

# KENECT®

# DID YOU KNOW?

## Your Customers Prefer Text Messaging.

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- **89% of consumers** would rather communicate via text instead of calling you or filling out a form.
- **98% of text messages** are opened. 95% are opened within 3 minutes.
- **Fewer than 20%** of consumers answer phone calls or emails from unrecognized contacts.

## Companies that Text Make More Money. Period.

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- **'Contact Us' forms are outdated.** Kenect customers using the 'Text Us' widget get 260% more leads.
- **Texting is more efficient than phone calls, emails, and online chat,** reducing voicemails by 84% and on-hold calls by 81%.
- Kenect customers **generate 6% higher revenue** than peers.

## Your Online Reviews and Reputation Matter.....A LOT.

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**93% of consumers use reviews to choose a business.**



**Online reviews are trusted as much as personal recommendations by 91% of consumers.**



**With Kenect, text requests for reviews have a 35% success rate in getting ratings and reviews, compared to a 98% ignore rate for email requests.**

**FIND OUT MORE**

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**[www.kenect.com](http://www.kenect.com) | 888-972-7422**