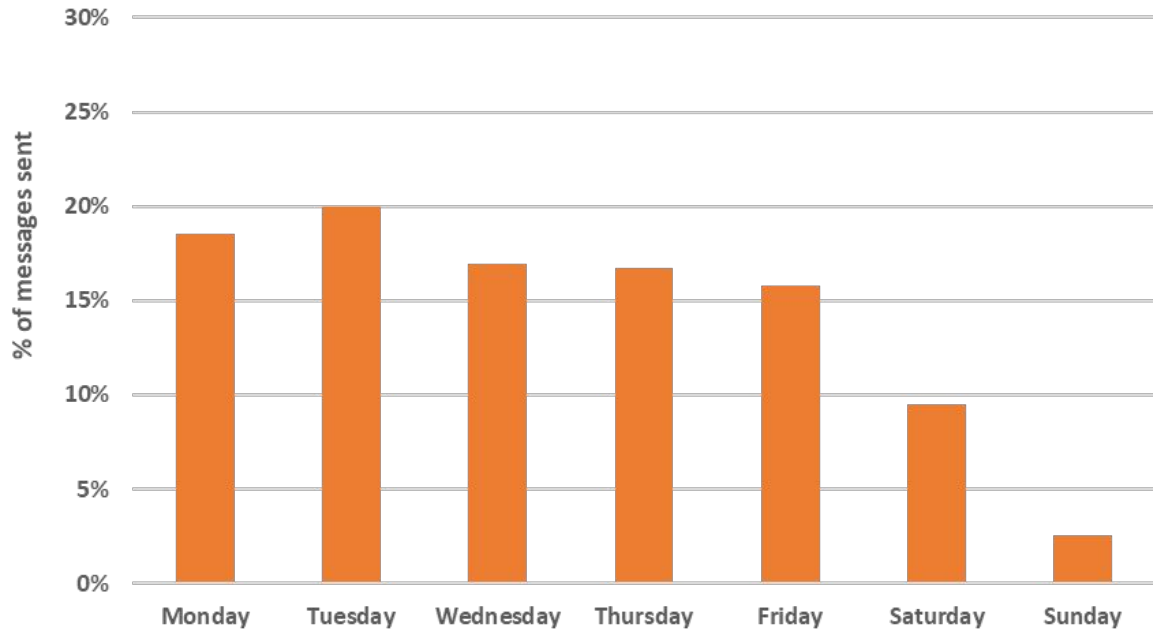
- No outright leader. SMS is used by the industry all year round, given its excellent read & response rates.

# FINANCIAL SERVICES

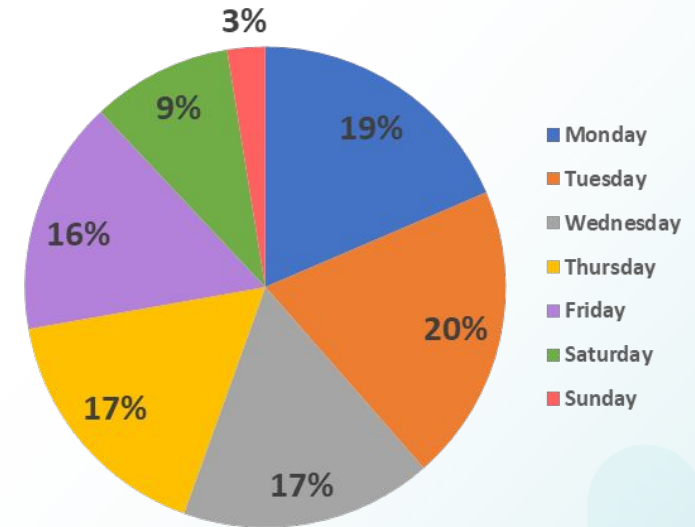
## DAY OF THE WEEK - SEND VOLUMES



Financial Services - Day Of The Week



Financial Services - Day Of The Week



# INSURANCE



# INSURANCE

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - clear peak on a Friday.
- Renewal notifications/reminders - people often have more time to do this type of admin at weekends.
- Van hire at weekends.

### WEEK NUMBER IN MONTH:

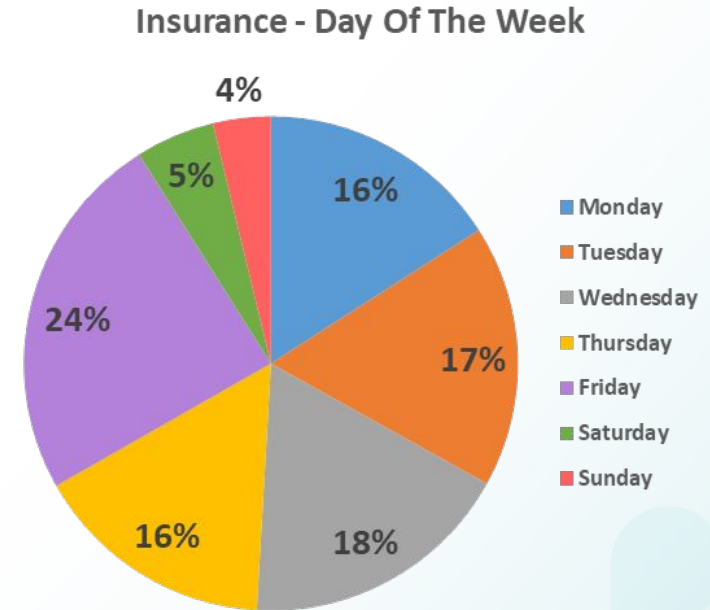
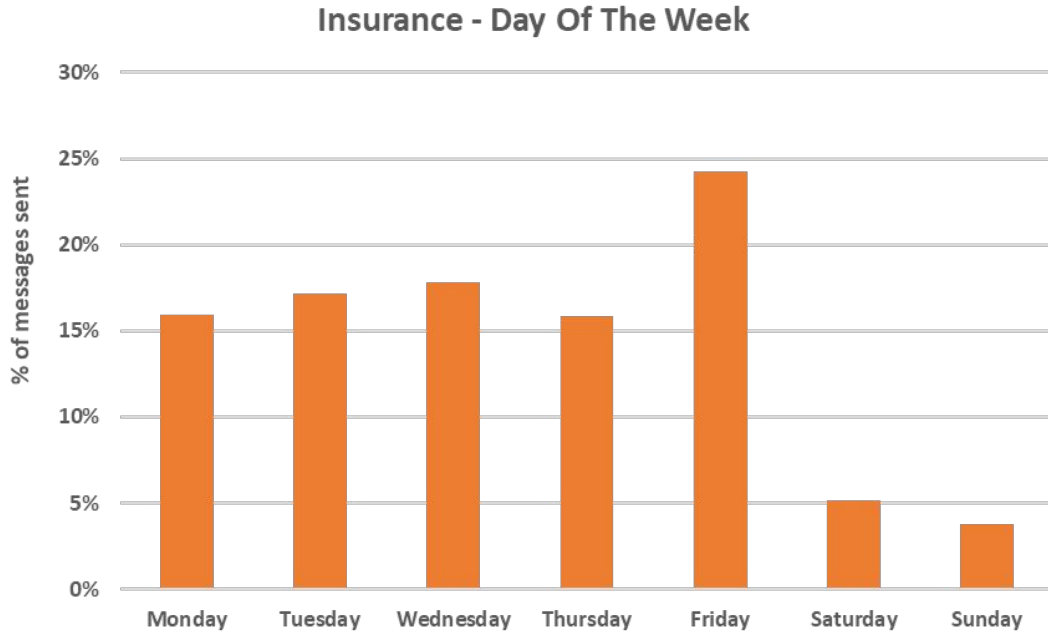
- Highest week - no outright leader. SMS is used by the industry all month round, given its excellent read & response rates.

### MONTH:

- No outright leader. May reflect the fact that insurance policies expire daily & therefore have a consistent pattern of trade.

# INSURANCE

## DAY OF THE WEEK - SEND VOLUMES



# TRANSPORT



# TRANSPORT

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Thursday but pretty consistent across weekdays.

### WEEK NUMBER IN MONTH:

- Highest week - no outright leader. SMS is used by the industry all month round, given its excellent read & response rates.

### MONTH:

- Builds towards a peak in the summer, then declines into winter. Indicative of when people start to book holidays for the summer (marketing & booking confirmations) and then travel (service based reminders).

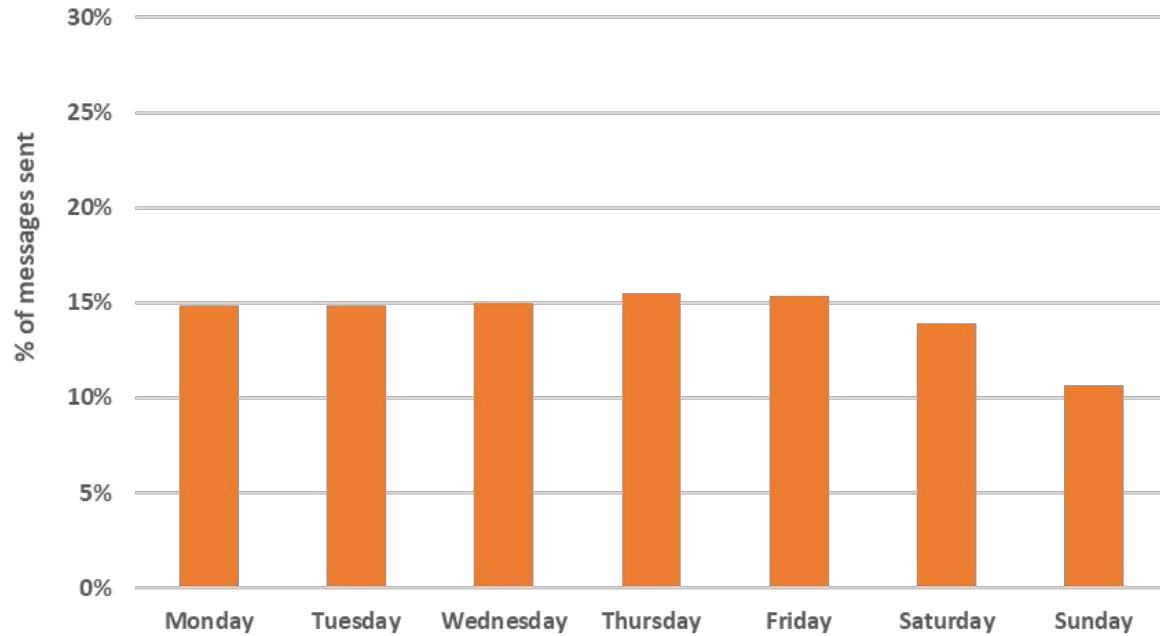


# TRANSPORT

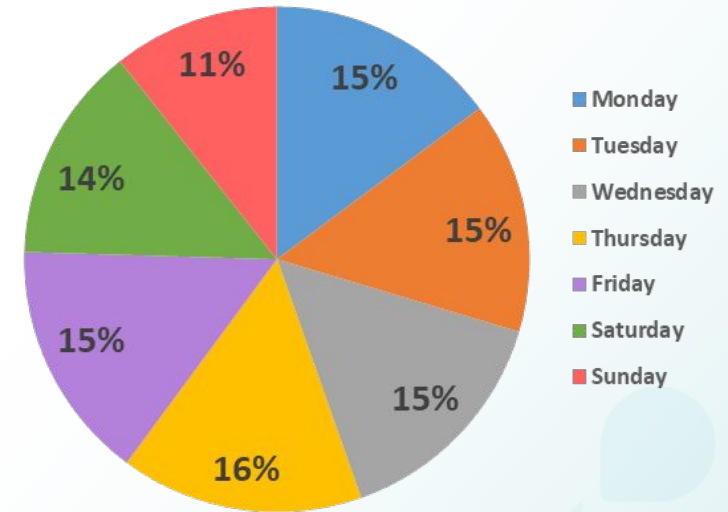
## DAY OF THE WEEK - SEND VOLUMES



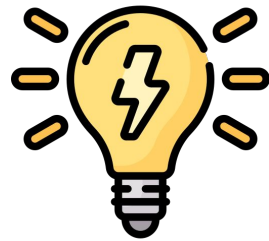
Transport - Day Of The Week



Transport - Day Of The Week



# UTILITIES



# UTILITIES

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Wednesday with a steady decline across the week.
- Appointment reminders.

### WEEK NUMBER IN MONTH:

- Highest week - week 3 is an outright leader. Maybe linked to a push to get payments in/issues resolved before month end.

### MONTH:

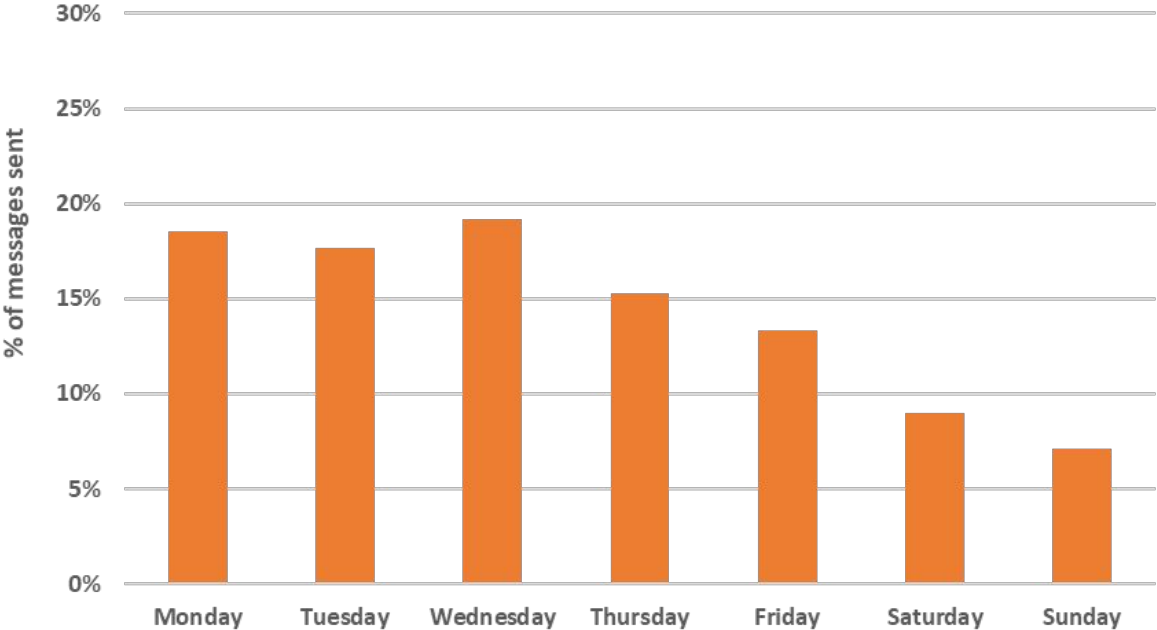
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# UTILITIES

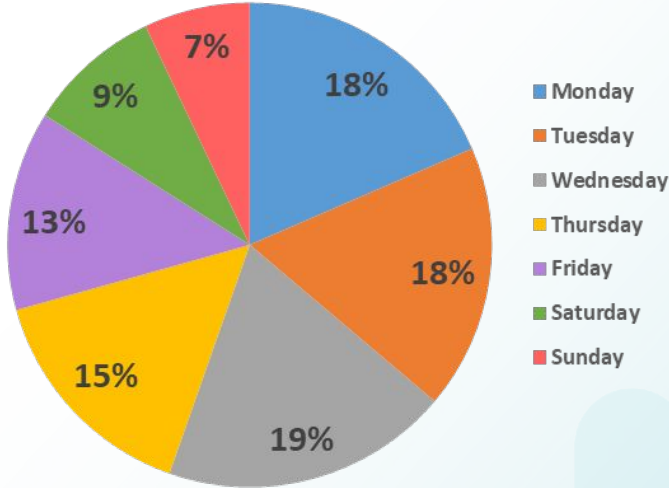
## DAY OF THE WEEK - SEND VOLUMES



Utilities - Day Of The Week



Utilities - Day Of The Week



# RECRUITMENT



# RECRUITMENT

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Tuesday but largely consistent across weekdays, bar Mondays.
- Two key use cases - traditional recruitment (interview & new vacancy notifications) + shift notifications.

### WEEK NUMBER IN MONTH:

- Highest week - week 3 has a slight lead. Employers keen to get jobs confirmed by month end. Shift confirmations for next month.

### MONTH:

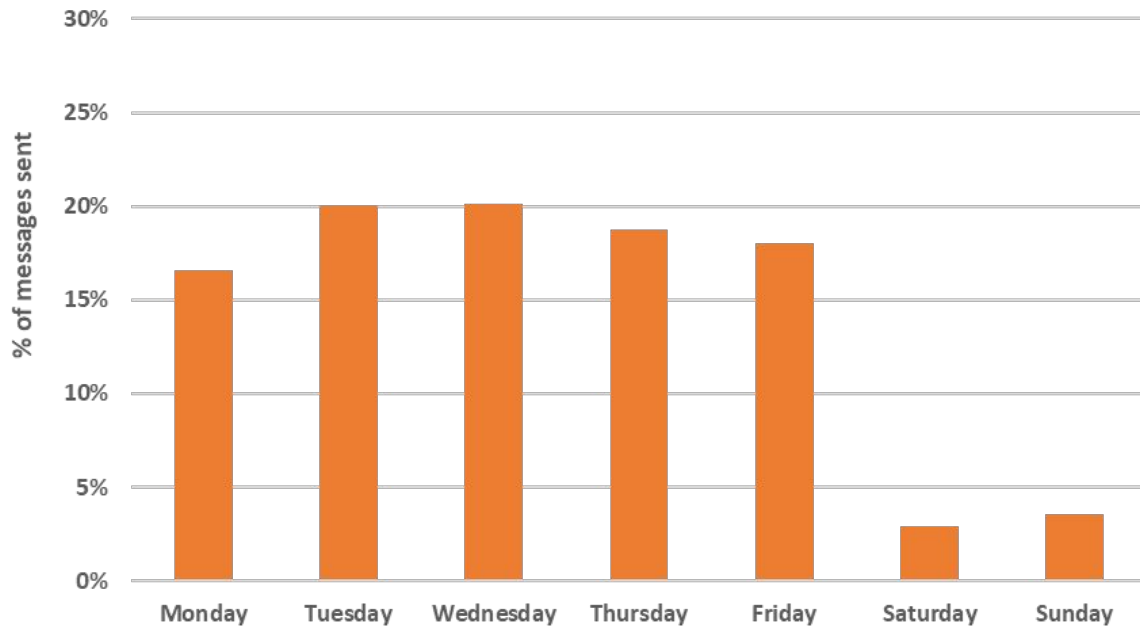
- Peak in March - possibly when the market peaks, following the traditional “new year, new job” activity!
- Grows to a peak in summer - temporary summer recruitment & shift confirmations (tourism & hospitality).

# RECRUITMENT

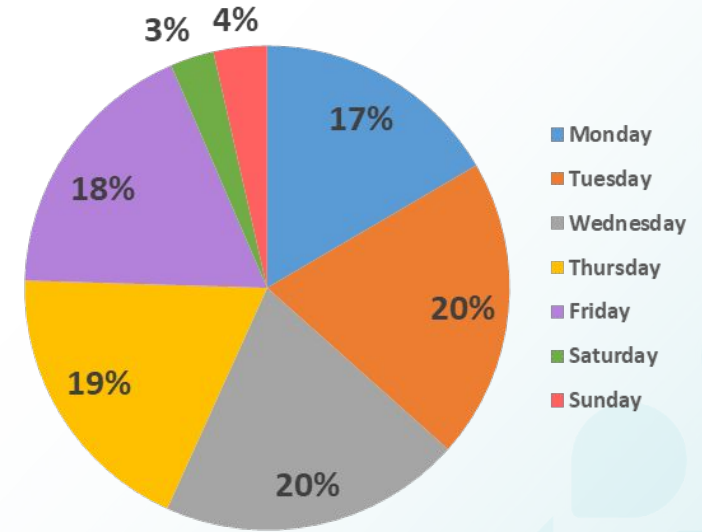
## DAY OF THE WEEK - SEND VOLUMES



Recruitment - Day Of The Week



Recruitment - Day Of The Week



# ENTERTAINMENT





# ENTERTAINMENT

## SUMMARY - SEND VOLUMES



### DAY OF WEEK:

- Highest days - Monday and Friday.

### WEEK NUMBER IN MONTH:

- Highest week - week 1.

### MONTH:

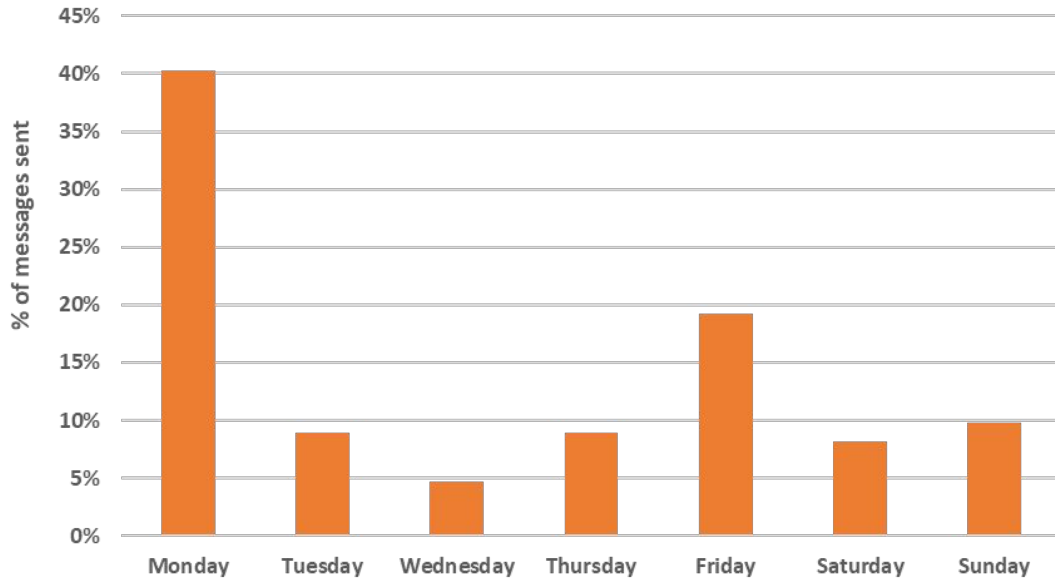
- Peak in winter months - indicative of people having more leisure time inside to play online games.

# ENTERTAINMENT

## DAY OF THE WEEK - SEND VOLUMES



Entertainment - Day Of The Week



Entertainment - Day Of The Week

