We encourage you to use any of the following statistics in your marketing communications with your customers:

* False dispatches decrease by 54% for those who use chat services
* The average time to dispatch is 44 seconds compared to five minutes for those who use chat services
* According to Pew Research Center, **67% of Americans** say it’s general practice is to not answer the phone when they receive a call.
* According to Garnter, **open rates of text messages are 98%**
* An overwhelming 95% of alarm dispatches are on false alarms
* ZipWhip survey conducted on 520 consumers found that 96% of respondents find phone calls to be disruptive.
* According to MobileSquared, **90% of people read text messages** within the first minutes of receiving one
* Americans text twice as much as they talk on the phone
* **78% of people wish they could have a text conversation with a business**
* 80% of professionals currently use text for business purposes
* Texting is highest rated contact method for customer satisfaction compared to all other communication channels
* Average response time for a text is 90 seconds
* Most people are using smartphones nowadays — 57% of mobile users own a smartphone. In 2020, 3.5 billion people are expected to own a smartphone.
* Smartphone usage is expected to increase to 77% of the global population by 2025.
* Researchers predict 6 billion people will send and receive SMS text messages by 2025.
* 88% of people surveyed said text was the number one thing they use their phones for, and they use their phones all the time!
* 92% of U.S. adults carry text-enabled phones, 98% of smartphone users use text on a regular basis
* 85% of customers in 2022 prefer receiving text messages over a phone call or email
* A majority of people — 71% of consumers — say using text messaging to communicate with a business was effective.