

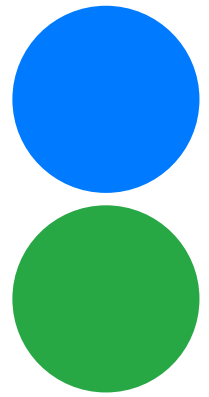


MISSED CALLS TO SALES

STRATEGY GUIDE

FOR NON-TECHNICAL SMALL BUSINESS OWNERS

JULY 5, 2024



How to Legally Turn Missed or Unanswered Calls Into Sales for Your Small Business in 2024

Introduction

Missed calls are lost opportunities. But what if you could turn those missed calls into sales? In this guide, we'll cover the legal and technical essentials you need to know to start converting those missed calls into revenue for your small business.

General Idea of How It Works

The concept is straightforward: when you miss a call from a potential customer, an automated system sends them a text message. This message can direct them to a highly optimized FAQ Sales Page to help them get their questions answered. On top of all this, the FAQ Sales Page has an sales assistant AI chat bot that can handle FAQs and guide them towards making a purchase or get their name and email to capture them as a lead.

Software You Should Get and What to Look For

To implement this system, you'll need specific software. The main software you'll need are:

1. Call Tracking
2. Automated SMS
3. A Website to host a FAQ page.
4. AI Chatbot
5. CRM or Email Marketing

Look for software that offers:

- Call tracking
- Automated texting capabilities
- Integration with AI chat bots

- Compliance with FCC regulations
- Robust customer support

FCC Laws and Regulations Related to Auto Texting Customers Without Consent

The Federal Communications Commission (FCC) has strict rules regarding automated texting. You must obtain explicit consent from your customers before sending automated texts. Failure to comply can result in hefty fines and legal issues. In addition, as of 2023, the mobile carriers and network operators (e.g. AT&T, Verizon, T-Mobile) have banded together to set their own regulatory system called A2P 10DLC for how businesses send automated messages to consumers.

Compliance Issues You Need to Deal With

Compliance is crucial when using automated texting. Ensure your system:

- Get customer consent
- Provides an easy opt-out mechanism
- Adheres to all data privacy laws

A2P 10DLC and Its Impact on Small Businesses

Application-to-Person 10-Digit Long Code (A2P 10DLC) is a messaging standard that affects how businesses send texts to customers. It ensures higher message delivery rates and better quality. To comply in 2024, you must:

- Register your business and brand with a 10DLC provider
- Follow messaging guidelines
- Register each and every messaging campaign you intend to send to consumers
- Be able to pass the mobile carriers' review process
- Pay the non-refundable processing fee upfront

Failure to comply with A2P 10DLC means your business is likely to be flagged as a spammer, your messages will be blocked, and you still have to pay rates for messages sent.

Importance of Good Customer Support

Choosing a software provider with excellent customer support is vital. Their product, customer success, and sales teams must know the product well and not be siloed on its functions. They should be knowledgeable about:

- Compliance requirements
- Technical setup and troubleshooting
- Best practices for automated texting
- How to leverage their tools for greater marketing insights and results

Using Automated Texting to Re-route Customers to FAQ Pages & AI Chatbot

Automated texting can do more than just send a message. Use it to:

- Direct customers to an FAQ sales page, where sales copy can influence a caller's purchase
- Engage them with a sales assistant AI chat bot
- This AI chatbot can answer questions and gently nudge them towards making a purchase
- The AI chatbot can capture the caller's name and email for your email marketing
- Expertise in prompt engineering and generative AI and LLM models is useful for training the AI chatbot for the greatest effectiveness

Contact Information

For any questions on how all of this work or if you have interest in working together please reach out to me.

Huyen B Hoang

huyen@huyenbhoang.com