

MARKETING

Attentive introduces personalized, VIP SMS service for brands

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Attentive Concierge is aiming to strengthen customer loyalty, reduce backlog and more. Image credit: Facebook

By LUXURY DAILY NEWS SERVICE

Text messaging platform Attentive has launched a new service that helps clients deliver personalized SMS conversations.

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Attentive Concierge aims to produce a genuinely conversational commerce experience with consumers, providing messaging for every step of their shopping experience. Through the new service, Attentive is also looking to strengthen customer loyalty and reduce backlog.

"Concierge is a milestone in our mission to reinvent business to consumer communication and commerce for the mobile age, as we enable brands to move beyond a no-reply' world," said Brian Long, cofounder/CEO of **Attentive**, in a statement. "We're excited to introduce a product for brands to create exceptional one-to-one relationships at scale with our live agent team that will minimize friction in the shopping journey, drive revenue and boost brand loyalty."

Like texting a friend

The new Attentive Concierge service is enabling brands to interact with their customers with conversational, helpful messages that leave consumers feeling positive about every aspect of the interaction.

With the service, brands can even digitally curate their voices, values and tones to model its ethos found in-store and generally.



More than 1,000 businesses have used Attentive Concierge. Image credit: International Luxury Travel Market

The platform believes the new service can also drive revenue as brands leverage customer data, provide immediate support to reduce issues and reduce response time dramatically.

Attentive Concierge is now available and more than 1,000 companies have utilized the service.

Services like Attentive remind brands that there is a gold mine marketing opportunity available for brands and retailers, and the source is in many consumers' pockets: smartphones.

In a webinar hosted by Attentive, marketing experts discussed the ample opportunities inherent in marketing with text messaging. As text messaging remains one of the most dominant smartphone uses, brands must acknowledge that many consumers want to sign up for SMS alerts and offers which could lead to additional streams of revenue ([see story](#)).

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