Customer Solutions Group

Our SMS Solutions

Every Text Counts: Turning Conversations Into Conversions

Help your brand engage faster, stay compliant, and convert more customers across every lead type with SMS outreach. Whether you're managing first-party or third-party leads, cross-selling, retaining, or re-engaging customers, our SMS suite ensures the right outreach at the right moment through scalable, compliant, and high-performing text communication that integrates seamlessly with phone, email, and digital channels.

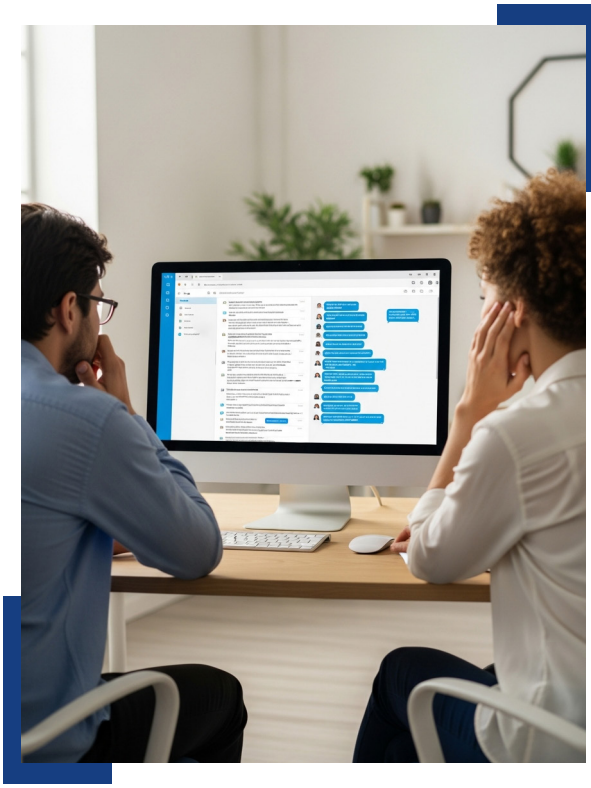
Key Takeaways

- Unlock **higher connection and conversion rates** across all lead sources and campaign types
- Achieve the **lowest cost-per-customer** through automated and intelligently timed conversations
- Balance **compliance, control, and personalization** to match your risk tolerance and operational needs
- Integrate SMS with CSG's **VoiceConnect** suite of telephone outreach for unified, compliant, and effective omnichannel outreach that fits your needs
- Deliver measurable ROI improvements within the first 90 days of launch

The Challenge

Consumers expect immediate, conversational experiences, and SMS is the medium they often respond to first. Despite this, many brands still rely on static, one-way text blasts that feel impersonal, fail to qualify intent, and, at times, create compliance exposure. These types of SMS messages work in some use cases but are often deployed too widely. There are better options.

The result: missed conversions, inconsistent follow-up, and unnecessary risk. In a regulated environment like insurance, a siloed, uni-directional SMS program doesn't just waste marketing spend - it undermines consumer trust.



Why SMS Still Wins

Text messaging is the **most effective outreach channel** in the customer-connection mix. 98% of texts are read within minutes, and engagement rates are 6x higher than email. Well-timed texting significantly improves telephone outreach. Text is where consumers ***live*** – it can be direct, approachable, conversational, and personal. As messaging volume grows, consumers reward the brands that sound human, respect consent, and follow through with relevance. Our SMS suite was built to combine these principles, so every text feels like a helpful and relevant reminder, not a generic ping.

The Right Solution for Every Lead

Our SMS suite offers three solutions designed to serve various SMS campaign types and compliance profiles.

TextConnect

TextConnect delivers fast, fixed SMS messages that drive consumers to take immediate brand-favored actions - ideal for reminders, renewals, payment updates, and feature activations.

- It provides pre-approved templates, tap-to-call and tap-to-site options, and near-instant deployment at scale.

TextConnect iQ

TextConnect IQ powers intelligent, two-way conversations that qualify, gather data, and route consumers dynamically.

- It interprets unstructured responses, adapts to tone and language, and hands off warm, ready-to-buy prospects to sales or self-service pages.
- **TextConnect IQ** is perfect for campaigns where personalization, data capture, and timing drive results.

Try it yourself **here.**

OptOut iQ

OptOut IQ sits underneath both, acting as a compliance shield that intelligently detects opt-out intent with our AI technology, whether a consumer says "stop," "please don't text," or anything similar, and updates suppression lists in real time.

Read more about **OptOut IQ here.**

Together, these products let you deploy the right strategy for every audience, balancing performance with protection.

Why We're Different

We blend U.S.-based human specialists with advanced technology to deliver personalized, persistent follow-up via a single, integrated platform.

Outreach Cadence That Pays:

Consistent outreach cadences that ensure regular, timely follow-ups to keep prospects engaged and moving forward without overwhelming them.

Market-Tested Insurance Processes:

Decades of experience refining follow-up strategies for insurance brands; deep understanding of insurance buying cycles and decision triggers; proven messaging frameworks that resonate with insurance prospects.

Unified, Coordinated, and Timely Outreach:

The only firm combining human, artificial, and AI-driven outreach on both phone calls and SMS from a single, unified platform — ensuring consistent and complete outreach on every lead.

Data-Driven Optimization:

Consistent and complete outreach statistically valid A/B testing. Our market-based testing results continuously improve our messaging, timing, and contact methods — so every interaction gets smarter and delivers better results for your business.

Superior Cost Efficiency:

Dedicated follow-up specialists at a fraction of the licensed agent cost; consistent execution without draining licensed agent time.

Instantly Scalable Solutions:

Scalable programs that handle lead surges while maintaining quality and speed.

Lead Qualification:

Filter weak leads before they eat into valuable licensed agent time. CSG's human and AI systems extract, normalize, and instantly communicate key prospect data from both conversations and texts.

Unique Omnichannel Approach:

Strategic combination of phone outreach and SMS messaging; tracked and optimized communications across all channels. SMS and phone calls together deliver superior results compared to single-channel approaches.

Compliance at Scale:

Over 30 years without a single inquiry from regulators or a private lawsuit.

Results You'll See

- **20–30%** lift in connection rates when SMS pairs with coordinated phone outreach
- **Higher conversions** from underperforming or dormant lead segments
- **Improved ROI** and **lower cost-per-acquisition** across campaigns
- **Faster response times** from consumers ready to buy or renew
- **Full compliance confidence**, backed by **real-time opt-out detection** and **transparent reporting**

Our clients routinely achieve meaningful revenue gains within weeks of deployment, turning once-ignored leads into qualified connections without adding headcount or manual workload.

The Bottom Line

There's no one-size-fits-all SMS strategy. We are here to partner with you and deploy the **right** SMS solution, based on **your goals, audience, and compliance requirements.** From simple reminders to complex conversations, we make every message count.

> **Ready to build your most advanced SMS strategy yet?**
> Contact us to explore how CSG can elevate your outreach performance and try out our **TextConnect IQ** demo **now.**

Elevate your SMS results and get a custom strategy evaluation

Let's Connect

Or, call us at (888)-925-1075

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