



TBD LIQUIDS: A CASE STUDY

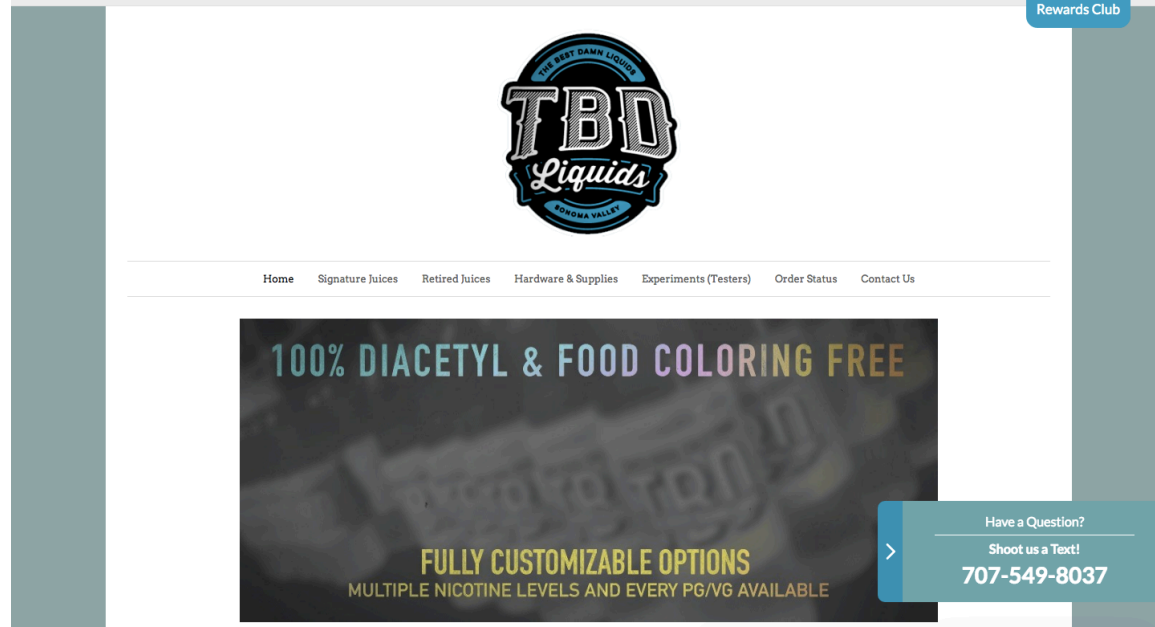


INTRODUCTION

Texting is taking over as the number one preferred method of communication of smartphone users, specifically millennials. 75% of millennials prefer texting to calling as it's more convenient. **(1)** Message Mate (created by OwnerListens) is a texting solution for business websites that helps bridge the gap between businesses and their customers by both alerting customers that they can text this business, and facilitating the textual exchange.

With Message Mate, customers can directly reach out to businesses via text and receive responses to their phone, while the customer's phone number, as well as that of the individual responding on behalf of the business, are kept private. Message Mate's appearance (colors and text) can be customized to fit the aesthetic of virtually any website.

Business users can respond to customer messages via SMS, email, or a web dashboard and those responses are delivered to the customer as text messages. TBD Liquids, an online vaping shop whose site is depicted on this page, is one of the earliest users of Message Mate. Insights related to how they have used Message Mate to communicate easily with their customers, increase sales, and build long lasting relationships with their customers are the subject of this case study.



THE BEST D*MN LIQUIDS

TBD Liquids is a vaping juice company founded by John Fitch, in early 2014. TBD began as a hobby, occasionally selling juice through Reddit. After experiencing an increase in popularity, John quit his job and dedicated himself exclusively to creating a quality juicing product at a price that people could afford.

The name TBD Liquids, which stands for The Best Damn Liquids, signals a level of excellence that begins with product but continues through superb customer service. TBD promises their customers the best, and does everything possible to provide just that. TBD uses texting to help fulfill the promise of service excellence. Through the implementation of a texting solution, they are able to communicate concisely and quickly with their customers, creating a bond that often translates into increased sales, organic growth of their business, and stellar reputation.

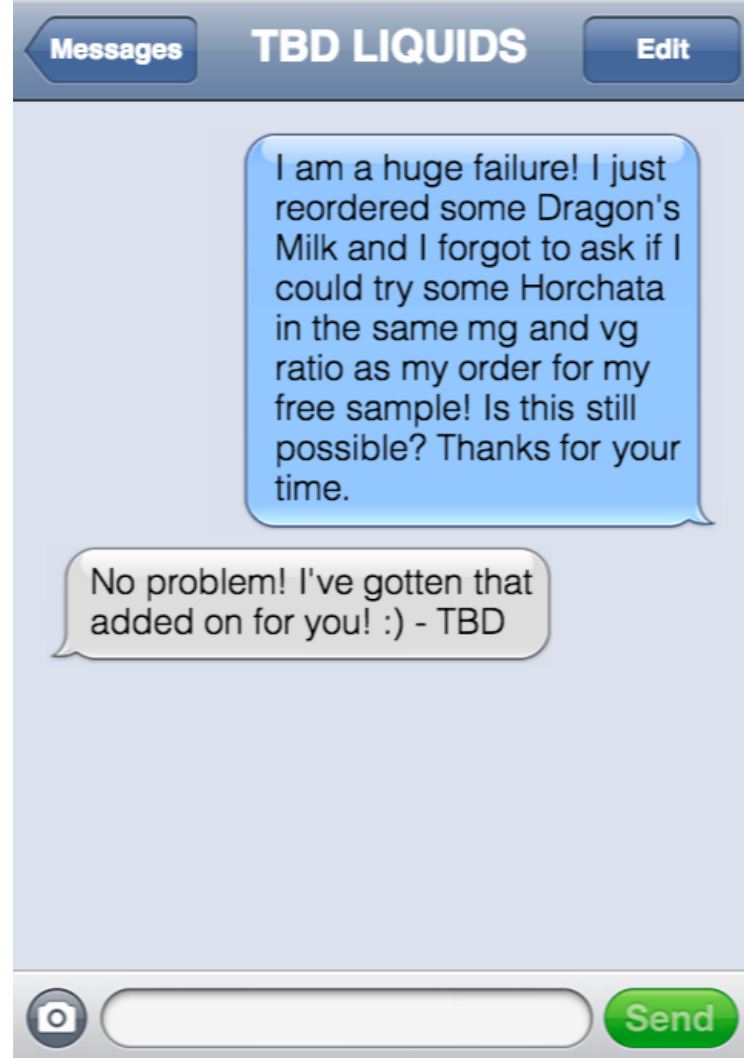


WHY IS TEXTING SUCH A GREAT MATCH FOR BUSINESSES LIKE TBD LIQUIDS?

From a regulatory perspective, e-cigarettes are treated as a tobacco product, meaning businesses like TBD Liquids are very limited in their available marketing channels, and cannot, for instance, advertise on the larger platforms such as Facebook (2) and Google (3). Because of these restrictions, they rely heavily on the personal connections they build with their customers, and on word of mouth. Customer experience is therefore of paramount importance.

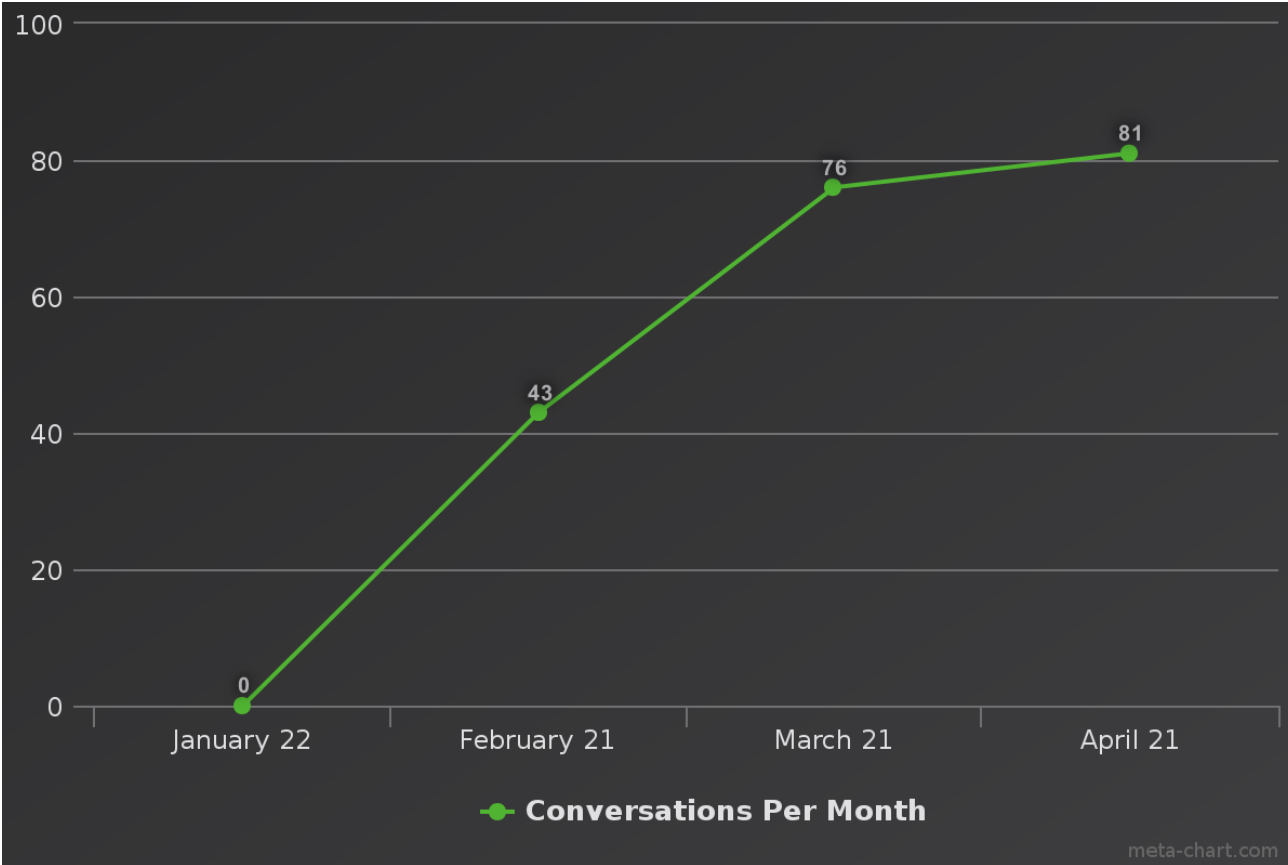
As one of the earliest users of Message Mate, TBD Liquids sets an example in how to best use texting to maintain that personal touch with their customers. Customers text with questions about products, pricing, shipping etc. and even ask for recommendations. Since their phone number is not disclosed, they never have to worry about unwanted messages.

As an added bonus, text message based communication can also be utilized to encourage happy customers to spread the word via social media channels and quickly alert the business to any unhappy customers. Since joining the Message Mate family in January 2016, TBD Liquids has had hundreds of conversations with customers. Conversations consistently end with an ecstatic customer who often explicitly says s/he is going to post about this experience on Reddit or Facebook.



HOW MANY PEOPLE ARE MESSAGING TBD LIQUIDS?

TBD's customers immediately took to the new texting channel. By month two, TBD's level of engagement with their customers had increased by 30%!



**A conversation is defined as an unlimited number of messages between TBD Liquids and a unique phone number within a 7 day period.*



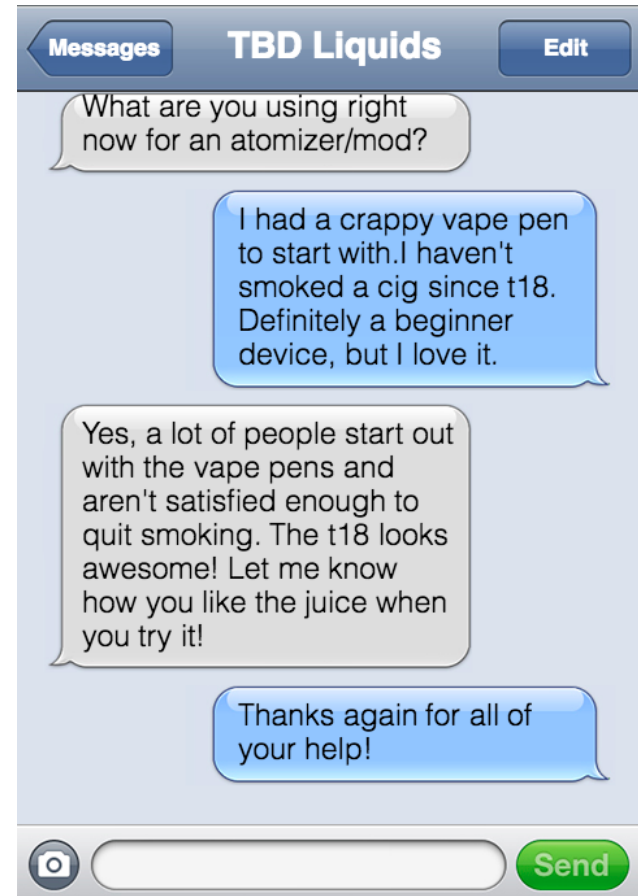
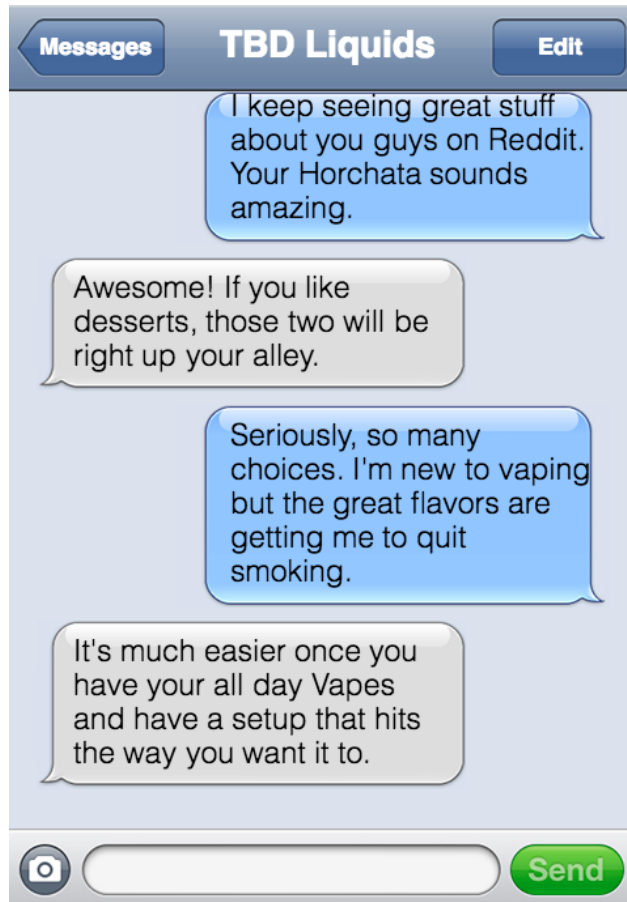
RELATIONSHIPS MATTER

Creating a personal relationship with your customers is the lifeline of any business, especially when they have limited marketing resources or, in the case of vaping, are barred from using standard advertising to attract new customers. Using SMS, the most popular means of mobile communication around, is the perfect vehicle for convenient communication and the bedrock upon which powerful customer-business relationships are built.

TBD Liquids isn't just selling. They're creating a community. The conversations between the TBD team and their patrons are exemplary. Whether you're a small team like TBD, or larger, Message Mate helps ensure consistency of service by allowing multiple users to receive the alerts via text, email, or web dashboard.



GOING THE EXTRA MILE WITH MESSAGE MATE (EXAMPLE)



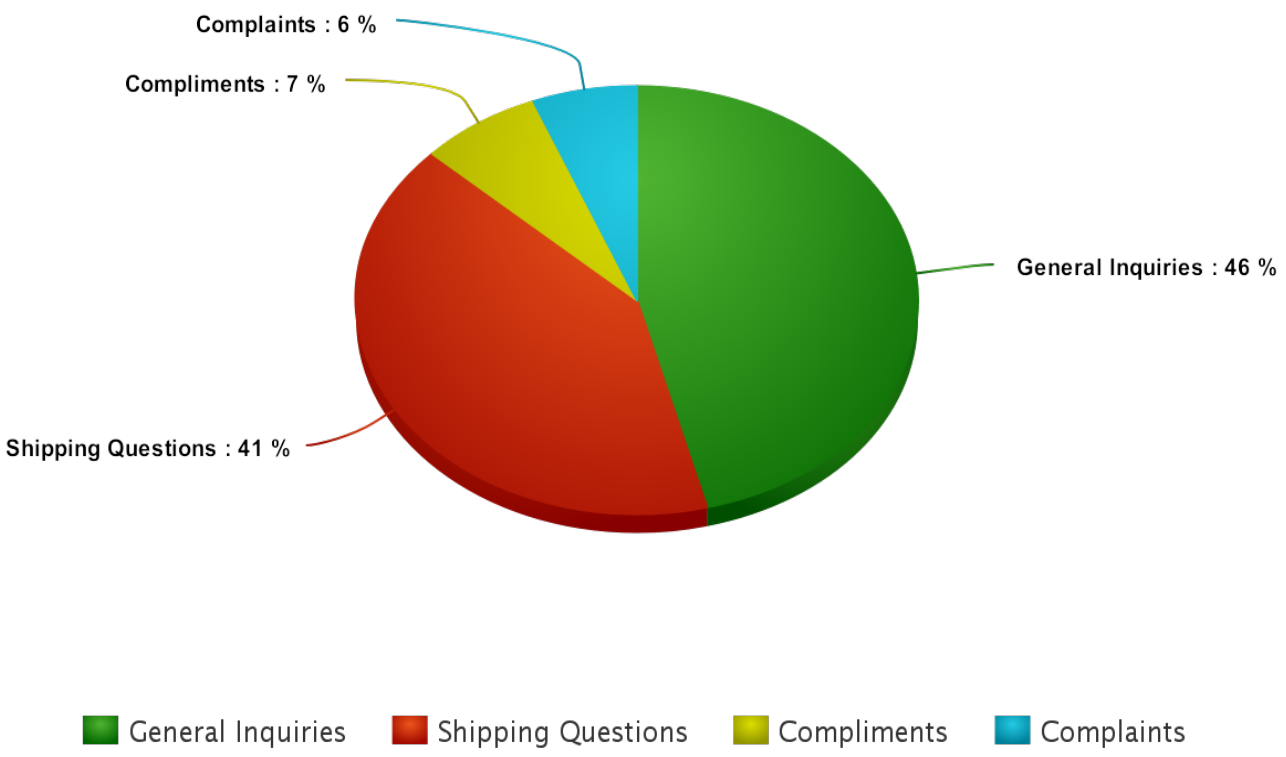
WHAT TYPES OF MESSAGES ARE CUSTOMERS SENDING?

All types: new customer questions, recommendation requests, checkout problems, product feedback, delivery issues, complaints, and, contrary to many's expectations, praises (great for employee morale and for customer loyalty).

Thanks to the variety of messages it encourages, Message Mate serves as a manageable way to make sure that your team is delivering customer service that meets the highest standards each and every time.

Here's a peek at the data showing the types of messages TBD Liquids receives.

46% of TBD's incoming messages were questions related to the product. TBD engaged those potential customers, answering questions, making recommendations, and even offering discount codes when needed.



WHAT WOULD HAVE HAPPENED IF THOSE POTENTIAL CUSTOMERS WEREN'T ABLE TO TEXT TBD? THEY WOULD HAVE BOUNCED AND NEVER PURCHASED ANYTHING

Most customers who can't find what they need tend to leave the site (average mobile bounce rate is just under 60% (4)) and search elsewhere. Message Mate helps you keep them on the site and increases the chances they'll reach out.

Most customers hate phone conversations as they monopolize their time and attention. And those that do call in, take up a lot of the business's valuable time, so it's often a lose-lose situation. True, some customers may turn to email, but the time spent waiting for a response lowers the likelihood that they will return to complete a purchase. Texting is convenient and instant. No app to download, no need to enter contact details, and customers (and business responders!) can easily continue the conversation regardless of where their day takes them.



LET'S TALK SALES

By creating a personal experience and handling the customer's inquiries while they were still on the website, TBD was able to significantly increase their sales, not only by encouraging more potential buyers to complete the purchase, but through the new buyers that were referred to the site by pleased current customers.

Most of TBD's customers are active on social media platforms and post about their experiences(5). TBD regularly receives inquiries from new customers due to a positive review they saw on Reddit.

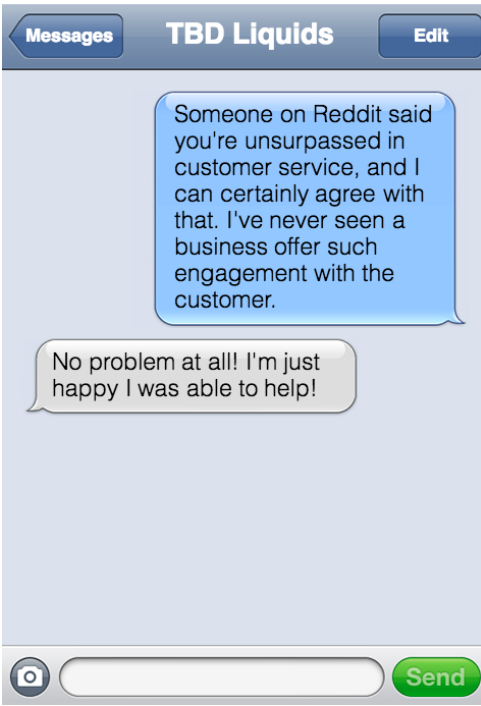
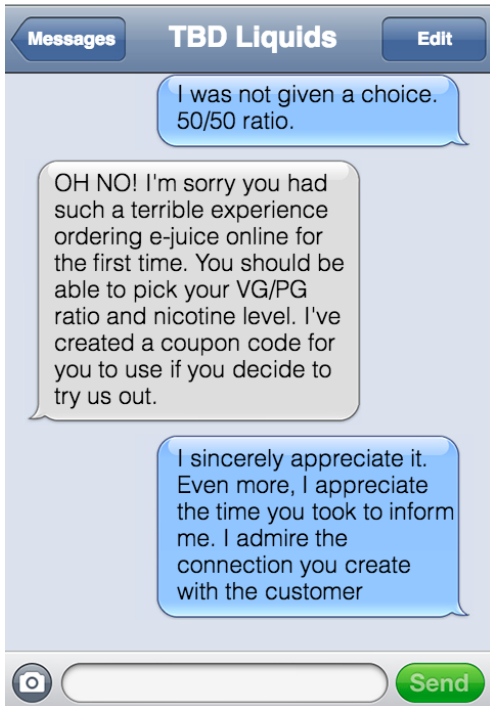
We asked John Fitch what he thought about Message Mate and what he had to say blew us away:

*"Customers love being able to just text their questions instead of having to email and wait by their computer or refresh their mailbox on their phone. They walk away with the feeling that we have excellent customer service, and go on the electronic cigarette subreddit/IG/Facebook to post about their great experience with our customer service. In return, they bring in more customers for us because of the good PR. **Our sales have actually increased thanks to Message Mate.**"*

- John Fitch , Founder, TBD Liquids



GOING THE EXTRA MILE WITH MESSAGE MATE (EXAMPLE 2)

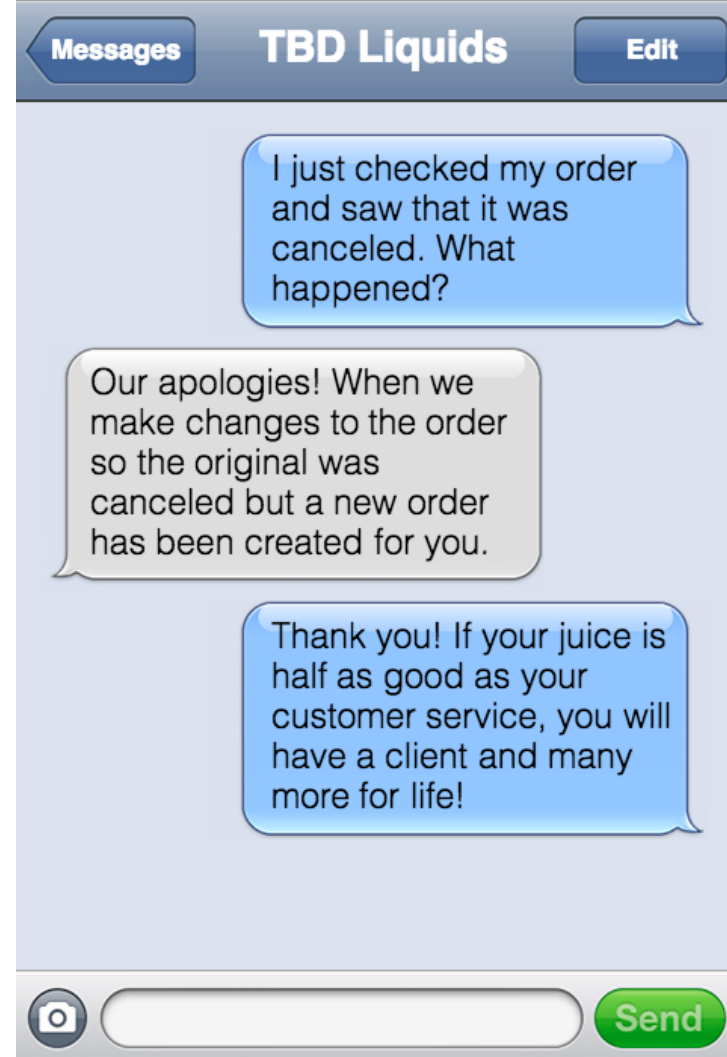


In the conversation above, a customer has a few questions about vaping. Not only does TBD offer advice as to which flavor is best for a first timer, they dig a little deeper into the customer's preferences to ensure a great experience. This is the type of service that turns a first time customer into a loyal patron and Message Mate's reliable platform is the secret weapon.



HANDLING THE TOUGH STUFF

Mistakes happen. Whether due to technical glitches or human error (both customer and business), there will be times when you won't hit the mark 100% with every customer. With Message Mate, customers can instantly reach out once they discover an issue and the business can immediately respond. That is how TBD Liquids is able to quickly assess their customers' needs and find a mutually beneficial solution in real time, resulting in an uber satisfied customer nearly every time.



CONCLUSION

What's your takeaway? If you're a business that cares about its customers, the answer is clear.

1. People love to text. 79% of people wish they could text businesses(6). Customers can take the conversation anywhere, getting the answers they need without skipping a beat.
2. Personal connections matter. Aside from being super convenient, texting rocks because it allows the business rep to really wow a customer when it matters most. The goal for all businesses should be to turn happy customers into loyal customers. The staff at TBD Liquids is killing it and your business can too.
3. Message Mate has an impressive ROI - if it's not a number, then how can we say it's impressive? - that translates into profits. With just a few conversations through Message Mate, businesses can generate more sales from traffic they've already spent money bringing to their website. It's the most affordable way to generate new sales and save abandoned shopping carts.

"You guys are beyond cool. I can't thank you enough...you've made a fanboy out of me for sure." (real customer to TBD, 4/11/2016)

"You guys make my life better. I can't thank you enough." (real customer to TBD, 2/15/2016)

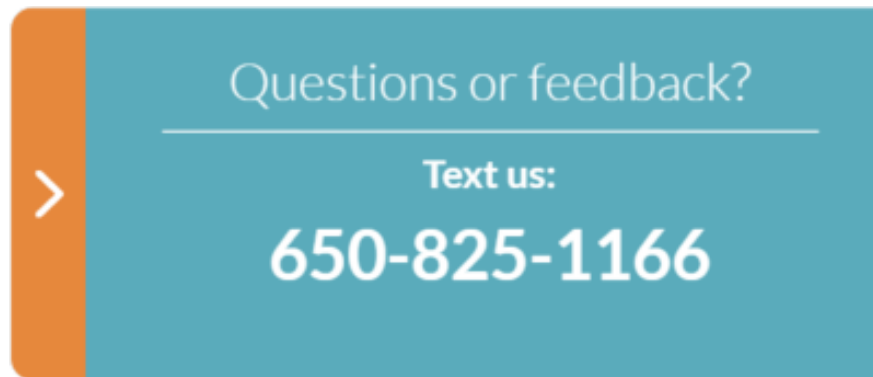
Messages like these are what we live for.



HOW DO I GET MY OWN MESSAGE MATE?

We're so glad you asked.

Want to try it out for yourself? Text us!



[Click here to start your free 14-day trial today!](#)



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