

# Shouldn't You Be Texting Your Employees?

*“The secret of change is to focus all of your energy, not on fighting the old, but on building the new” — Socrates, *Way of the Peaceful Warrior*.*

***If you were to receive a text-message*** right now, you're either going to stop and look at your phone *or* you'll wait until you're done reading this. My guess is the former. The bottom line is: **text messages get read**. So why do so many companies *still* rely on e-mail and memos to communicate with their staff?

Today, nearly everyone owns a mobile phone, and nearly every service plan includes unlimited messages. Text messaging doesn't require a smartphone, and there's no need to download anything.

Texting encourages shorter, concise messages that are actionable. What business couldn't benefit from a tool that allows management to easily and instantly communicate mission-critical information that will be read by every employee in a matter of seconds?

Text messages are especially great for engaging your frontline workers. Both Millennials and Generation Z have grown up with this technology. Research shows they prefer texting over all other forms of communication. Imagine the impression it'd make on an employee to receive a text message from the CEO of their company.

What if I told you, you could increase revenue using text-messaging? With services like WorkAlertz, retailers are seeing sales of featured items increase as much as 10 times month-over-month when they conduct sales contests driven by strategic text messages sent to their staff. The combination of weekly reminders and gamification dramatically improves results.

Now what if I told you, you could save *thousands* using text-messaging? When you start regularly engaging your employees over their preferred communication channel, you convey a work culture of respect, appreciation, and clear expectations. This translates into less turnover, saving your company thousands to replace employees.

***Peter Krueger, Executive Director of NPM&CSA*** is one tough negotiator, and has secured a great deal for you. For a limited time, members can get a **free 60-day trial** of our workplace notification service that will allow your company to easily harness the power of text-messaging. Call me, or better yet, *text me* at (585) 285-8962 before the **2018 WPMAEXPO** to take advantage of this opportunity.