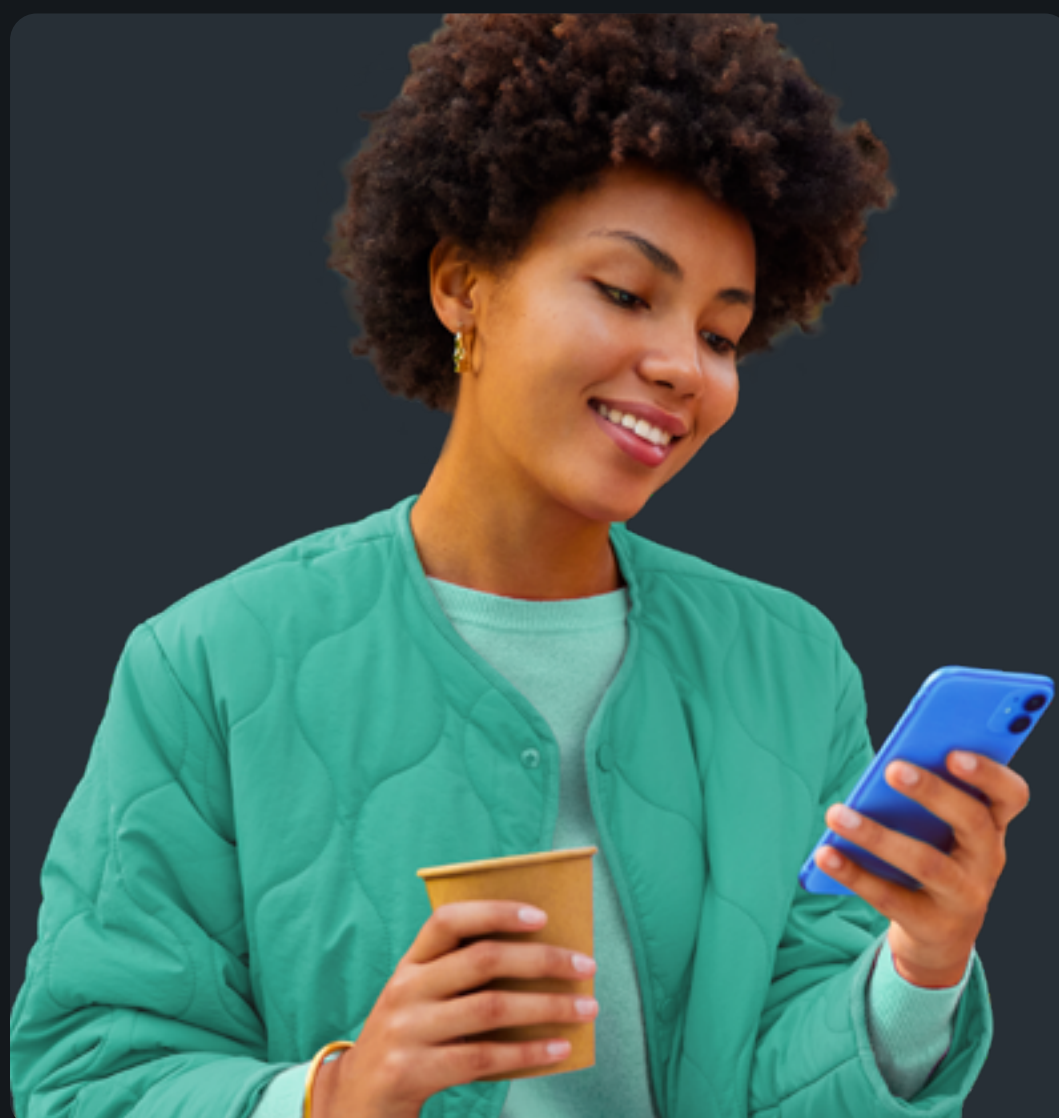
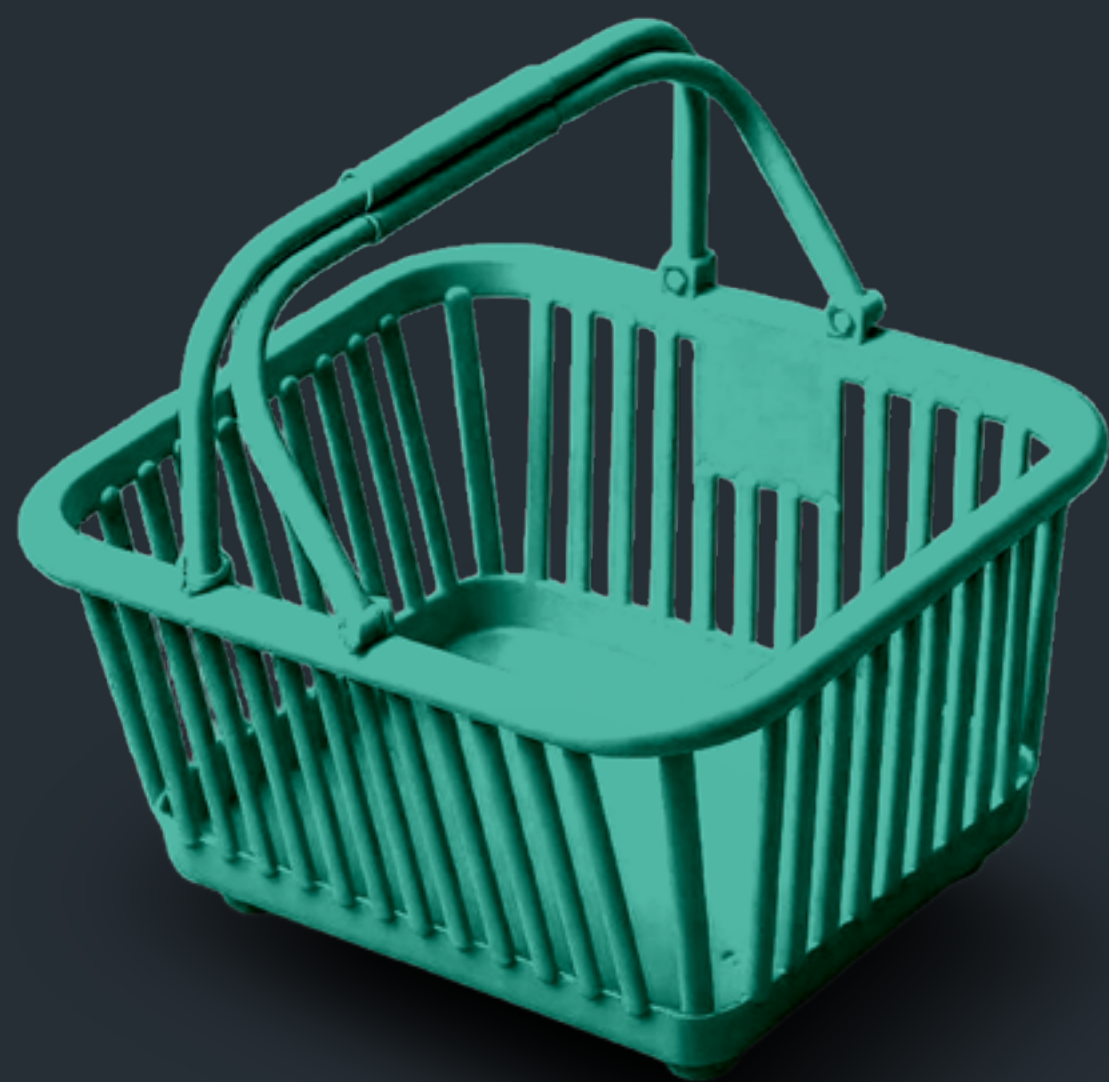
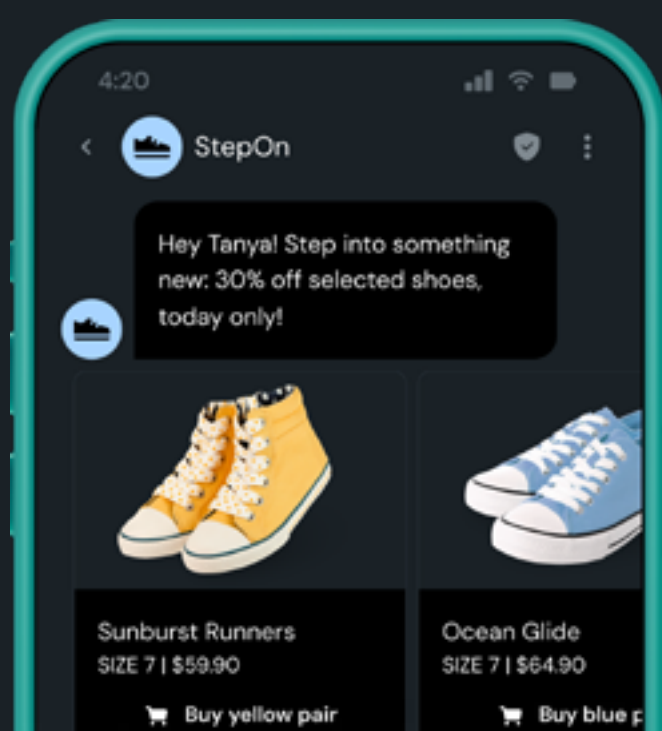


The state of retail communications

Keeping customers engaged,
informed, safe, and happy



2025

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INTRODUCTION

Getting real about retail communications

We've got to hand it to retailers both big and small. No other industry has to deal with the whims of consumers quite as much as brands that sell to shoppers.

Unless you want to fall behind, your business needs to stay on top of the latest trends. That goes for what you sell as well as how you sell it. Whether it's ecommerce or brick-and-mortar, the entire retail customer experience is subject to the always-evolving preferences of the modern consumer.

Customer communication is the glue holding that retail experience together. Your customers have opinions about how, when, and where they hear from you. Are they getting the right messages at the right time on the right channel? Sinch surveyed more than **2,800 global consumers and business leaders from more than 400 retailers** to uncover the truth.

In this exclusive report, we'll explore how the decisions you make around communications keep people **engaged, informed, safe, and happy**. We believe those are the four pillars of a rock-solid customer communications strategy.

Use the findings in this report to guide your retail company's approach and discover opportunities to enhance and expand customer communications.



Engaged



Marketing campaigns

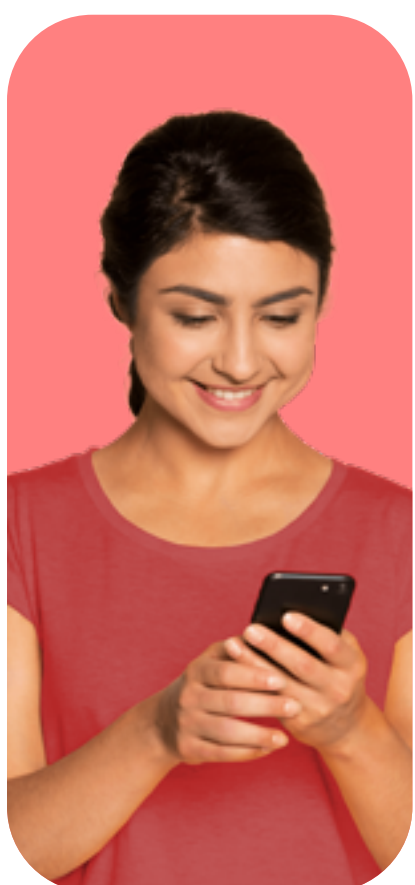
Drive revenue through relevant, timely, and personalized campaigns.

Informed



Customer updates

Boost operational efficiency and satisfaction with helpful notifications and alerts.



Safe



Identity and Verification

Easily verify credentials with one-time passwords and multi-factor authentication.

Happy



Customer service

Increase loyalty with five-star pre- and post-purchase support of any channel.





Opportunities and challenges for retailers

The number one goal for retail customer communications? **Meeting consumer expectations.** But that's easier said than done.

To say expectations are high would be an understatement. Today's consumer expects to receive messages from brands that are relevant to their needs, up-to-date, and delivered on the channels they prefer.

We heard from hundreds of business leaders in retail about everything from technological roadblocks to their plans for enhancing communications in 2025. Find out how your organization's strategy measures up and discover opportunities to make a bigger impact with every message you send.



The retailers who are winning at customer communications right now constantly rethink how they talk to consumers. A one-size-fits-all approach will get you nowhere. It starts with choosing the right communication channels, but it doesn't end there. When your messages keep people engaged, informed, safe, and happy, you'll have satisfied, loyal customers who trust you and can't wait to see what you'll send them next."

Kate Gerwe

Sr. VP of Marketing, North America, Sinch



Retail communication preferences

Sinch's research into digital customer communications included both consumers around the world as well as a variety of retail business decision-makers who influence communication strategies.

Let's take a look at how consumers want to hear from retail brands and the channels retailers use to reach their customers.

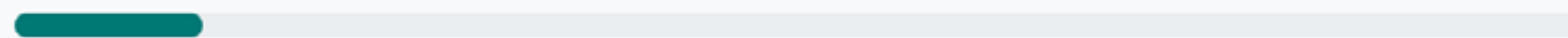
When we asked consumers to choose the channel they believed to be the best for receiving retail communications, nearly half (49%) chose email. No surprise there. It's tough to dethrone the channel that's been king of customer communications for decades.

What do you believe is the best channel for receiving retail communications?

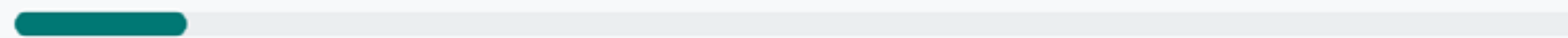
Email (49%)



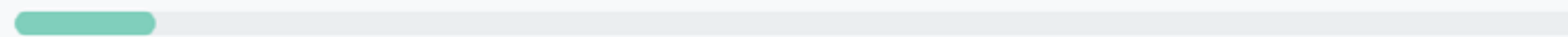
Text messages (SMS, MMS, RCS) (12%)



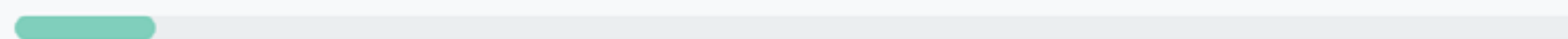
In-app messages (1%)



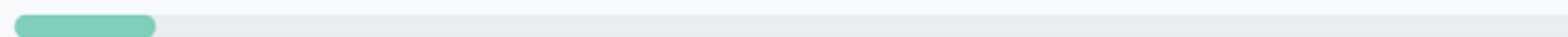
Other messaging apps (WhatsApp, Messenger, etc.) (9%)



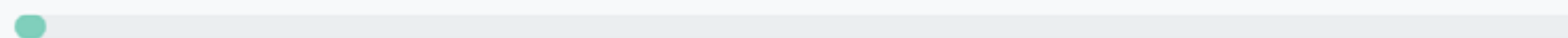
A mix of these options (9%)



Phone calls (9%)



Other (2%)



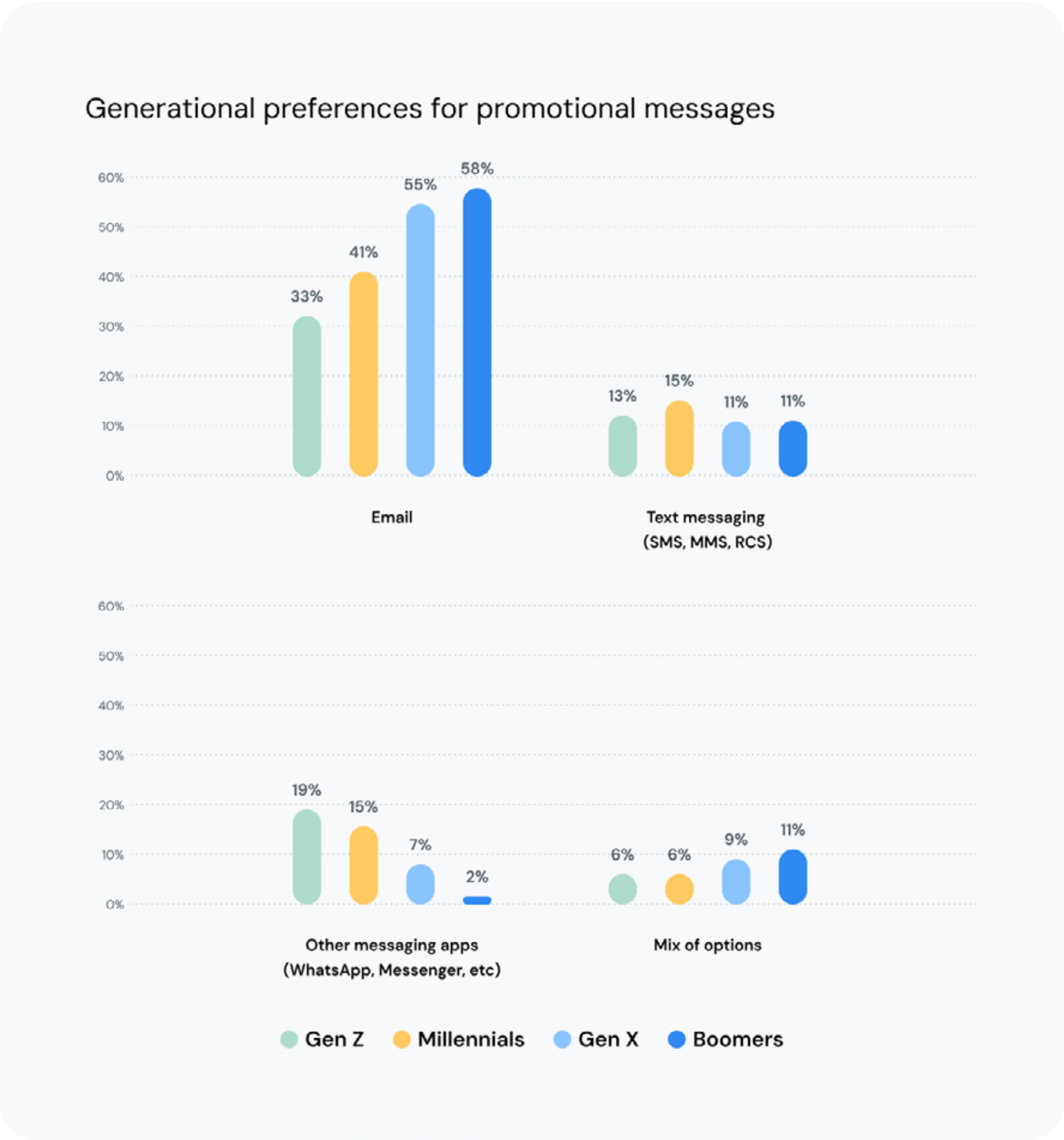
More than one out of every five global consumers want retail messages on their mobile phones. When you combine the 12% who prefer text messages with 9% who want to hear from retailers on apps like WhatsApp and Messenger, it's clear that mobile messaging is an important piece of the puzzle.

Nearly **9% of consumers said they'd prefer a mix of communication channels** when hearing from retailers. These are shoppers who realize it may be better to learn about a promotion on one channel, have a conversation with customer service on another, and get a shipping update on yet another.

The challenge for retailers is that you can’t limit your communication strategy to what half of your customers say they want. Your goal is to meet customers wherever they are. And different customers have unique preferences.

That becomes clear when segmenting global consumers into age groups. Things start getting interesting when we break down the preferences of baby boomers, Gen X, millennials, and Gen Z.

It’s easy to see that the older the customer, the more likely it is that they’ll prefer email – the top channel for 58% of baby boomers and 55% of Gen X consumers. Only around one-third of Gen Z respondents chose email.



The younger generations are more likely to prefer receiving retail communications via text or other messaging apps like WhatsApp and Messenger. Millennials and Gen Z are digital natives who likely spend more time on mobile devices than their counterparts.

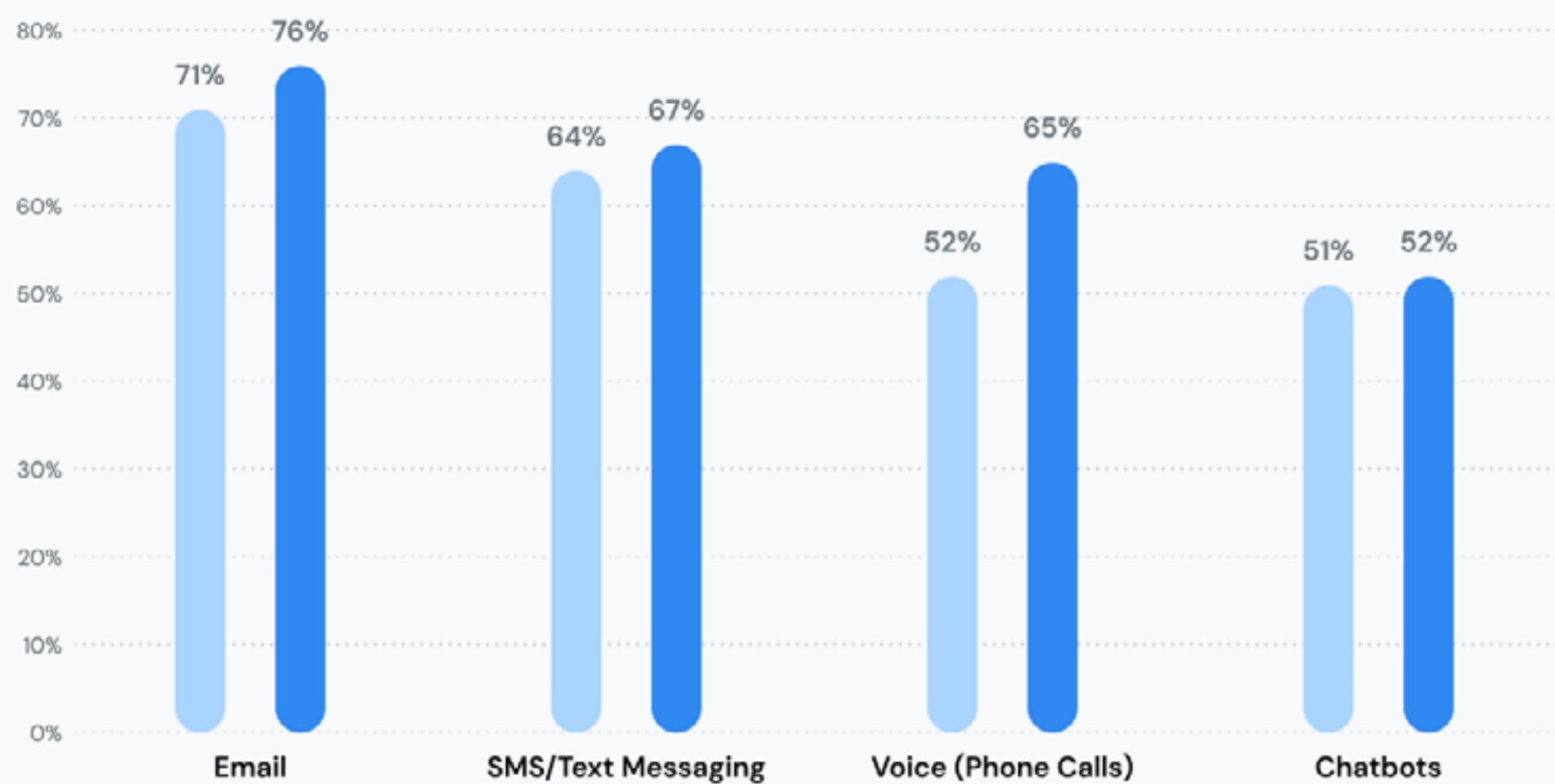
What communication channels do retailers use?

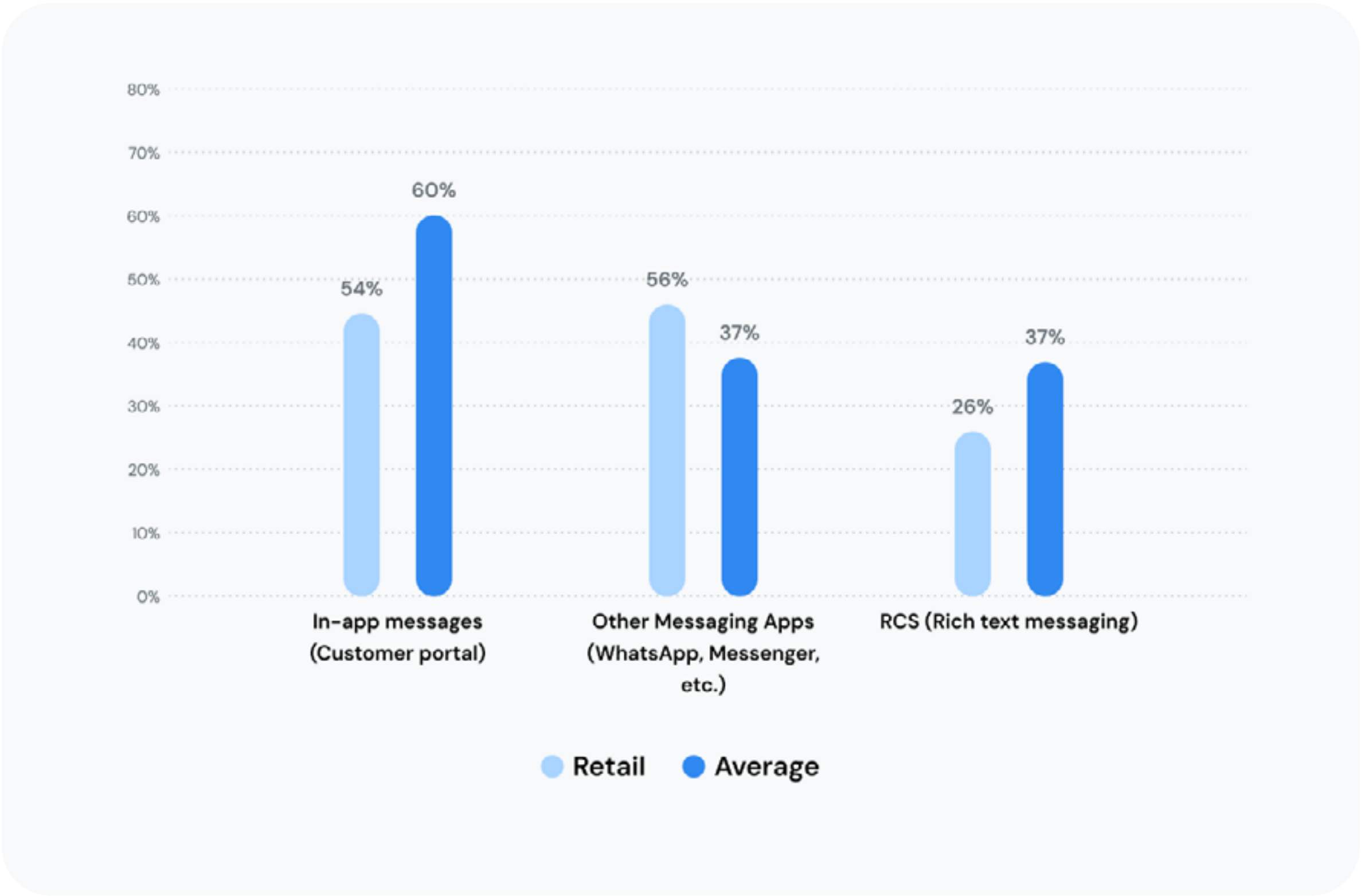
Smart retailers realize customer opinions vary widely and that certain channels are ideal for customer communications in specific situations. That may be why the usage of various channels is very diverse.

When we asked retailers to select all the ways they communicate with customers, email came out on top at 71%. However, SMS communications aren't far behind at 64%. More than half of retailers are also using chatbots, in-app messaging, and the voice channel.

What communication channels does your brand currently use to interact with customers and contacts?

Respondents selected all that applied





(*Note: Average percentages include combined results from healthcare, technology, finance, and retail.)

Retail customer communications stand out from the rest of the pack when it comes to use of over-the-top (OTT) messaging channels, which we called “Other messaging apps” in our survey. While the average rate for using those channels was 37%, **56% of retailers communicate with customers on channels like WhatsApp, Messenger, and Instagram.**

WhatsApp, Messenger, and similar messaging apps offer some unique benefits to retailers. For one thing, they represent places where consumers spend a significant amount of time. WhatsApp in particular is important for reaching an international customer base, while Instagram lets you connect with younger consumers.

Messaging apps can also deliver a branded experience that’s richer than typical text messaging. However, there’s another communication channel that could take those experiences even further – and it delivers messages directly to the native messaging app on your customers’ smartphones.

RCS

An emerging opportunity for retailers

Imagine a branded text message that comes to life with interactivity, automated responses, and more security than SMS – then you're starting to get the picture. Rich Communication Services (RCS) makes that a reality.

- RCS lets you send messages with suggested actions, suggested replies, image carousels, maps, and more.
- RCS delivers an app-like experience enabling consumers to shop within the native messaging inbox.
- RCS messages are branded and verified, making the communications more trustworthy and memorable.
- RCS also offers more advanced analytics, including delivery, open, and read rates.

Put simply, **RCS delivers on all four customer communication pillars**, keeping people engaged, informed, safe, and happy.

With all these obvious benefits it's somewhat surprising to see that our survey revealed retail respondents are less likely than average to be using RCS for Business. **Just 26% of retailers are currently using RCS compared to 37.5% of all industries we surveyed.** That could be a missed opportunity.



"Retailers, for example, should consider developing personalized experiences with RCS. I think what's most impactful is we're seeing that increases in conversion rates with RCS for Business are huge."

Jonathan Bean
CMO, Sinch

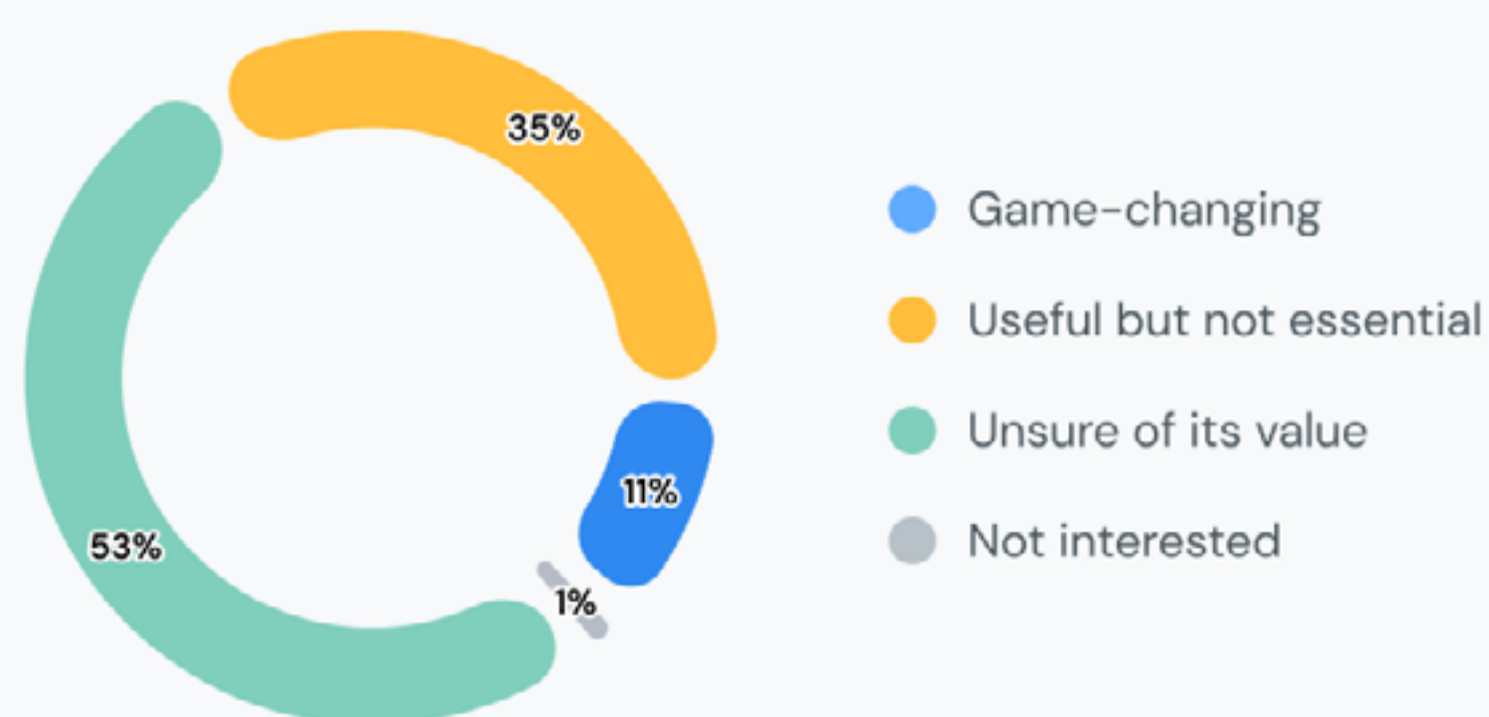


Will RCS change the customer communication game?

Our survey found **50% of retail respondents knew about RCS** while 25% were somewhat familiar, and another 25% were unfamiliar with the channel.

Among the 75% of retailers who were at least somewhat familiar, **53% think RCS will be a game-changer for customer communications in the retail industry**. Another 35% view it as useful but not essential. 11% of retailers are unsure about RCS and only 1% aren't interested in it.

How do you view the potential of RCS in improving customer communications?



More than half of respondents from other industries (healthcare, finance, technology) also see RCS as a game-changer for communications. In fact, 71% of respondents in tech shared that sentiment.

The benefits of RCS for Business messaging

So why is RCS such a big deal in digital customer communications? Retail respondents who were familiar with the channel identified the top three ways they believe they'll benefit from RCS:

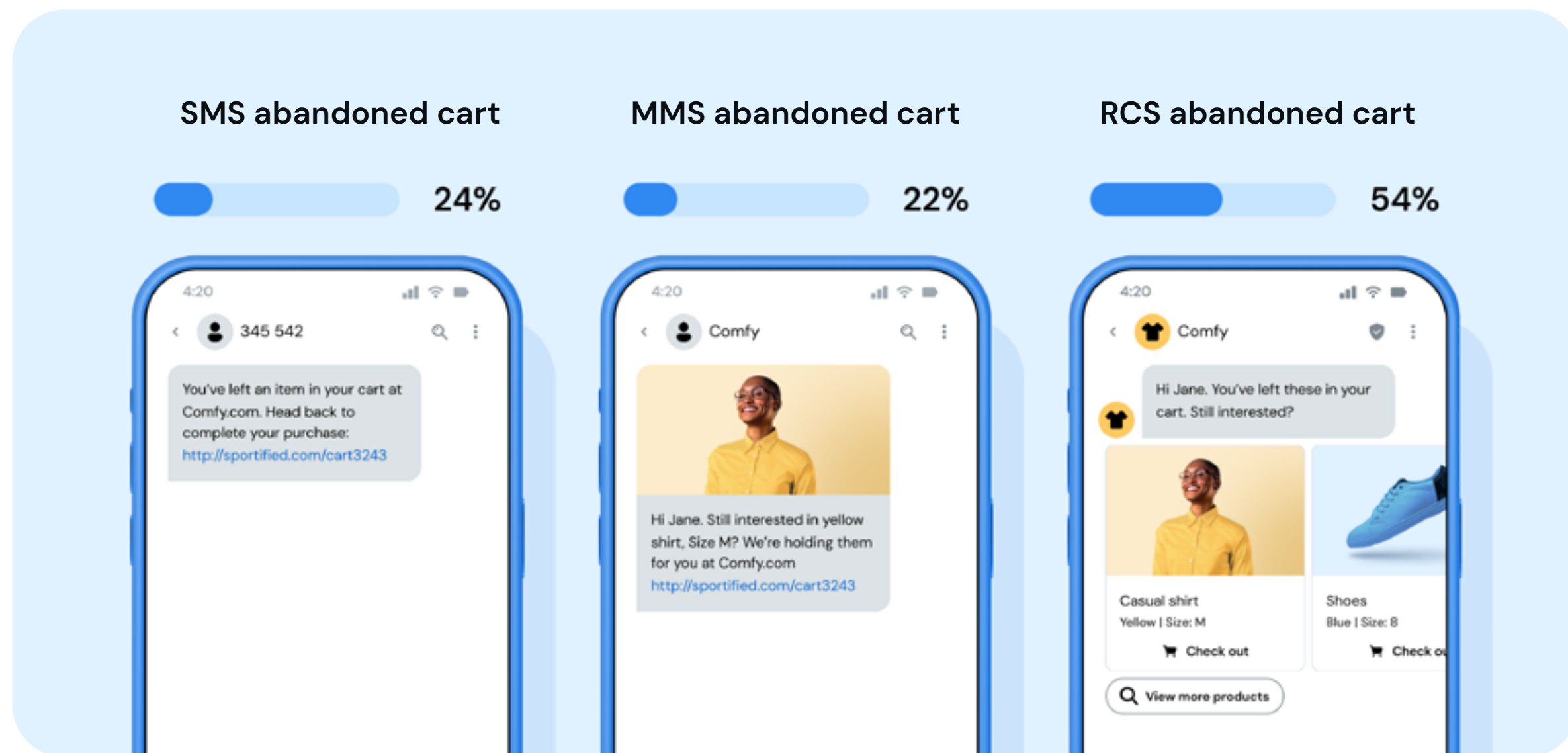
- 1. Improved customer satisfaction (41%)
- 2. Improved security (39%)
- 3. Better personalized experiences (33%)



Increasing trust and improved engagement among retail customers were also chosen by more than 30% as potential benefits of adopting RCS. But the most convincing finding of all involves consumer opinions on the RCS experience.

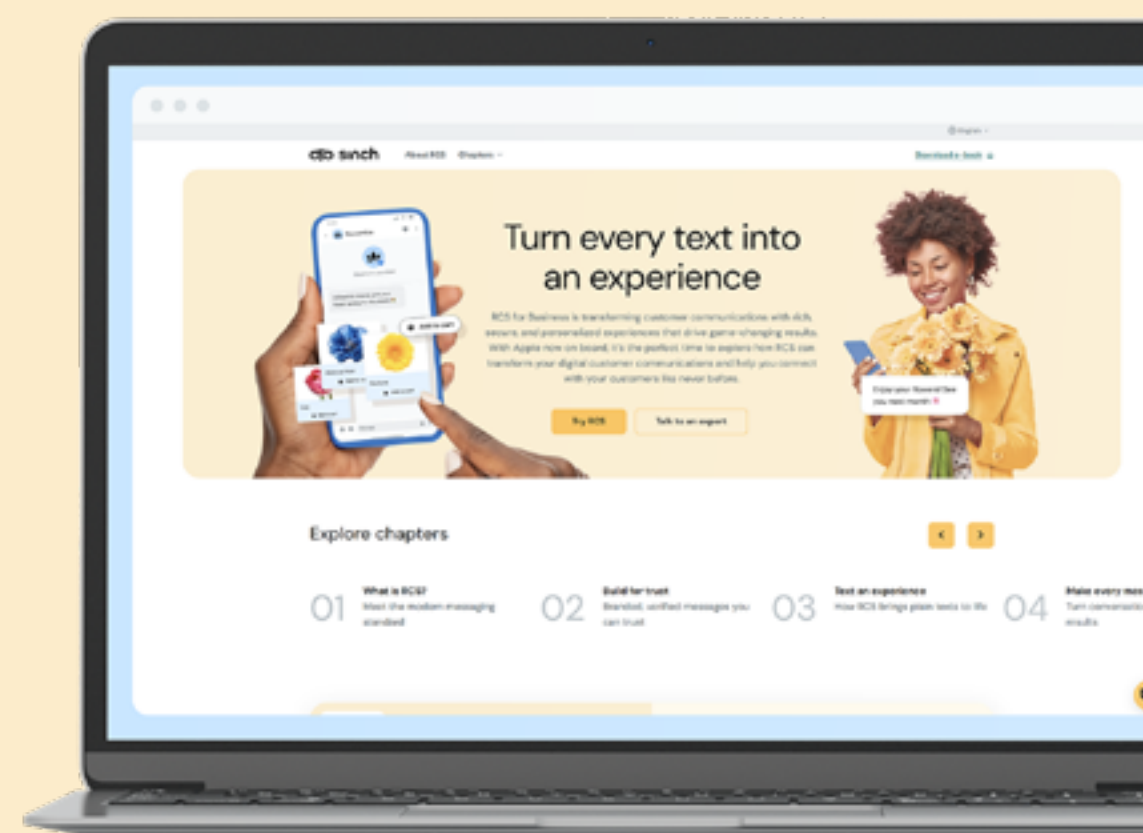
Closing the deal with RCS in retail

Our global consumer survey asked participants to select the type of mobile message they found most engaging for an abandoned cart notification. The RCS example easily beat SMS and MMS abandoned cart messages with **54% choosing the richer experience**, including branding, buttons, and a product carousel.



Get the scoop on RCS

Need to get caught up? No problem. Check out Sinch's RCS Hub to discover more and check out a [two-minute RCS explainer video](#) to learn the essentials.

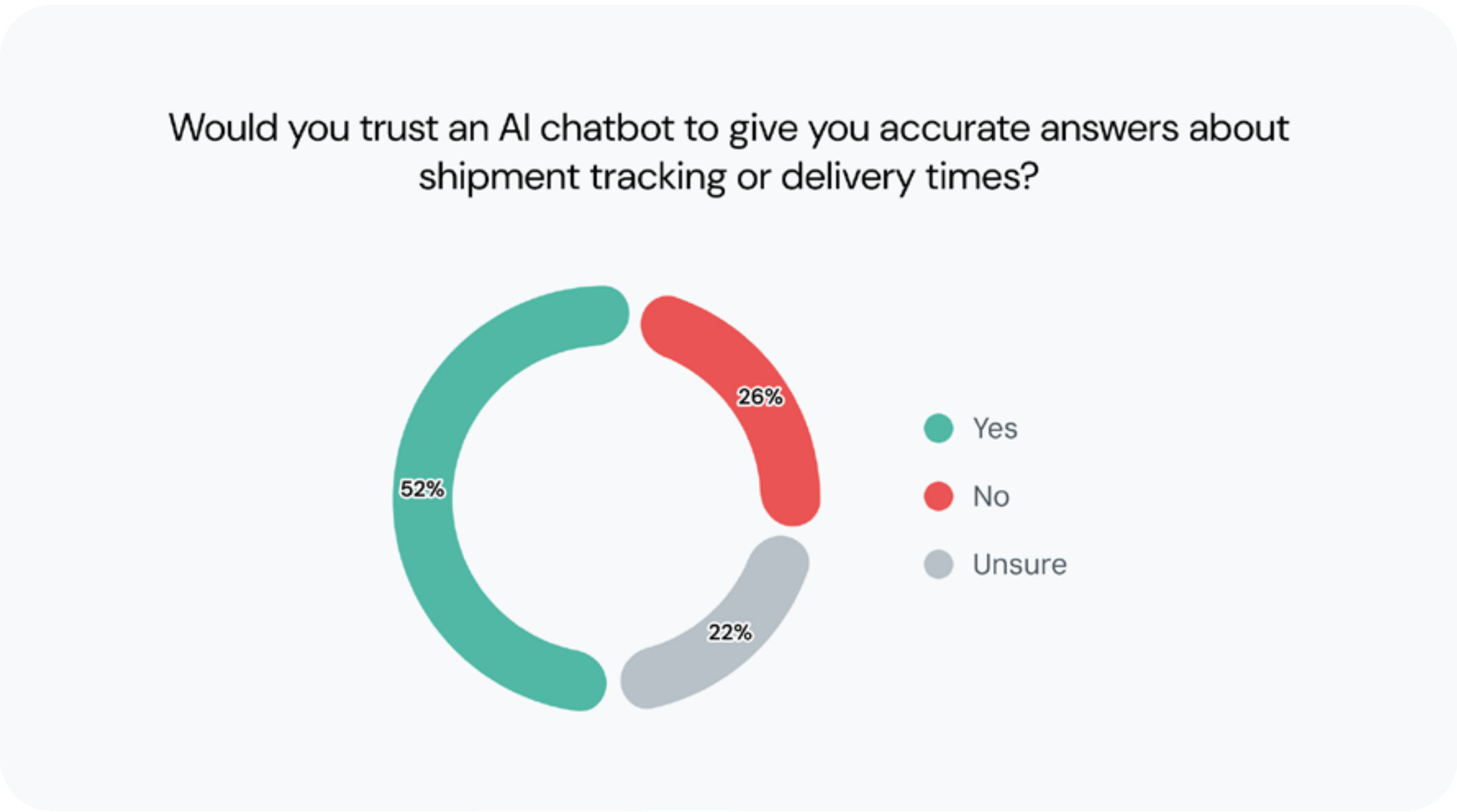


Consumer views on AI in retail communications

The use of artificial intelligence (AI) in customer communications is skyrocketing. While there may be some reservations and concerns among both retailers and consumers, AI offers opportunities to improve operational efficiencies as well as the customer experience.

Sinch's research found **42% of consumers feel comfortable interacting with an AI chatbot that's been trained on a brand's support documentation**. However, when we asked about a specific retail scenario, that comfort level increases.

More than half of consumers (52%) are comfortable letting an AI chatbot answer questions about online orders such as shipment tracking and delivery times.



This is the kind of use case for AI that can increase operational efficiencies and reduce support calls. It also improves the customer experience by delivering real-time updates to customers.

The age of the consumer may also impact their comfort level with AI and informational retail updates. Our research shows younger shoppers are more likely to trust AI-generated answers.

67%

of Gen Z respondents would trust AI for answers on shipping and delivery.

63%

of millennial respondents would trust AI for answers on shipping and delivery.

54%

of Gen X respondents would trust AI for answers on shipping and delivery.

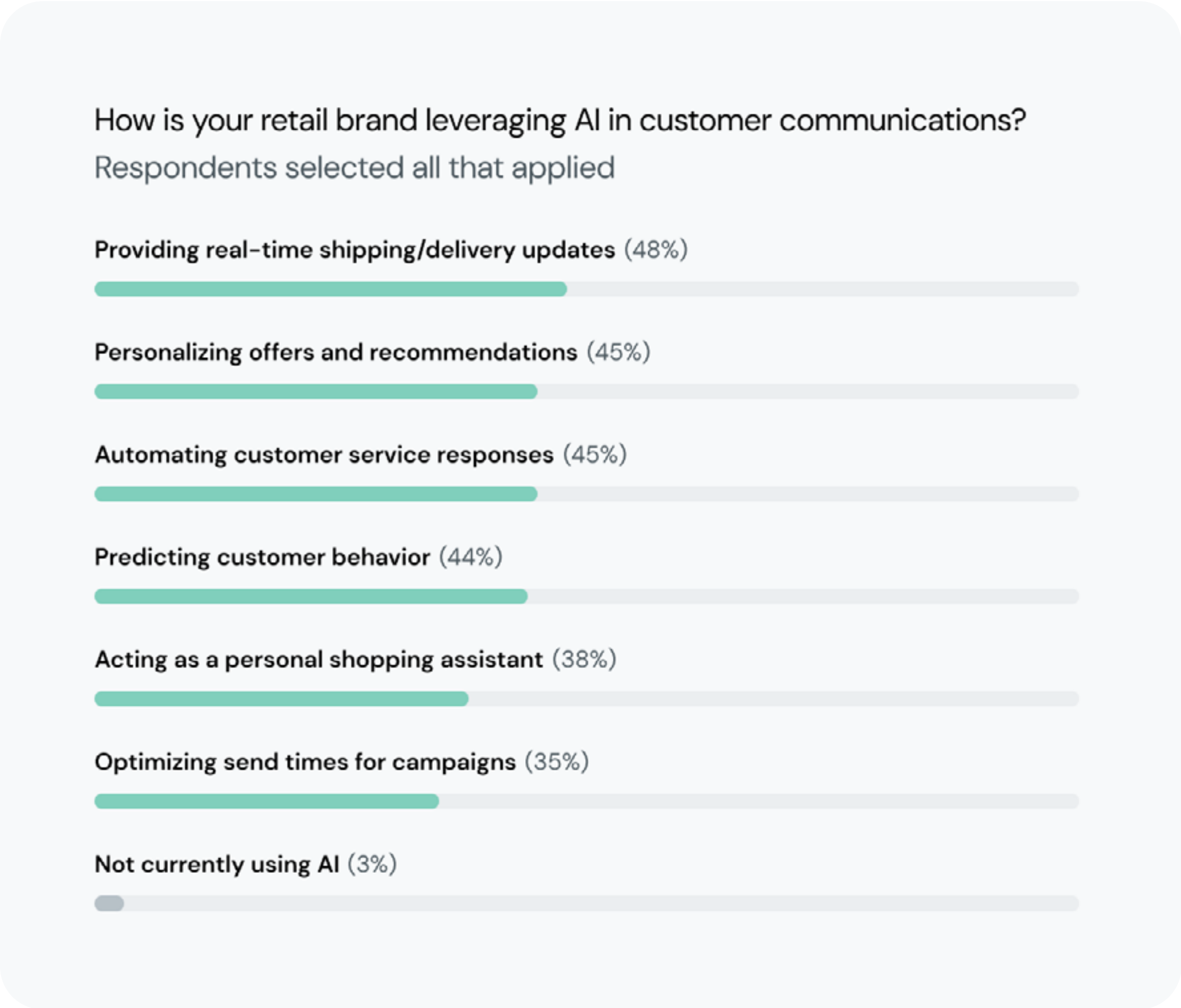
38%

of baby boomer respondents would trust AI for answers on shipping and delivery.

AI solutions can also engage with consumers in more advanced ways. Coming up in the next chapter, we'll look at opinions around using AI as a personal shopping assistant.

How are retailers using AI?

Keeping customers informed about their orders was the most popular use case for retail and AI in our survey. Nearly **48% use AI to provide real-time shipping and delivery updates.**



Around 45% of retailers are also leveraging AI for personalization, automated customer service communications, and to predict consumer behavior. Close to 38% have introduced AI as a personal shopping assistant. **Less than 3% of those surveyed say they aren’t using AI for customer communications at all.**

While opportunities to use AI in retail are abundant, there are still some concerns about these fast-moving innovations.

Retailers in our survey revealed that **their biggest AI concerns are connected to data privacy and security (48%) as well as accuracy and reliability (44%)**. Another 37% are worried about the level of trust their customers have for AI.



Understanding the limitations and potential pitfalls of AI in customer communications is wise. However, no retail organization wants to get left behind as AI transforms the way people interact with brands.



“In order to handle conversations at scale and actually get the right message to the right person at the right time, you need to implement Gen-AI.”

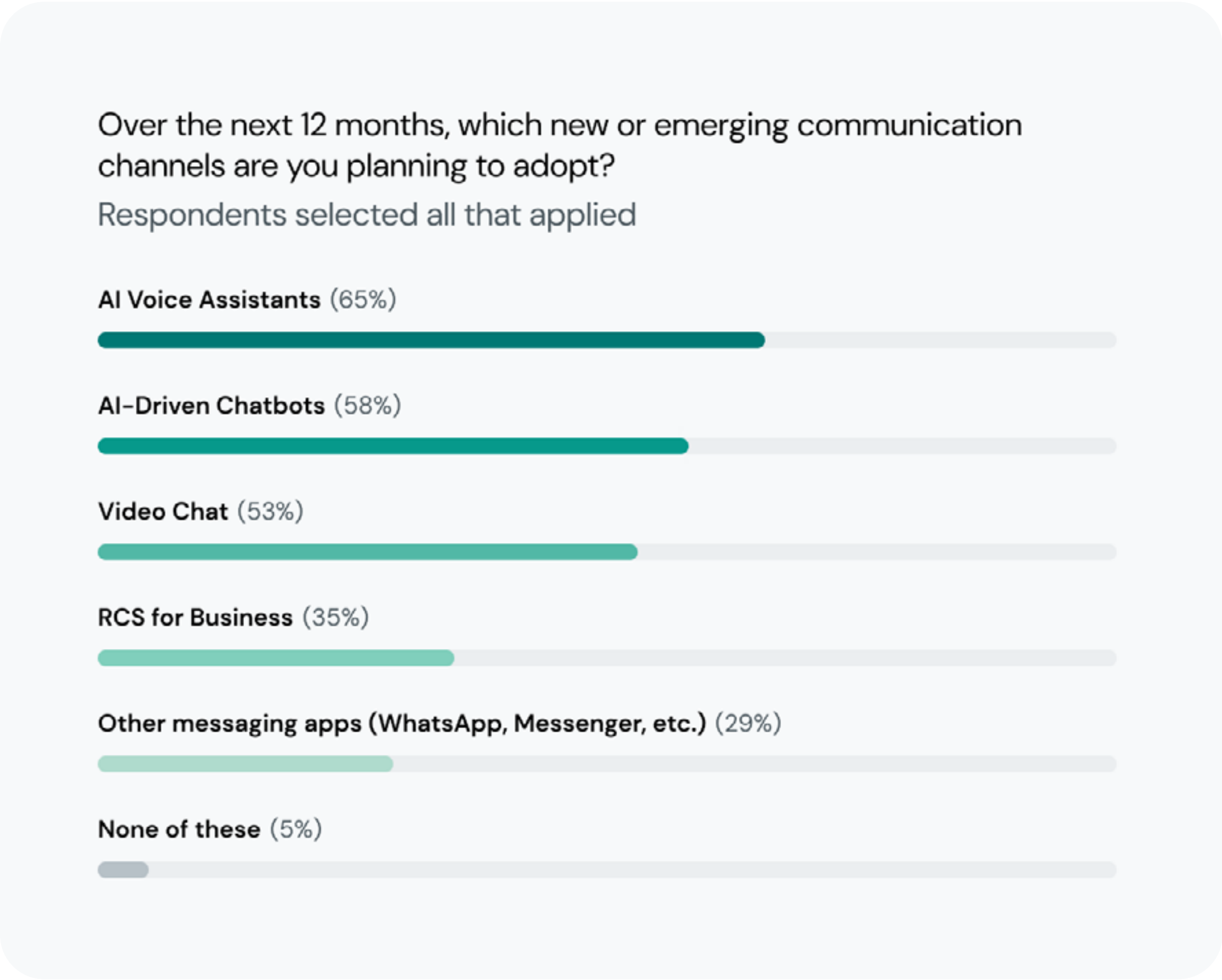
Robert Gerstmann
Chief Evangelist & Co-Founder, Sinch



Investing in retail customer communications

Where do retail business leaders see an opportunity to expand digital customer communications in the next 12 months? Solutions that involve AI top the list of possibilities.

65% of retail respondents said their organizations plan to adopt AI voice assistants in the next year. Additionally, close to 58% will be developing AI-powered chatbots.



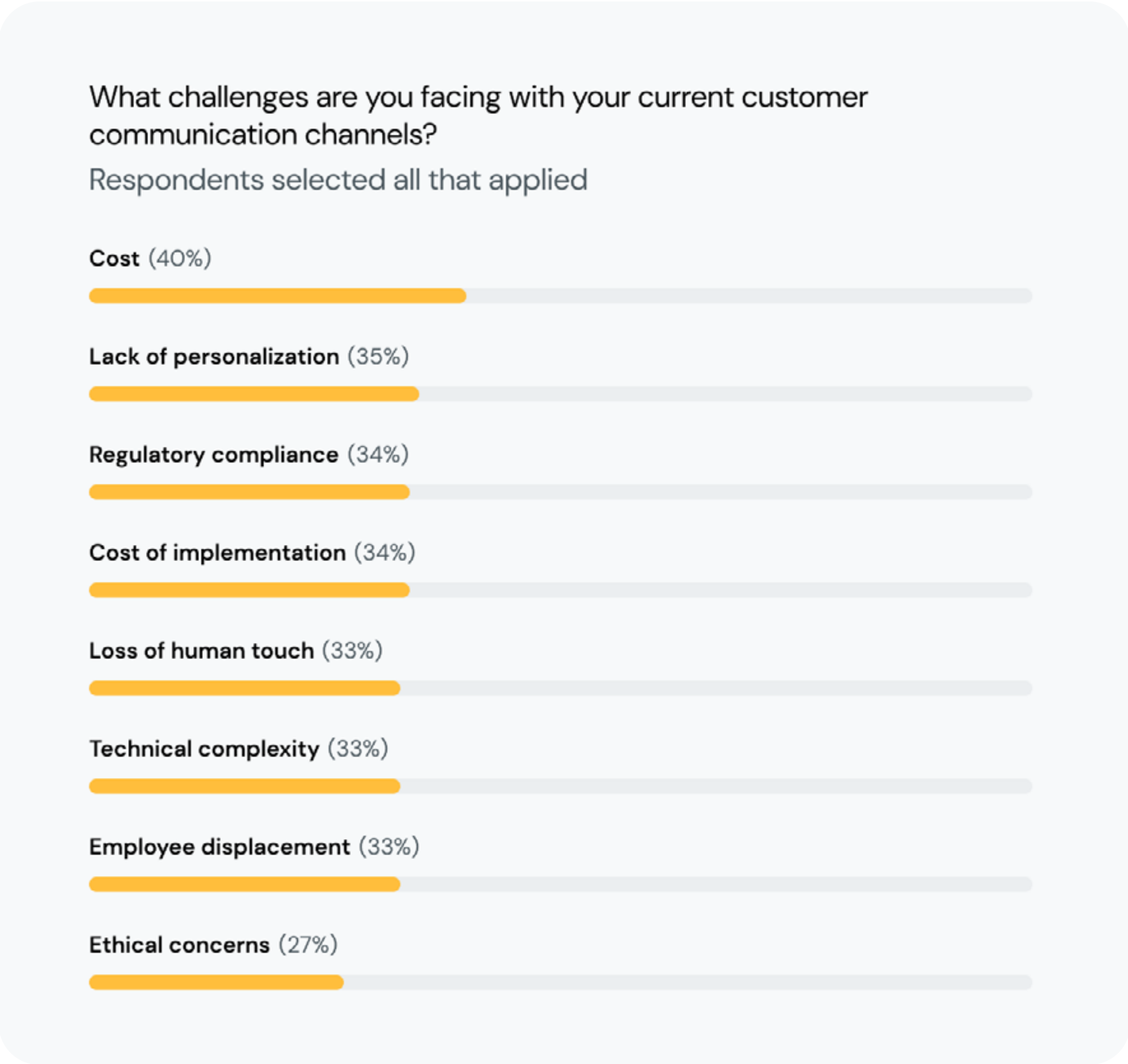
Video chat (53%) rounded out the top three channels retailers plan to adopt in the next year. Just 29% of retail respondents will adopt channels like WhatsApp and Messenger. But as noted earlier, the retail industry is most likely to already use those OTT messaging channels.

The biggest missed opportunity for retail customer communications might be RCS messaging. Only 35% of retailers say they expect to implement RCS in the next year. Those that do will likely provide their customers with a richer, more engaging and trustworthy mobile messaging experience. **Choosing to invest in RCS could give retail brands a competitive advantage.**

Retail customer communication challenges

Retail organizations certainly seem to have their fair share of customer communication problems to deal with. Sinch provided industry survey respondents with a list of common challenges and asked them to select all that applied.

What’s interesting is how evenly distributed these challenges are. While the cost of supporting customer communications topped the list at 40%, most other challenges were chosen more than 30% of the time.



Around 35% of retailers say a lack of personalization in customer communications is an issue, and 34% cited the challenge of integrating communication channels with other systems. Besides deliverability challenges (27%) every other issue was selected by around one-third of retail respondents.

What this goes to show is just how complex the current landscape is for customer communications. **Retail businesses are navigating a variety of problems that are unique to their organization, and they need customized solutions to solve those problems.**

Integrating retail customer communications

Keeping digital communications connected is key to efficiency and an effective customer experience. Let’s explore three ways retailers can integrate communications:

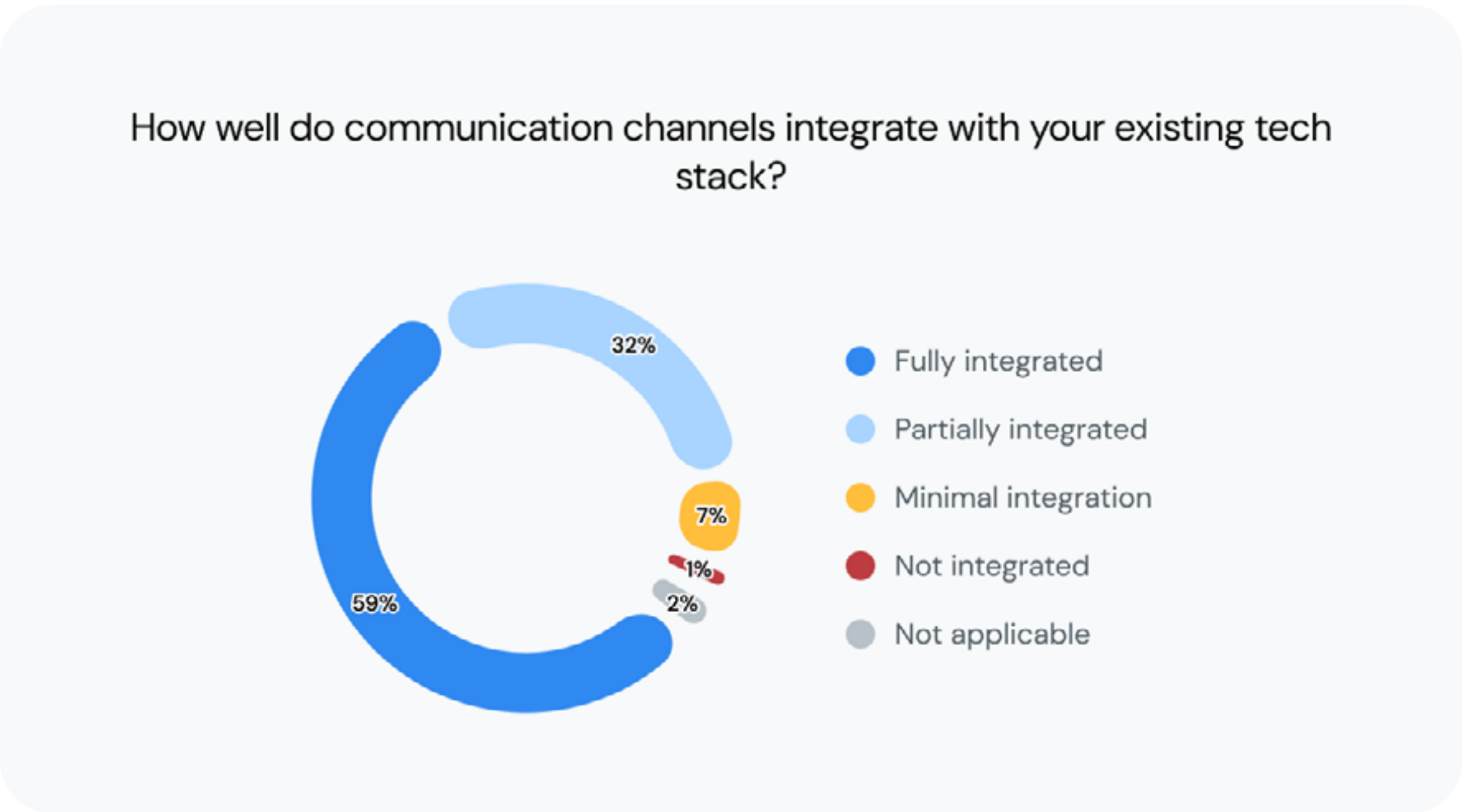
- 1. Integrating communications with other systems and technology.
- 2. Connecting communication channels with each other for a more cohesive customer experience.
- 3. Integrating communications into a customer-facing application or platform.

While most retailers claim to be fully integrated, you’ll see that our research shows improving integration of communications is a priority for those who are still trying to reach that point.

Connecting communications and technology

A crucial place to integrate communication channels is with the technology retail companies use every day. That includes customer relationship management (CRM) software, enterprise resource planning (ERP) platforms, and solutions for customer service and support.

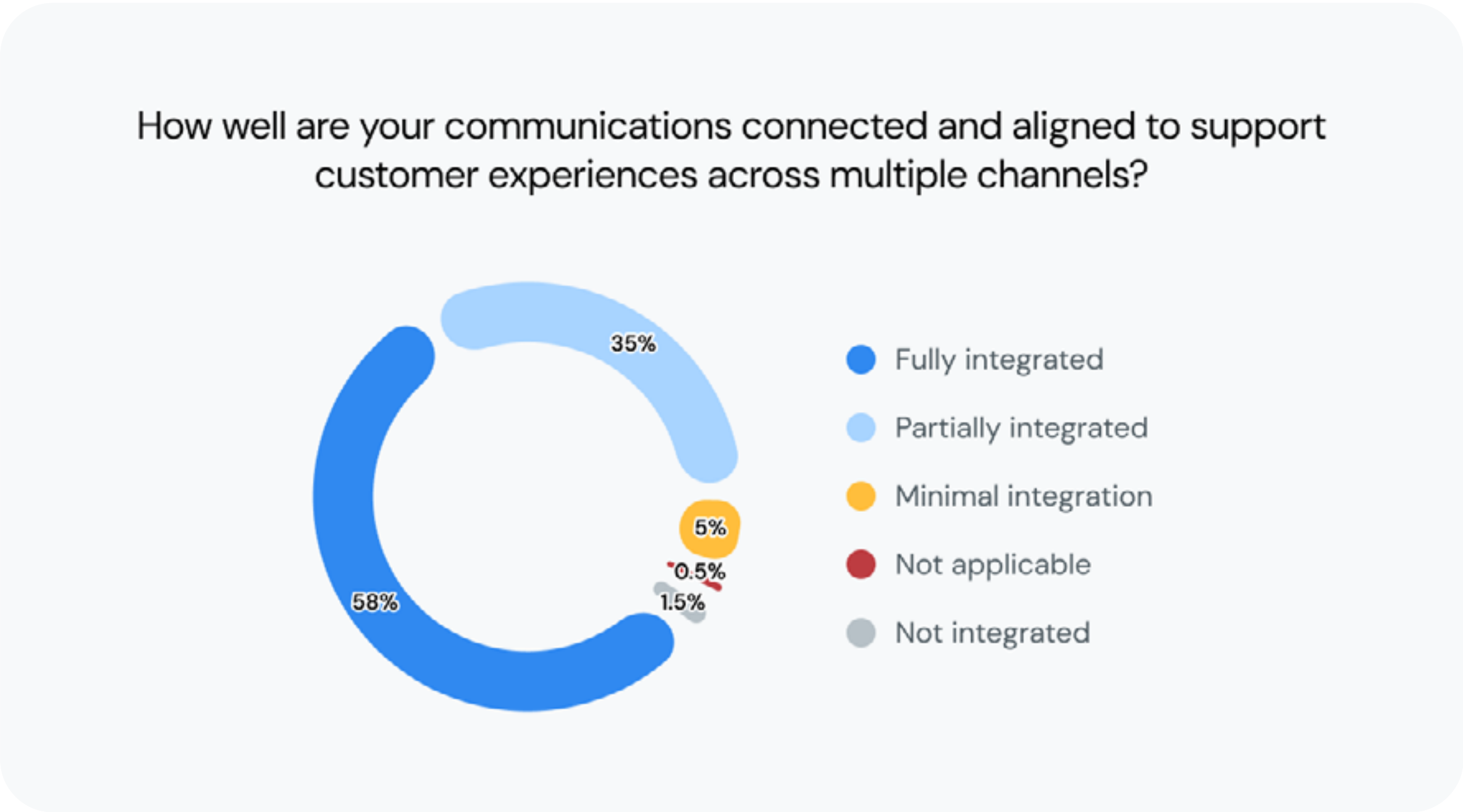
Our survey found **59% of retailers say customer communications are fully integrated with their tech stacks**. Another 31% are at least somewhat integrated, which leaves just 10% who aren’t connecting communications with technology.



Connecting communication channels

Customer communication channels are more effective when they connect with each other. That’s where a [Communication Platform as a Service \(CPaaS\)](#) provider can be very beneficial.

Sinch found that 58% of retailers believe the customer communication channels they use are fully integrated while 35% are partially integrated.



Connecting communications with customer-facing apps

Perhaps the most important way to integrate communications is within the application that retail customers use to purchase products. That’s how you automate informational messages, provide customer support, and gather first-party data for personalized promotions.

Connecting communications with your application typically involves using third-party APIs to integrate the channel with the app customers use. We asked retail respondents to choose the single biggest challenge with this integration process. No challenge emerged as a standout.

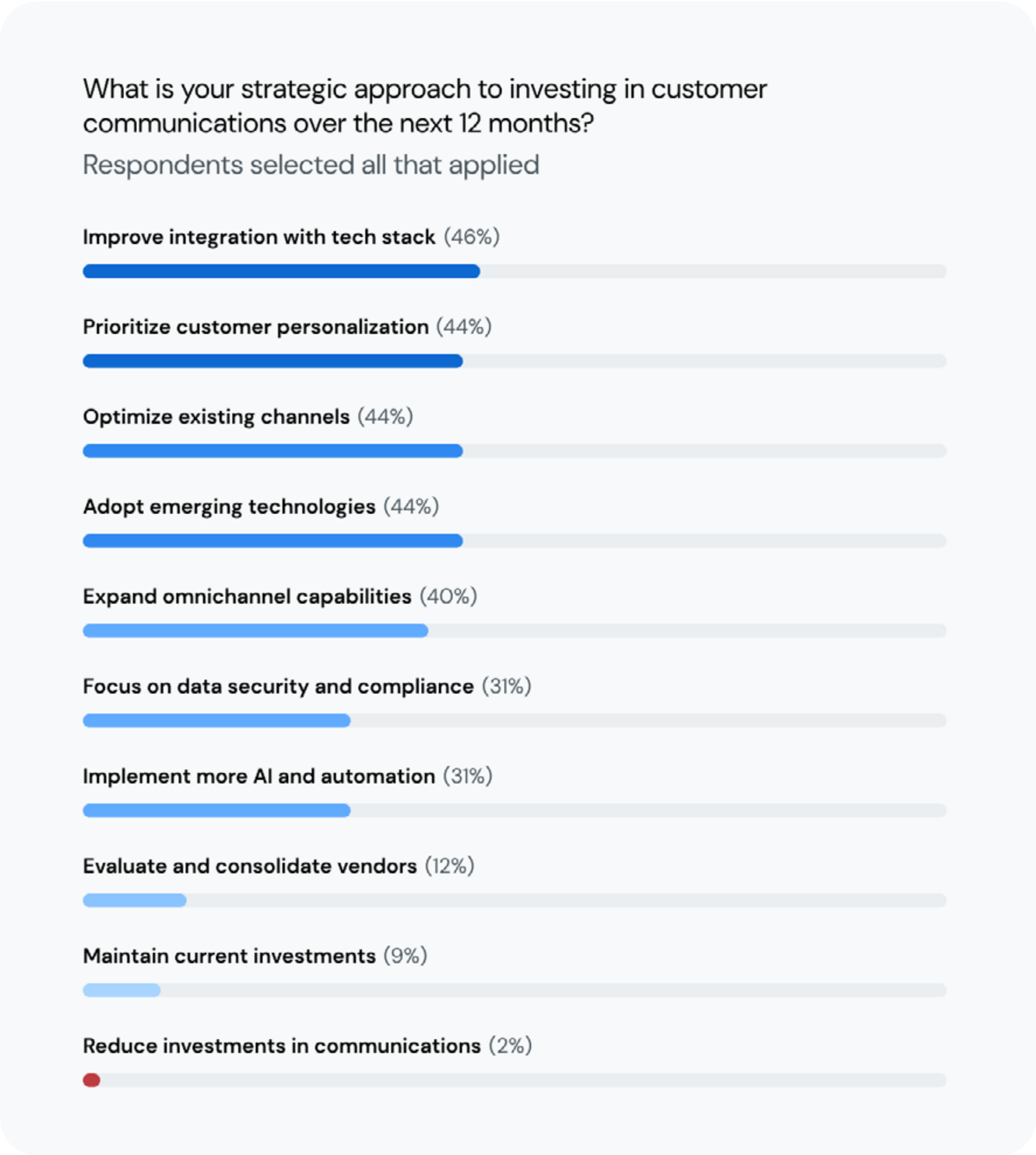


At 19%, the cost of integration topped the list followed by security and compliance concerns with 15%. However, factors such as the complexity of API documentation, lack of vendor support, and scalability may also be issues. **This points to the variety of challenges retailers face with integration. The industry needs customizable solutions that adapt to its unique set of challenges.**

Planning for the future of retail communications

How are retailers planning to improve customer communications in the coming months? Even though more than half of respondents claim to be fully integrated, improving integration (46%) is a top goal for many retailers.

When asked to choose how they plan to strategically invest in communications over the next year, 44% plan to **adopt emerging channels** like AI voice bots and RCS. However, 44% also want to **optimize existing channels**. That must be the magic number because **improving personalization** was chosen by 44% of retailers as well.



All told, around 90% of retailers plan to invest in customer communications over the next year in some shape or form. **Less than 2% of retail respondents said they won't invest in communications at all this year.** Another 8% will maintain their current investments.

Tackle challenges and seize opportunities with Sinch

It's clear that retailers are navigating plenty of complexity in digital customer communications. The good news is, finding a partner with the right solutions will help your retail brand solve problems, improve the customer experience, and encourage growth.

Whether you're looking to cut costs, improve security, or need customer communications that are fully integrated, Sinch helps you get there.



Sinch's [Conversation API](#) empowers retail brands to build a seamless, omnichannel communication strategy. Supporting 13 channels for a future proof solution – the widest channel offering on the market in one single API – businesses can deliver the ultimate mobile-first experience for retail messaging. It's a compliant solution that helps retailers cut costs and improve efficiency through better communications, along with channel priority setting, enhanced fallback, message transcoding, and intelligent message routing

[Discover Sinch for retail](#)



[Chatlayer](#) from Sinch lets retailers easily build AI-powered chatbots and voice bots across multiple channels. That means you can provide customer support to global consumers, connecting with people 24/7 on the channels they use most.

[Discover Sinch for retail](#)

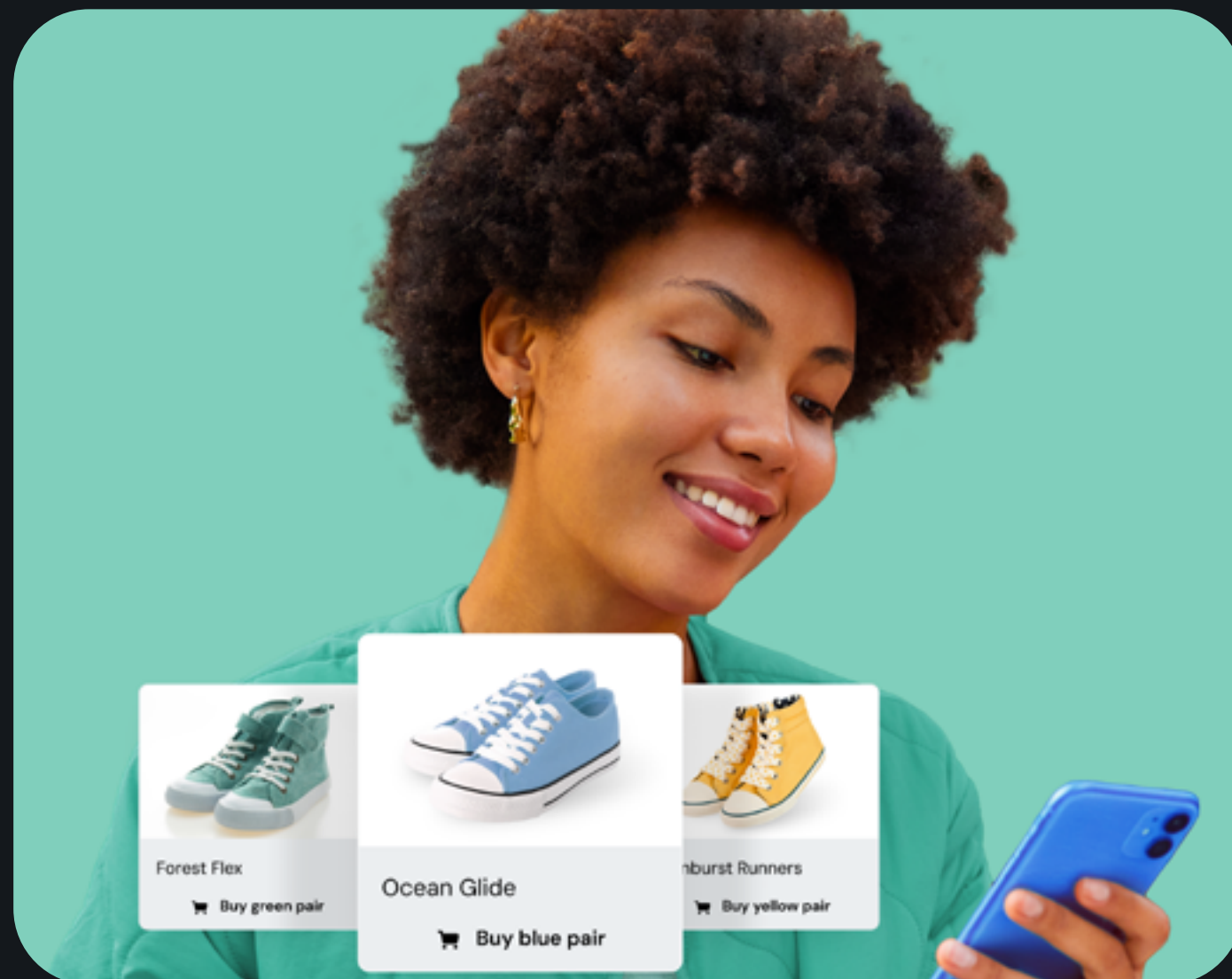


Sinch also has solutions for retailers across ecosystems like [Hubspot](#), [Salesforce](#) (and [Marketing Cloud](#)), [Shopify](#), and [Microsoft Dynamics](#). These integrations allow retailers access to the many benefits of Sinch's capabilities in a way that integrates quickly and easily.

[Discover Sinch for retail](#)



Keeping consumers engaged



There are plenty of ways to grab the attention of consumers. However, a much bigger challenge is keeping their attention. Everywhere you look, competitors are blasting out marketing messages in an attempt to steal people away. But what do consumers think of all this?

Sinch surveyed **2,800 consumers from 12 countries** to find out more about what they expect from customer communications. That includes insights into how messages from retailers can keep them engaged, informed, safe, and happy. We'll explore those findings throughout the next four chapters.

In the four pillars of customer communication, **engaged messages include marketing campaigns designed to drive retail sales**. While that sounds simple, let's not forget about the challenge of meeting consumer expectations.

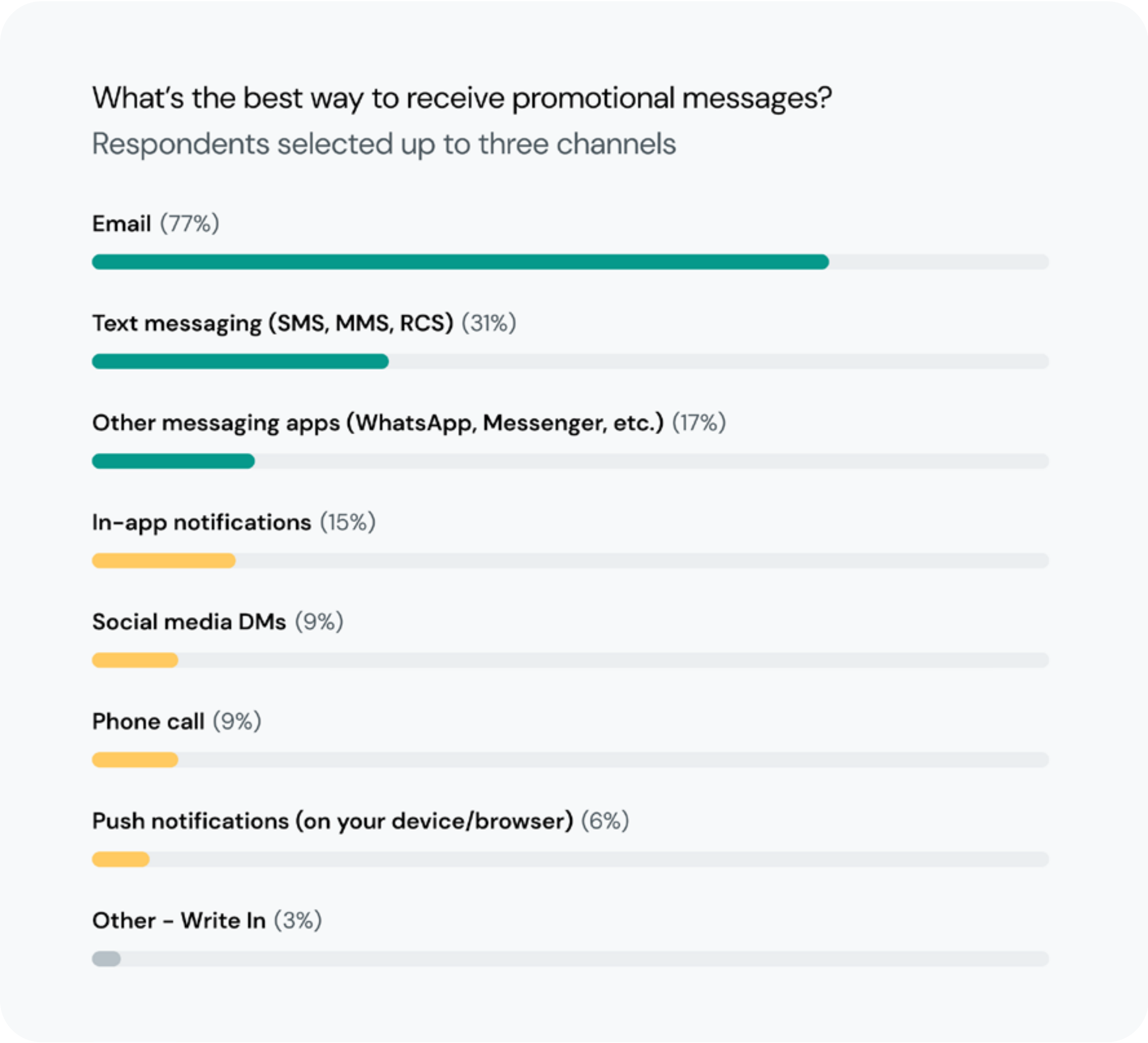
Consumers who stay engaged with your retail brand are the kinds of loyal customers every business wants. Your digital customer communications strategy is the foundation of an engaging retail customer experience that keeps people coming back.

If you want to earn consumers' attention, being noisier than your competitors won't get you far. As you'll see in the research, the secret lies in multichannel communications built around individual preferences.

Promotional channel preferences

When it’s time to let your customers know about a flash sale, a new product release, a Black Friday event, or any other type of promotion, is there a channel people prefer?

We asked consumers in our survey to select up to three channels on which they’d want to receive promotional messages. Email topped the list at 77% followed by more than 30% who chose text messages.



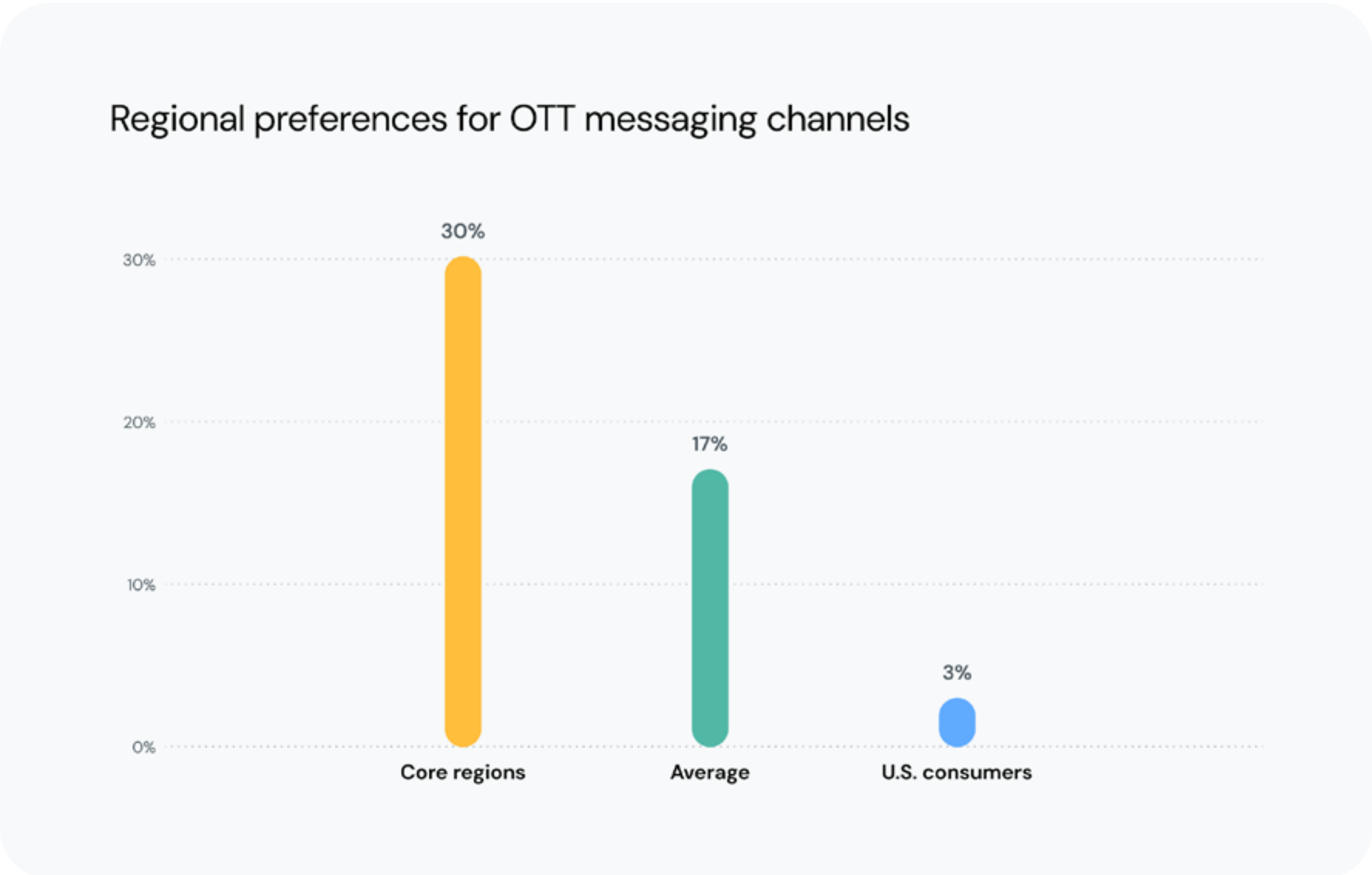
Email and SMS are like the power couple of customer communications. But they’ve got company, and times are changing. While using email and SMS may be essential, innovative retailers are exploring other ways to engage with consumers – especially on channels that resonate with their target market.

Global and generational preferences

Other messaging apps, including WhatsApp and Messenger tend to be much more popular in certain regions. We filtered results to include only survey respondents from countries considered “core regions” for WhatsApp users:

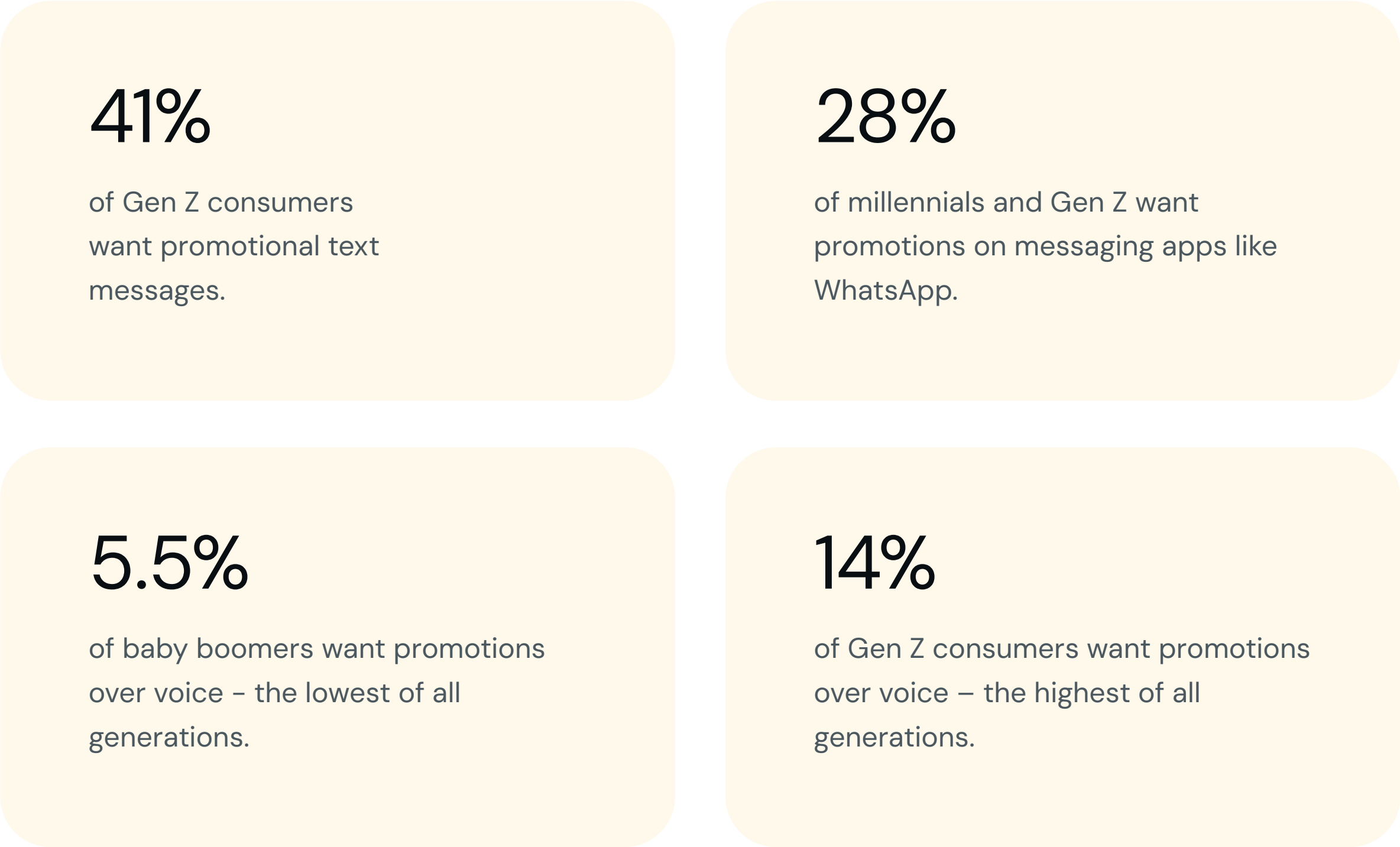
- India
- Brazil
- U.K.
- Germany
- Mexico
- Singapore
- Spain

Then we compared their preferences to the average results and those of U.S. consumers. **Nearly 30% of these respondents selected “Other messaging apps” as a preferred option for promotions.** That compares to just over 3% of U.S. consumers in our survey. But keep in mind – [WhatsApp usage in the United States](#) is growing.



Note: In April, Meta paused the ability for U.S. businesses to send marketing messages through WhatsApp. However, WhatsApp is still available for user authentication and utility messages in the U.S. It can also be used as a channel to provide customer support.

The age of your ideal customers may also impact how they prefer to receive marketing messages. When we segment channel preferences by generation, there are some interesting distinctions:



While 41% of the youngest consumers prefer promotions delivered via text, Gen Z is also the generation most likely to prefer promotions over the voice channel (14%). Only 5.5% of baby boomers chose that channel.

Consider that determining the “best communication channel” is much less about averages than it is individual preferences.

Giving people the power to choose

In an ideal retail customer experience, people can choose the channel that’s best for them. Our survey found this is exactly what the majority of consumers want.

When consumers are ready to sign up to hear about your retail brands’ promotions, **58% want to be able to select the best channel**. Another 11% want to choose more than one customer communication channel.



Making channel preference part of the process when they’re opting in and during account creation is an easy way to ensure you know how each contact in your database wants to hear from you.

Promotional messaging consumer pain points

Consumers we surveyed were clear about what they do not appreciate about promotional communications. **41% said marketing messages that are too frequent or excessive are their biggest frustration.**

That’s not the only thing that bugs them. We asked respondents to select their top three frustrations, and around one-third or more also cited unwanted and irrelevant messages as promotional pain points. More than a quarter have problems with deceptive and repetitive offers.



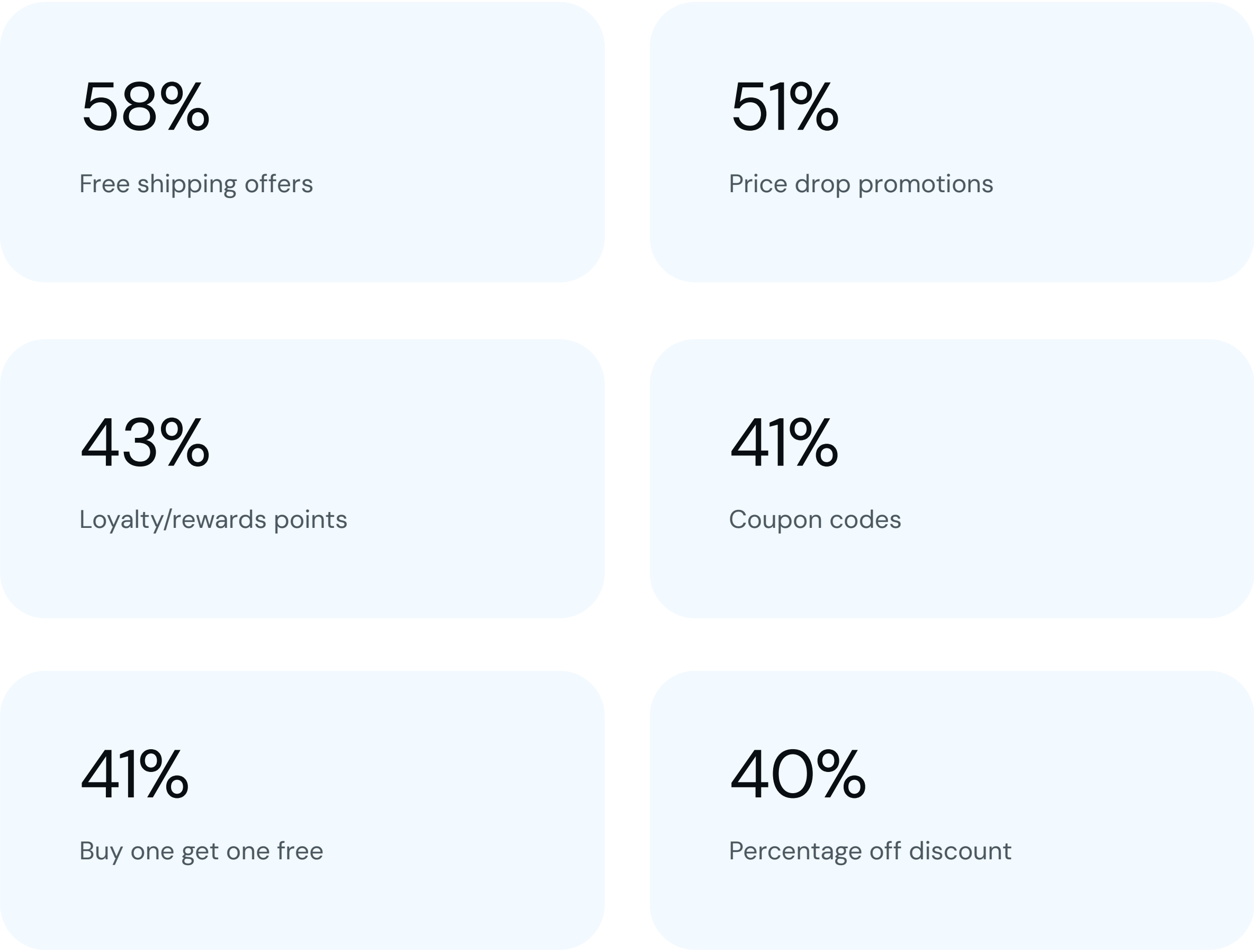
Honestly, we didn’t need a survey question to make this point. You probably could have guessed that these factors are frustrating to consumers. Yet, many retailers continue to blast out irrelevant messages to their entire list.

The advice here is very straightforward. **If you want consumers to engage, don’t be annoying.** Be respectful, helpful, and add value with your marketing.

What offers do consumers find engaging?

Are there certain types of promotions that drive consumers to engage with your message? We asked survey respondents to rate how interesting they viewed a selection of common retail promotional strategies.

These are the types of promotional campaigns global consumers were most likely to call **very interesting**:

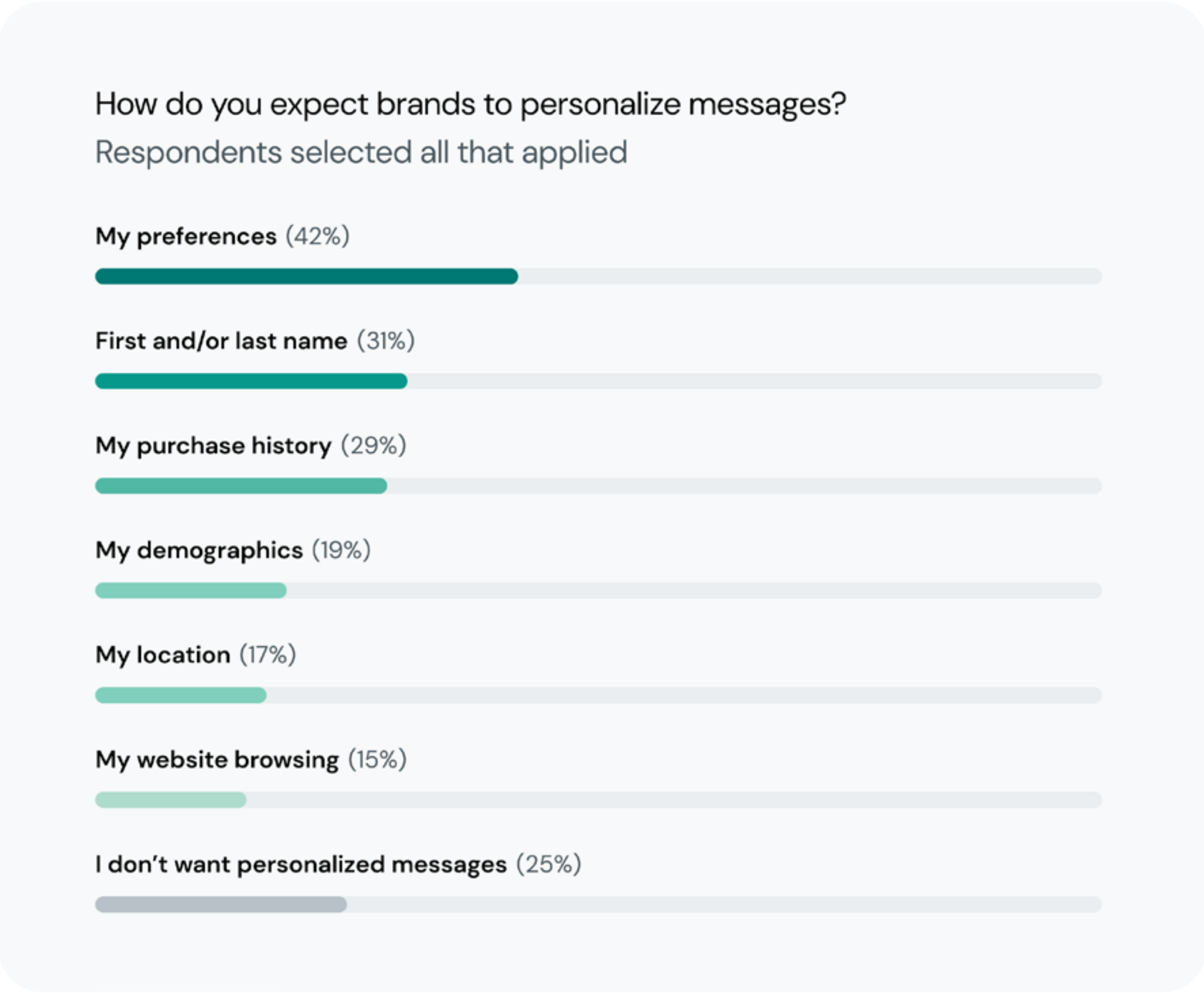


Of course, testing different offers is the best way to find out what really works with your list of customers and contacts. And the truth is, the type of offer may matter much less than what’s being offered. The best way to resonate is to deliver personalized promotions.

Personalization expectations

A personalized retail customer experience must go beyond using names stored in a database. The real value of personalization comes through when retailers take things further. If a name is all you’re doing to personalize promotions, you’re probably not meeting consumer expectations.

When asked to select all the ways they expect brands to personalize marketing messages, our research revealed that **42% of consumers want you to know their personal preferences**. Nearly 30% expect you to personalize promotions based on their purchase history.



Ultimately, your customers want you to see them, understand them, and use the first-party data you’ve collected in a way that enhances their experience with your retail brand.

Types of personalized retail promotions

Understanding how consumers benefit from personalized communications reveals ways to deliver more engaging campaigns.

Sinch’s research found nearly **54% of consumers view personalized rewards/loyalty messages as the most valuable**. These communications are personal by nature as they relate directly to what a customer stands to gain thanks to past purchases.

Many consumers also chose helpful content personalized to their needs (28%), purchase recommendations based on preferences (24%), and personalized product guidance (23%).



Bottom line? Engaging messages are about much more than inserting a customer’s name. **Personalization provides value when it has a purpose.**

Retail communication engagement challenges

Ask just about any retail marketer what they’d like to achieve with customer communications and increasing engagement is going to be an ongoing effort. So, what’s holding retailers back?

It turns out, personalization can be a problem. Around **30% of retail respondents say personalization is a top three challenge** when trying to maintain customer engagement across channels. That tied measuring ROI for the most-selected option.



Deliverability is a challenge for 26% of retailers. Customers can’t engage with your promotional campaigns if the messages never reach them. Another 24% said being viewed as spammy is hurting engagement.

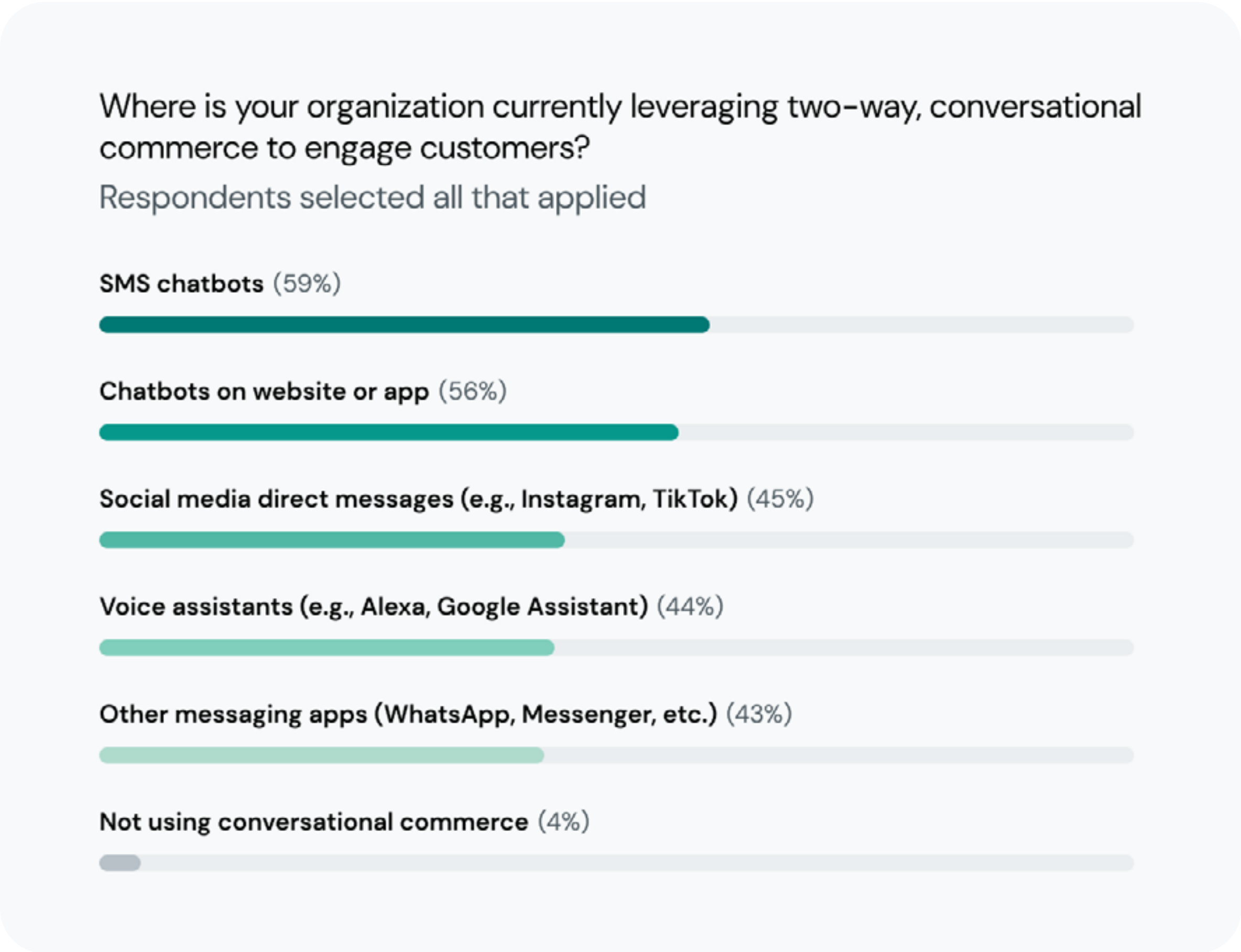
Those two challenges could very well be connected. If contacts feel like you’re spamming them, they’ll mark your email promotions as spam, even if they signed up to receive them. Get reported as spam often enough and you’re likely to have wider email deliverability issues.

Keep those consumer frustrations in mind. People mark messages as spam when they are unwanted, annoying, and irrelevant.

Conversational commerce in retail

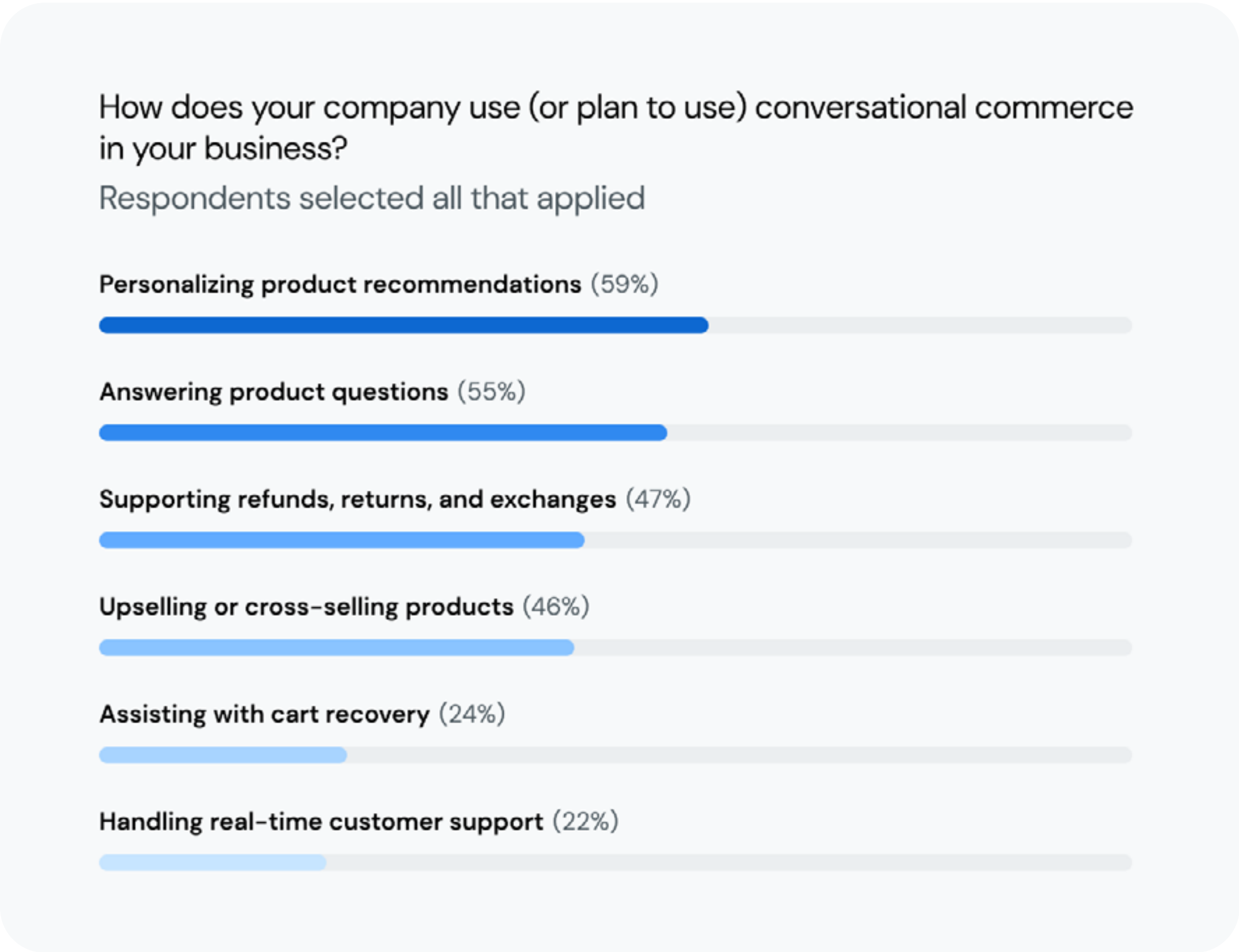
What’s more personal than a one-to-one conversation? That’s what [conversational commerce](#) can accomplish – a real-time, personalized chat that can provide people with answers and lead to sales. But how are retailers using this strategy in customer communications?

Our research found **more than 95% of respondents are using conversational commerce** in some form. 59% of retailers are using SMS chatbots and 56% use chatbots on their websites. Beyond that, more than 40% of retail brands use chatbots for conversational commerce through voice bots, on social media, and on OTT messaging apps.



With respect to the ways in which retailers use conversational commerce, **59% have chatbots provide personalized product recommendations and 55% use them to answer product questions.**

Those were the top two uses, and they represent the two main ways to utilize conversational commerce: promotion and information. The best chatbot experience can sell to and support customers.

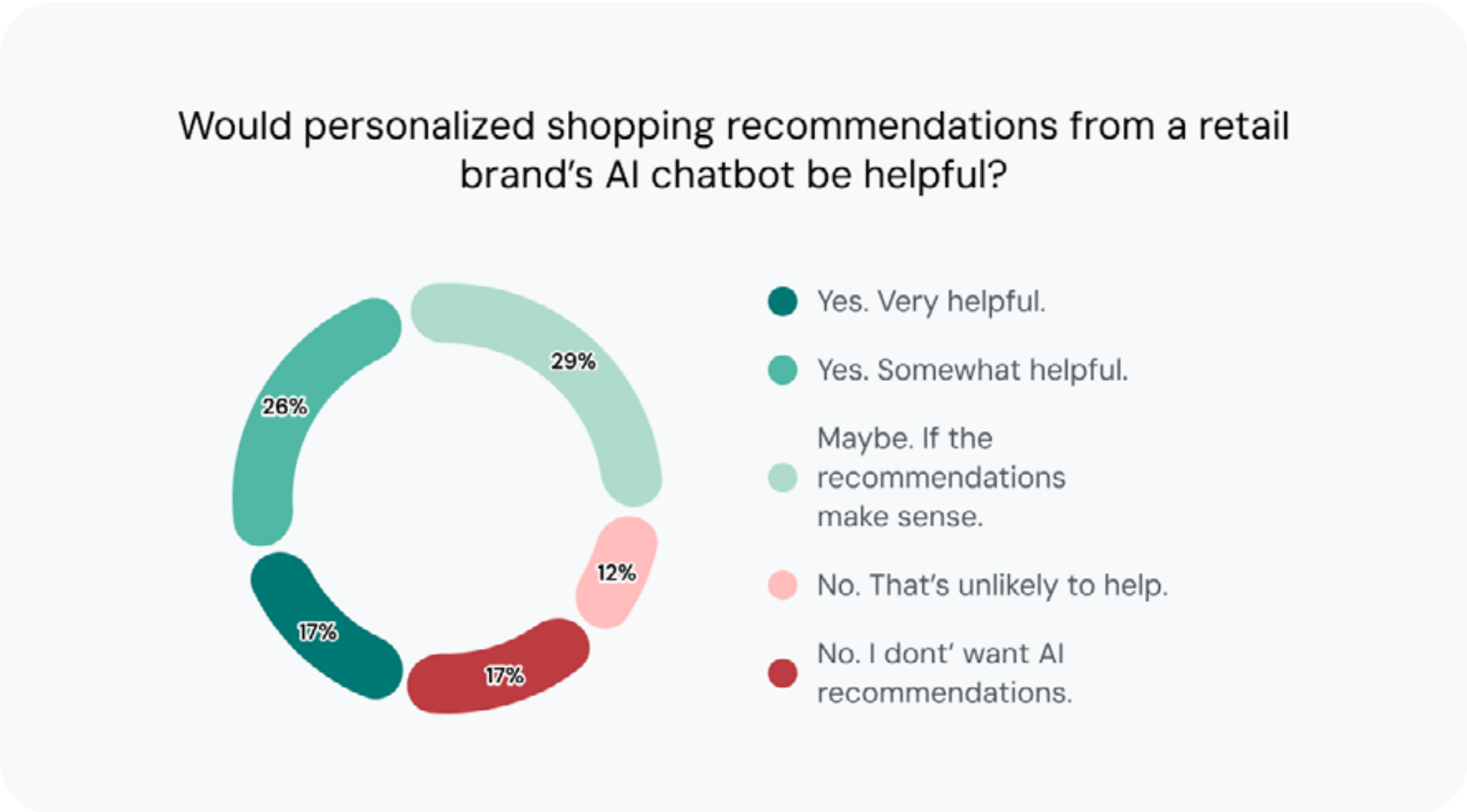


47% of retailers use chatbots and conversational commerce to facilitate returns, refunds, and exchanges. 46% use them to cross-sell and upsell. Once again, this showcases selling and service. An ideal conversational commerce experience covers both areas.

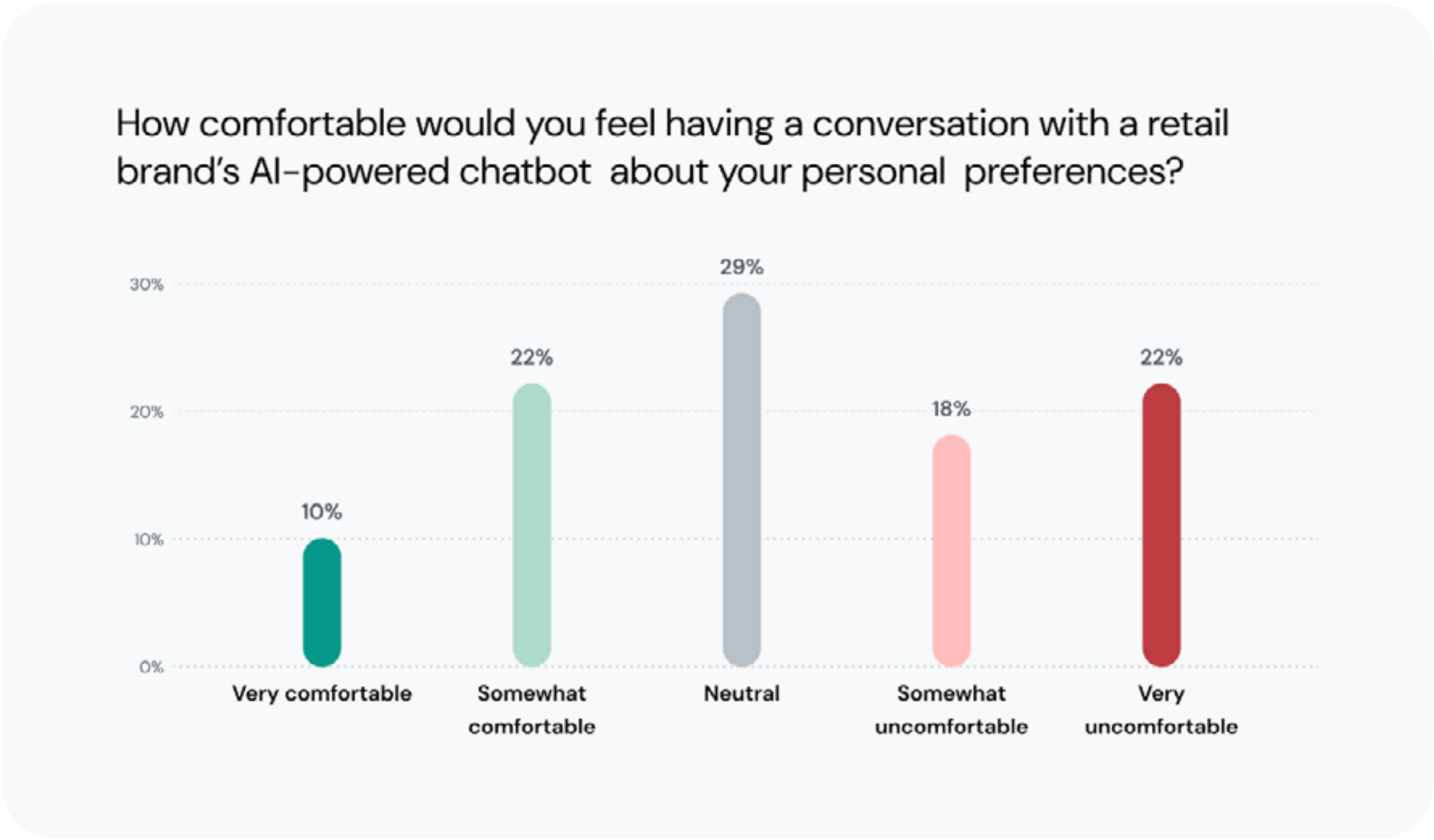
Preferences for personal shopping assistants

Collecting first-party data to fuel personalized conversations seems to be an important step. Our survey found that consumers are more open to receiving recommendations from AI than talking about their preferences with a bot.

The research shows that a combined 42% think AI recommendations would be at least somewhat helpful. Another 29% believe it would be helpful as long as the recommendations made sense. That means at least **70% of consumers are willing to interact with an AI shopping assistant** built for retail.



However, when we asked how they'd feel about discussing their personal preferences with a chatbot, consumers were less enthusiastic. Around 40% said they'd feel uncomfortable with those kinds of AI-driven conversations while 32% would be at least somewhat comfortable.



In general, when we filtered results by generation, younger consumers were more likely to have a higher comfort level when engaging with AI solutions.

RCS IN RETAIL

Engaging messages that stand out

In the last chapter, we pointed out that retailers could be missing out on a major opportunity to invest in the emerging channel of RCS. While the benefit of branded messages in the native smartphone messaging app is great, it's the advanced features that should really excite retail brands.

Here are a few ways the retail industry can take advantage of RCS for customer communications:

1. Drive higher engagement with rich media

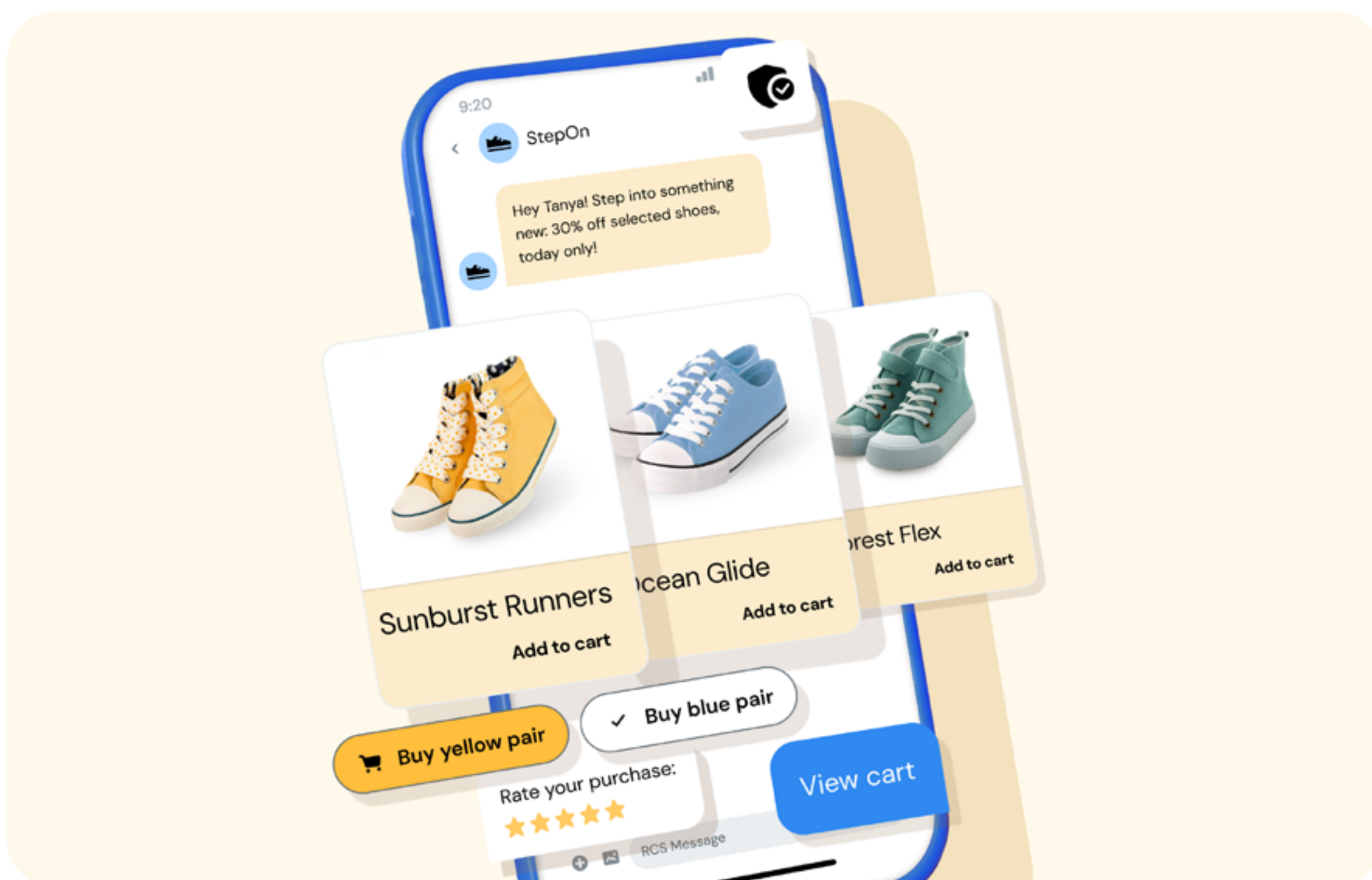
RCS lets retailers showcase products using images, carousels, and videos, helping campaigns stand out and boosting interaction compared to plain SMS.

2. Simplify the purchase journey with embedded actions

Add tappable suggested replies or actions like "Buy now," "Find a store," or "Add to cart" to reduce friction and drive conversions directly from the message.

3. Personalize at scale with dynamic content

Use customer data to tailor offers, recommendations, and messaging flows all within an app-like interactive experience that actually feels personal.



RETAIL IN THE REAL WORLD

RCS advantages

Now that Apple has joined Android in supporting RCS and making it [available on iPhones](#), RCS is gaining steam in the U.S. In Europe, retailers have already been getting exceptional results with richer experiences and even higher reach rates with iOS penetration.

French frozen food retailer, Picard, saw a 42% increase in engagement when it started using RCS in promotional campaigns. They realized the SMS experience left something to be desired and launched an interactive holiday campaign using RCS for Business.



"We were really impressed by the results. Conversational experiences make it easy to bring our value proposition to life for our customers. We already have lots of ideas for how we can continue exploring this new channel."

Alix Berthon

CRM Manager, Picard



Get the rest of the story

See for yourself how Picard implemented RCS when you [check out the customer story](#) and watch a video with more on how they partnered with Sinch to increase engagement.

Another European retail brand that has seen success with RCS is Courir. This sneaker retailer tested all sorts of mobile marketing campaigns, and they've achieved some of their best results using RCS.



"We started with simple SMS. As we wanted to innovate, we created rich SMS and after that we went to Messenger and WhatsApp. And now we are experimenting with RCS so we can offer our customers a different experience from our competitors. With RCS we try to recreate the experience our customers have in-store."

Chloé Herbaut

Customer Loyalty Manager, Courir

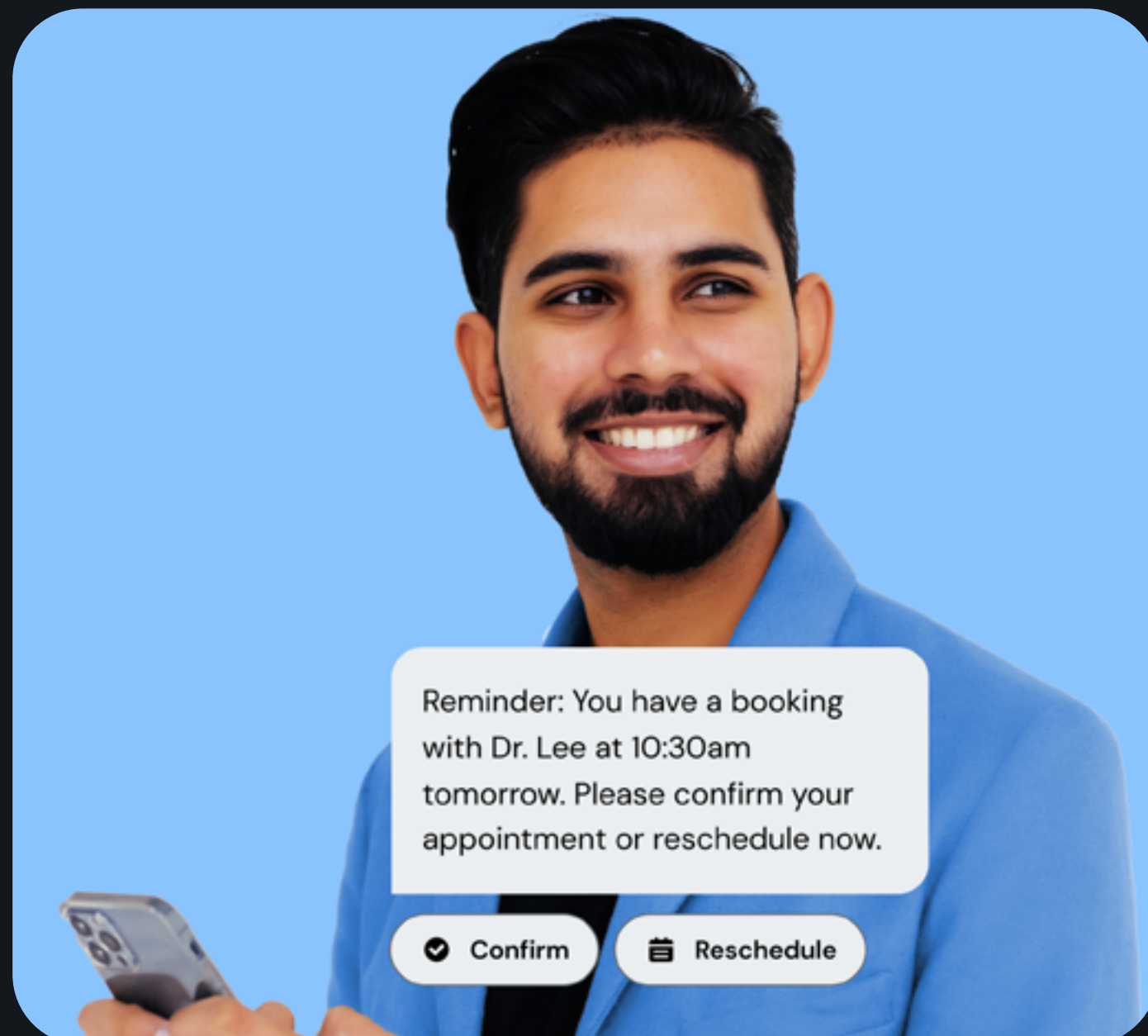


Get the rest of the story

Find out more about how Courir tripled campaign revenue after teaming up with Sinch and see for yourself how RCS impacted ROI. [Read the customer story](#) and watch a video.



Keeping consumers informed



It's easy to take informational customer updates from retailers for granted. That goes for both the businesses that send them and consumers who get them. These automated, triggered messages are such a natural part of the process – we barely think about them – until something goes wrong.

In the four pillars of customer communications, **messages that keep people informed include everything from order confirmations and real-time shipment tracking to inventory updates and delivery notifications.** They're often transactional, but more importantly, they deliver exactly what individual customers want to know when they need to know it.

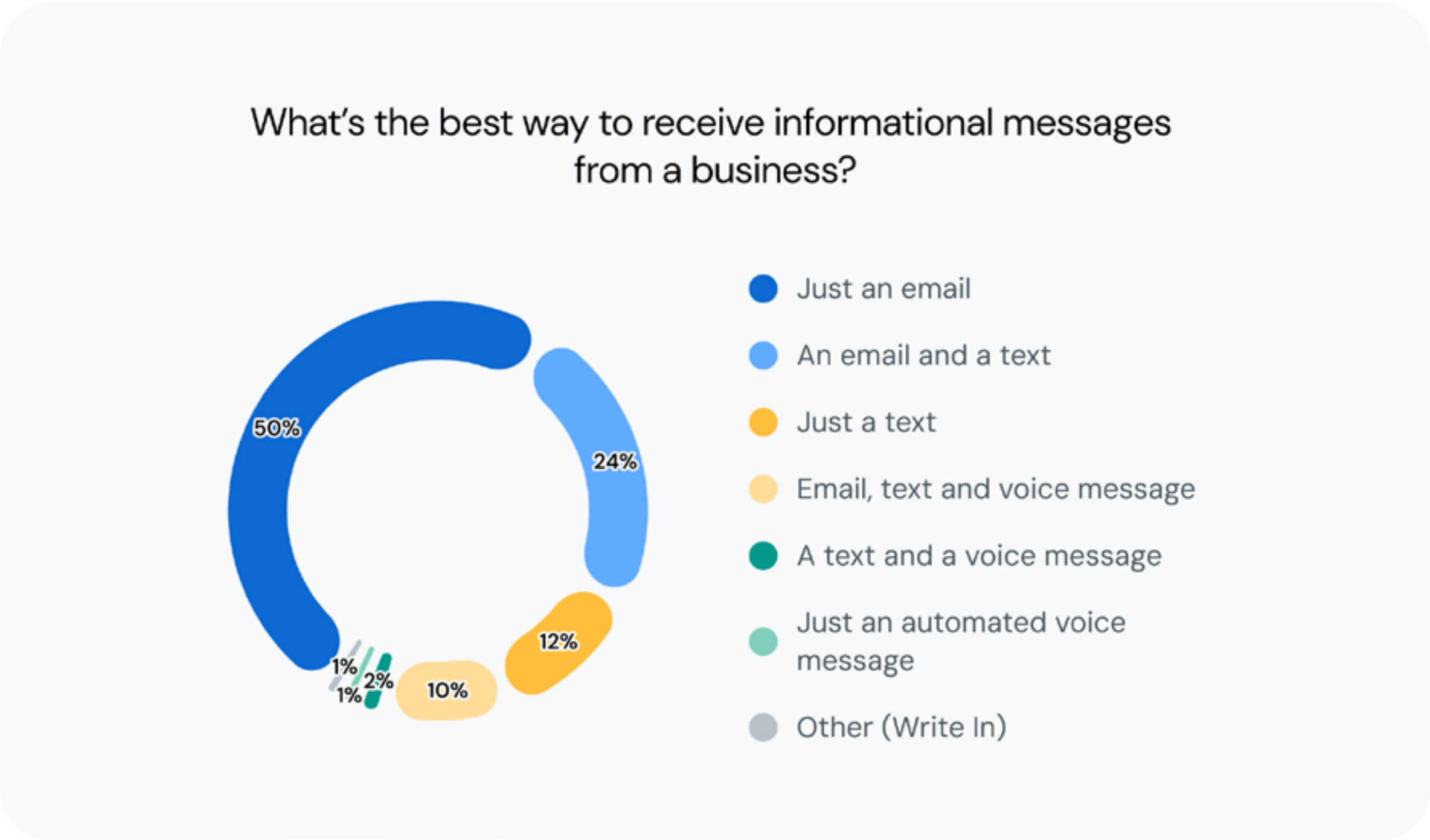
While these notifications may not be as flashy and engaging as promotional retail campaigns, your customers expect and want informational updates. Keeping customers informed with clear communications also improves operational efficiency, helping your retail business run smoothly.

When informational updates don't show up as expected, you risk confusing and disappointing your customers. As simple as they seem, these messages are an irreplaceable aspect of the retail customer experience. Let's explore the best ways to keep your customers informed.



Channel preferences for staying informed

When asked to identify what they believe to be the best way to receive informational messages from brands, half of consumers chose email. But many transactional messages like order confirmations and shipping updates are just as likely to come through as text messages.



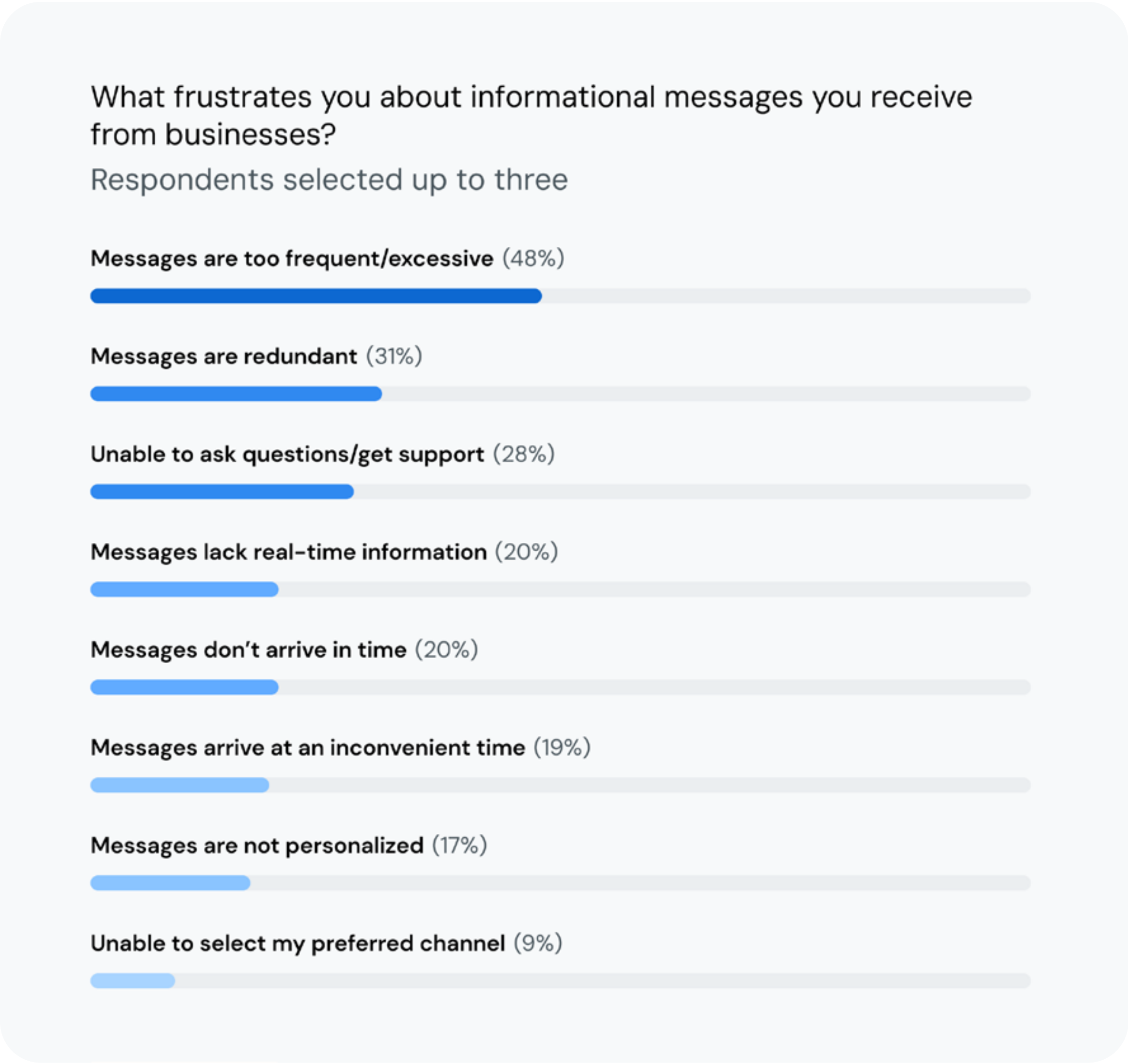
Some consumers want to be sure they see informational updates and want to receive them on multiple channels. Our survey found **24% want to stay informed via both text and email** while nearly 10% want to be notified by email, SMS, and an automated voice message.

Retailers can use the voice channel to deliver urgent updates to customers. That could include alerting them to potential fraud or providing a pressing update about an upcoming delivery.

Informational communication pain points

It’s certainly possible to provide too much information in retail communications. Customers identified information overload as the most common frustration with **48% citing communications that are too frequent or excessive.**

Along the same lines, **31% find redundant informational messages frustrating.** When automating informative updates, you need to understand customer expectations for the timing and frequency of those messages. There’s a balance between informative and annoying.



Nearly **28% of customers are upset when they are unable to ask questions** in response to a transactional message. This points to the need for conversational commerce in retail communications.

Timeliness of informational messages is also a key factor. More than 19% are frustrated when these communications don’t arrive on time or arrive at an inconvenient time. Similarly, more than 20% don’t like it when these messages lack real-time information.

Speedy delivery of important information

Getting the timing right is essential for effective informational updates. What good is a delivery notification that arrives long after you've opened a package?

Sinch's research around [consumer preferences for Black Friday](#) retail communications found **75% of people expect order confirmations to arrive in five minutes or less**. 47% want them almost immediately after making a purchase.

Consumers in this survey had a similar expectation for fraud alert notifications. If something suspicious is happening to their account, 72% want to know about it immediately. Furthermore, nearly 75% of consumers describe fraud alerts as very important – the highest of any type of informational message.

47%

of consumers expect order confirmations to arrive almost immediately.

72%

of consumers expect fraud alert notifications to arrive almost immediately.

65%

of consumers describe transactional SMS and email messages as **very important** during the holiday shopping season.

74%

of consumers say fraud alert notifications are **very important**, making it the most important type of informational message.

The speed and reliability of text messaging has made it a preferred choice for transactional updates. That's why [transactional SMS](#) is often an integral piece of the retail customer communication puzzle.

Is important information reaching your customers?

While delivering messages in a timely manner is essential, what happens if your informational updates don't reach people at all? The worst possibility for those notifications is getting blocked or filtered as spam.

That's why retailers must prioritize deliverability on key channels like email and SMS.

Email deliverability

Since around 50% of consumers prefer email for informational messages, avoiding spam and achieving inbox placement should be a top concern. Separate [research from Sinch Mailgun](#) confirms that:

87%

of consumers would check their spam folder for a missing transactional email. *

33%

of consumers find it annoying or frustrating when emails they're expecting land in spam. *

10%

of consumers would lose trust in the brand or unsubscribe if messages kept going to spam. *

63%

of senders are not separating transactional and promotional email traffic (or are unsure). **

* Email and the customer experience

** State of email deliverability 2025

An effective way to improve your chances of reaching the inbox is to **separate transactional and promotional email traffic** on different subdomains or sending IP addresses. However, [Mailgun's State of email deliverability](#) report found 50% of senders aren't using this tactic. Another 13% are unsure if they separate email traffic for deliverability.

The reason separating promotional and transactional email traffic helps is simple. People are much more likely to report mass marketing messages as spam. That can hurt your reputation as an email sender and lead to transactional emails ending up in the junk folder.

However, if your informational updates come from a different domain, that domain's reputation is also different. This keeps reputations for transactional and promotional emails separate.

SMS deliverability

While email providers will filter messages into a spam folder, mobile carriers may block your SMS messages or flag them as spam if you're not careful.

SMS is often the fastest and most reliable way to deliver information to customers. But none of that matters if the message never reaches people. Here are some tips to support [SMS deliverability](#):

- **Use a provider with direct carrier connections** to ensure your messages travel through the most efficient and compliant routes
- **Avoid link shorteners and spammy language** that can trigger carrier filters.
- **Maintain clean contact lists** by regularly validating numbers and removing inactive ones.
- **Follow carrier and regional compliance rules** to avoid filtering or blocking.
- **Monitor delivery reports** to spot issues quickly and keep performance high.
- **Avoid grey routes** and suspiciously cheap SMS rates.

Deliverability isn't just a technical metric. It's a customer experience issue. Ensuring your SMS messages get through means customers stay informed, supported, and confident in your brand.

Can informational messages be engaging?

Don't assume that promotional campaigns get to have all the fun in retail customer communications. Our research revealed that informational updates are among the most interesting messages your customers look forward to receiving.



80% of consumers say **information about their rewards/loyalty points** are interesting.



90% of consumers say **offers that include free shipping** are interesting.



36% of consumers say **real-time updates on price and availability** make promotions more interesting.

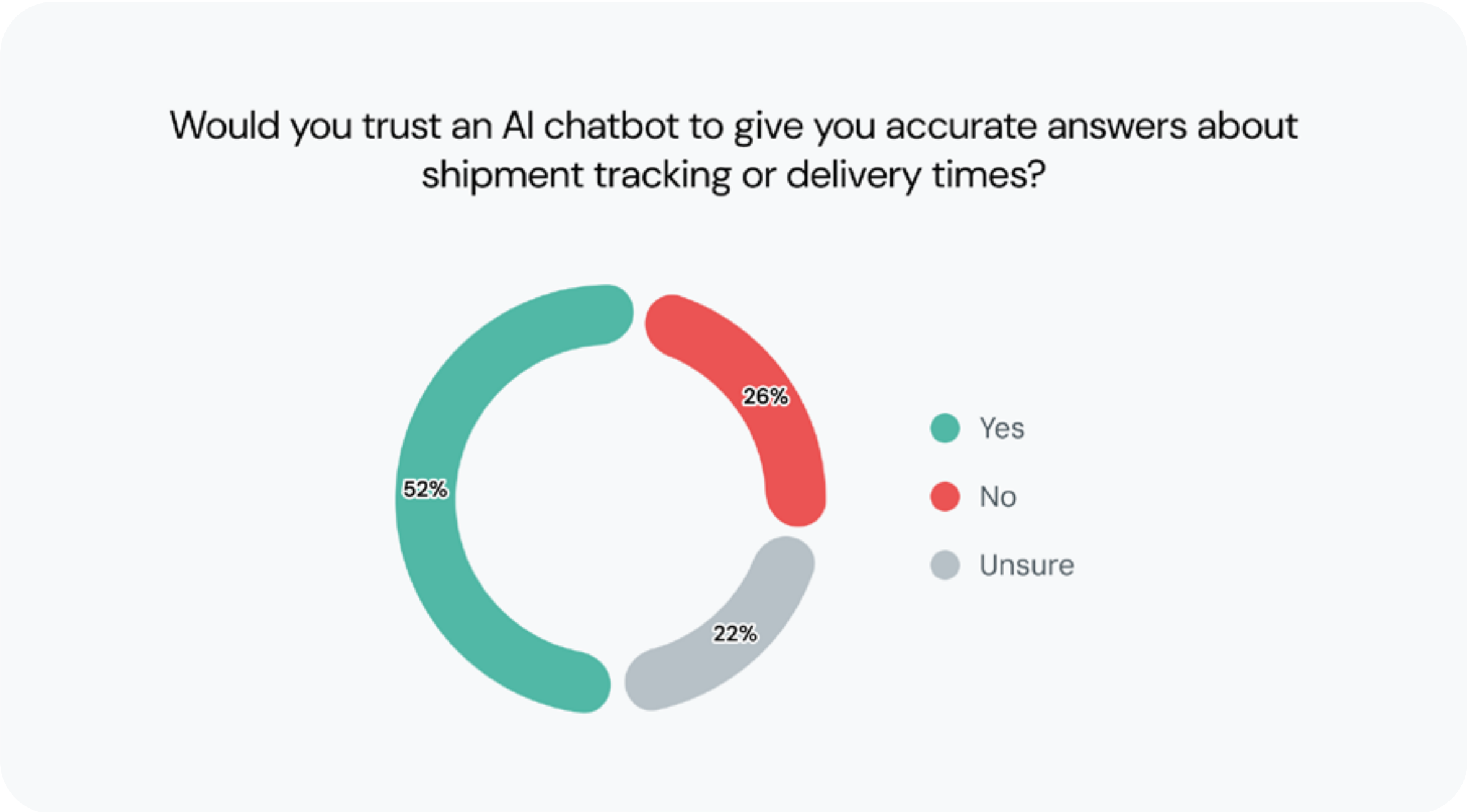


24% of consumers say the **ability to ask for information** about products makes promotions more interesting.

Using AI to keep customers updated

Earlier in the report, we told you our research found that **48% of retailers use AI chatbots to help deliver real-time shipping and delivery updates**. If your retail communications strategy is just beginning to adopt AI, this would be a good place to start.

Our consumer survey found that **52% of respondents would trust artificial intelligence to get answers about the status of their orders**.



Using an AI chatbot to field questions about when to expect a delivery could also reduce repetitive customer service calls. That gives your customer service team the freedom to address more important questions and concerns, which keeps customers happy.

While consumers are a bit more hesitant to divulge personal preferences to AI, at least half are willing to rely on AI for informational updates.

RETAIL IN THE REAL WORLD

Streamlining customer updates with SMS

With 16 retail stores in five states, Appliance Parts Company (APC) needed a better way to keep customers informed about when their replacement parts were ready for pickup. The existing manual process was slowing down operational efficiency.

After switching to automated SMS updates, the company reduced the workload of employees and increased customer satisfaction.



"It's made a real difference in how we serve customers and in keeping our employees happy. This system has improved our efficiency and strengthened customer relationships. It's a win-win for everyone."

Jim Swane

Senior Manager, Appliance Parts Company

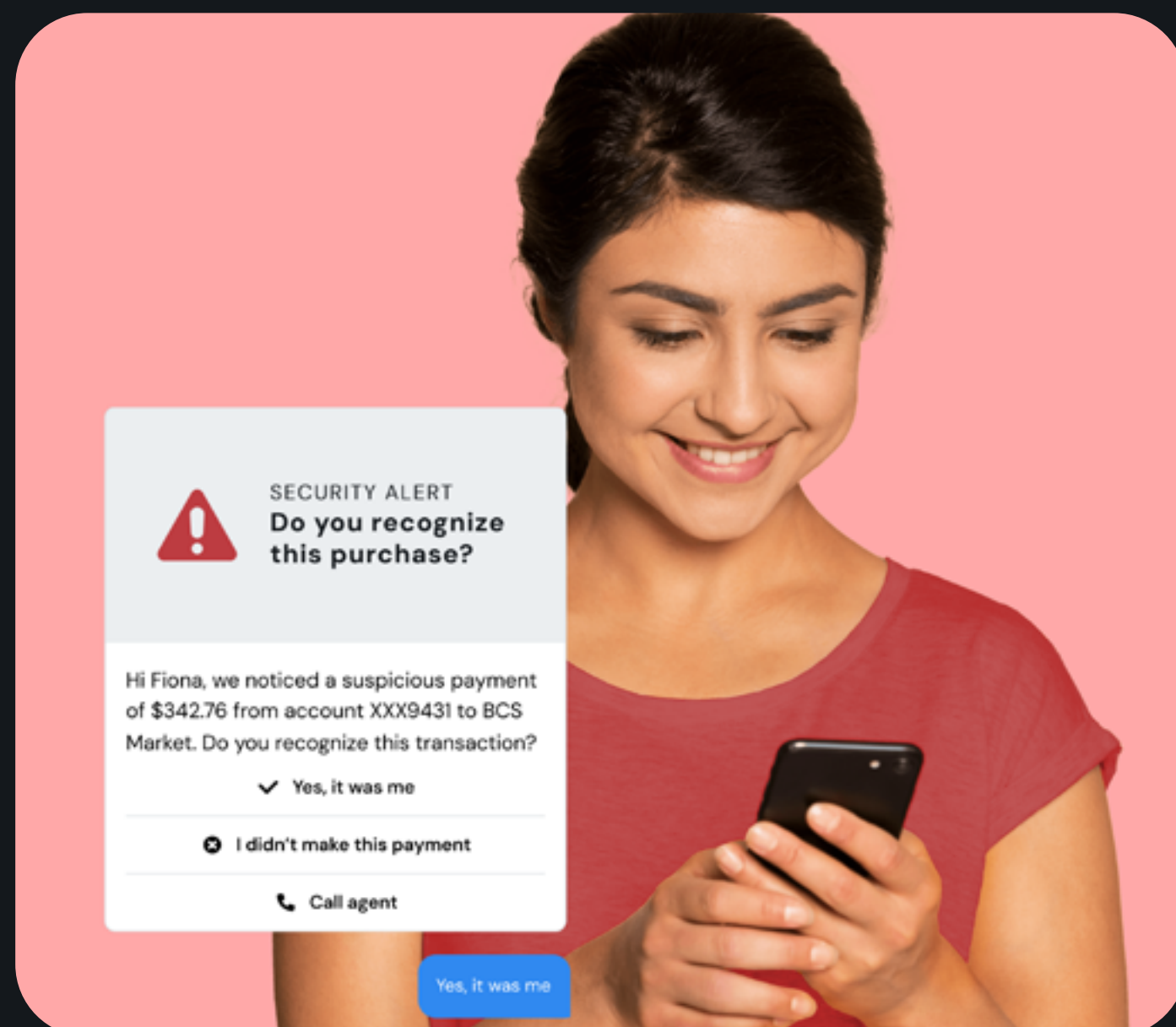


Get the rest of the story

Find out more about [how APC streamlined order notifications](#) by integrating SMS automation with NetSuite for a simpler customer communication solution.



Keeping consumers safe



Shoppers expect more than just great deals and seamless checkouts. They want peace of mind. Unfortunately, there are plenty of bad actors taking aim at your customers, and they may be trying to impersonate your brand in phishing messages.

While spammers and scammers try to trick people using SMS and email, we can use those same channels to fight back. **Communications that keep your customers safe are on the frontlines of the battle against cybersecurity threats.**

Your communication strategy is an effective first line of defense. **One-time passwords (OTPs), user identity verification, and real-time fraud alerts are critical components for keeping customers safe.** Whether you're confirming a login from a new device, authorizing a purchase, or flagging suspicious activity, the safety and privacy of customers is in your hands.

Consumers are quick to abandon brands that don't make them feel safe. That's why retailers are investing in multi-channel verification strategies, using SMS, voice, email, and newer solutions like flash calls to verify users and provide account access at every step.

In this chapter, we'll explore ways you can use customer communications to protect the people who purchase from you.



ACCOUNT SECURITY

Helpful or a hassle?

Logging in with just a username and password is a thing of the past. These days, multifactor authentication (MFA) is typically required when people want access to their accounts. How do consumers feel about that? Is it beneficial or do they believe it’s unnecessary for online shopping?

Our survey found close to half of consumers (49%) say these account security measures make them feel **safer**. Another 27% describe the steps as a necessary inconvenience.

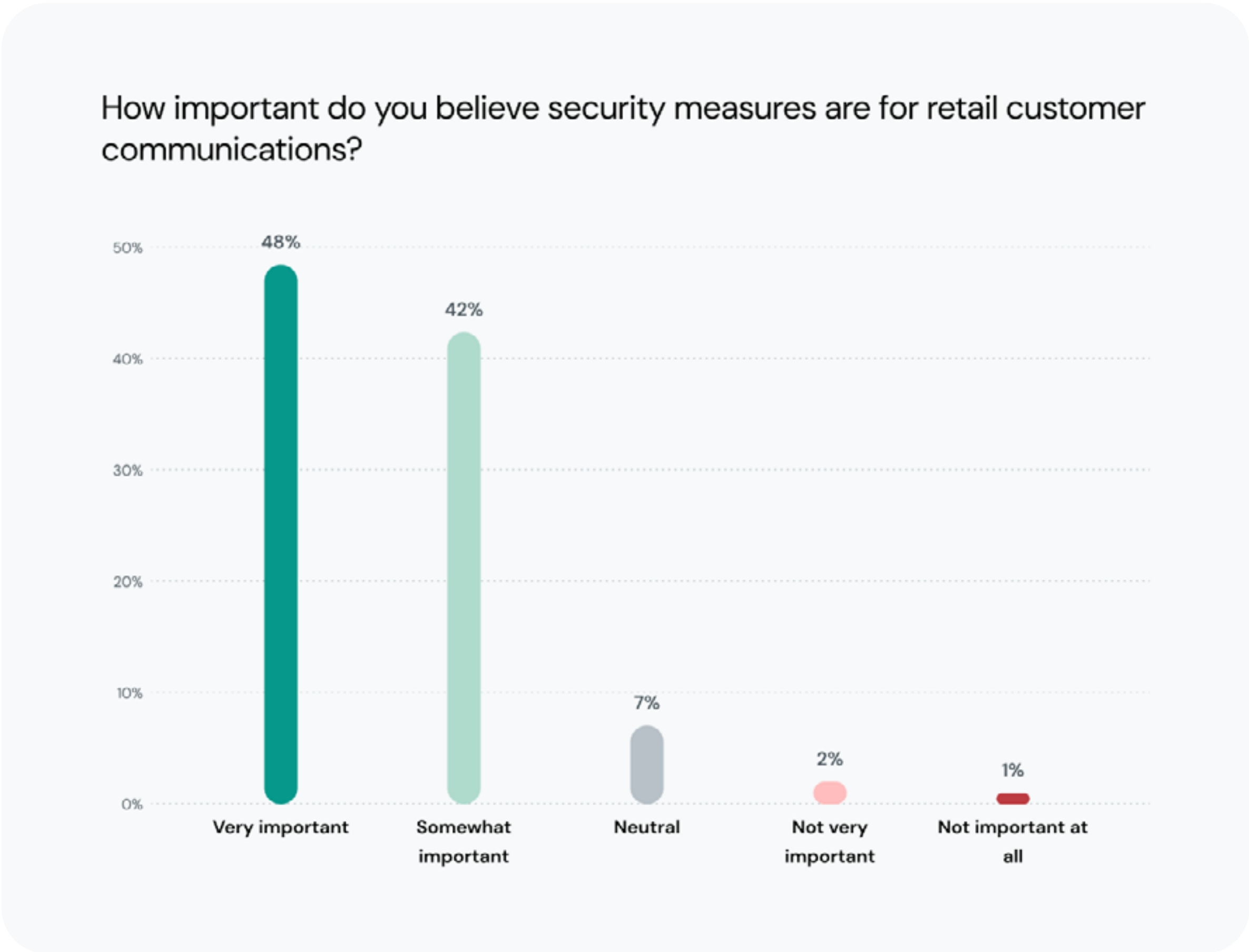


Less than 5% of consumers believe account verification measures are a major inconvenience while 13% don’t think it’s necessary for retail accounts. However, those consumers would likely feel differently if their accounts were hacked or unauthorized purchases were made.

Industry opinions on keeping customers safe

We also asked people working in the retail industry for their opinion on the importance of customer communications like 2FA, MFA, and fraud alerts.

More than 90% of respondents said these types of messages are at least somewhat important with 48% calling them **very important**. Only around 2% don’t believe these message matter in retail.



It’s not just financial institutions and healthcare companies that need to protect people from cybersecurity risks. Retail brands collect plenty of sensitive consumer data, and taking steps to keep customers safe is clearly a priority.

Here are several other findings on keeping retail customers safe:

33%

of retail respondents call security and privacy compliance a **significant communication challenge**.

48%

of retailers say privacy and security are a **concern when implementing AI solutions**.

39%

of retailers see **improved security from RCS messaging** as one of its biggest benefits.

31%

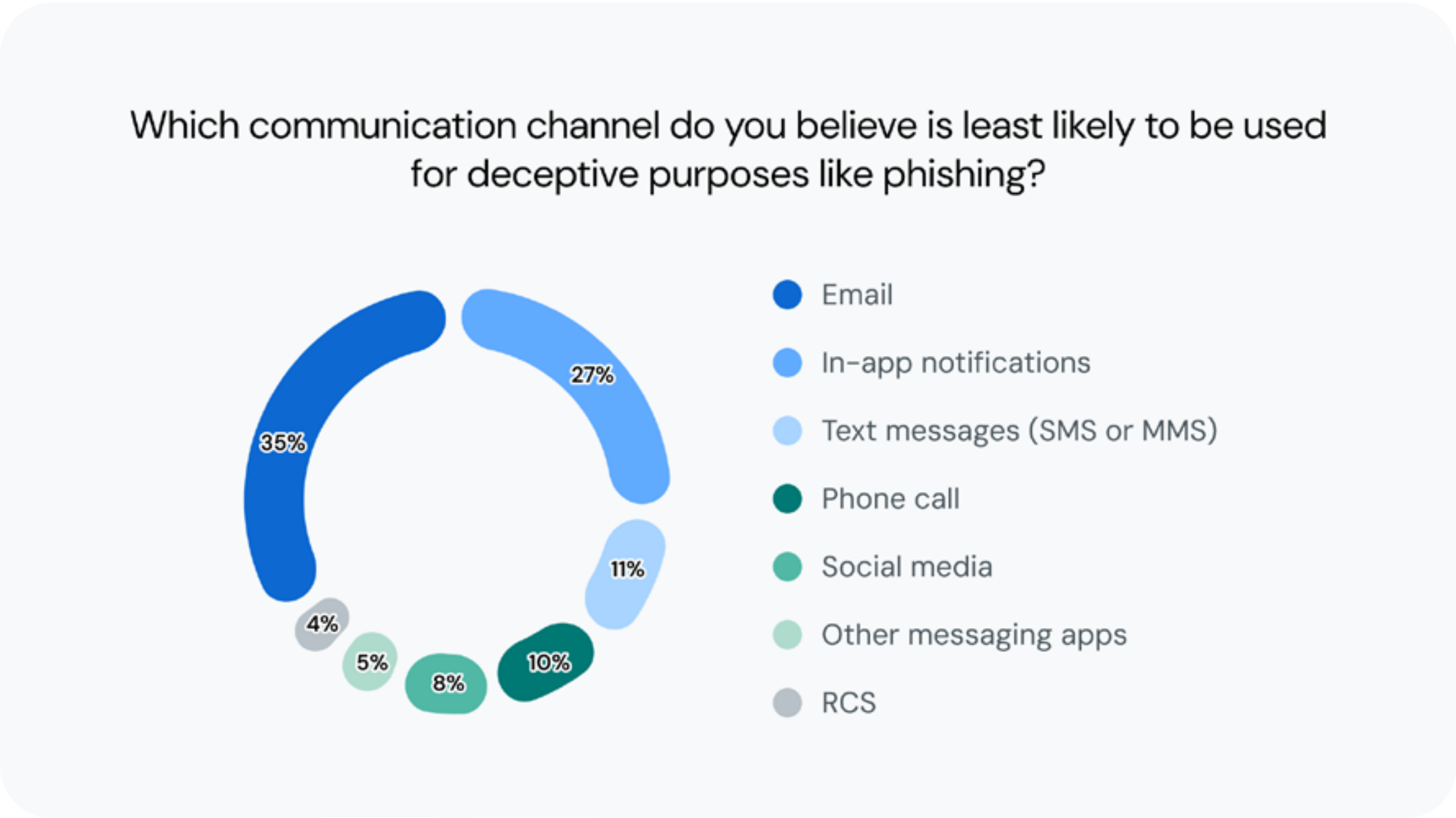
of retail respondents **plan to invest in security** as part of their communication strategy in the next 12 months.

What channels make consumers feel safe?

Every day, billions of fake messages aim to deceive people who trust the brands they do business with. Phishing, smishing ([SMS phishing](#)), and vishing (voice phishing) often impersonate familiar companies to trick consumers into giving up credentials for account access.

No communication channel is 100% safe. But what do consumers view as the safest way to receive messages from brands?

Sinch’s research found 35% of consumers believe email is the channel least likely to be used for phishing. Unfortunately, the opposite is true. Email is perhaps the most popular threat vector for bad actors.



Around 27% of consumers chose in-app notifications, which are certainly safer. However, in-app messages are only available once you’re logged into an application. **Account verification through OTPs and other methods are still needed to keep your customers safe.**

Flash calls for fast and efficient verification

While SMS verification is a speedy and convenient way to grant users access to retail accounts, there's another method that's just as convenient and could help control costs. It's called a flash call, and Sinch pioneered this technology.

A flash call lets your users verify their identity as the account owner without ever answering the phone. In some cases, flash calls may also be a more cost-effective solution than sending an SMS verification. Lee Suker explains how this innovation works.



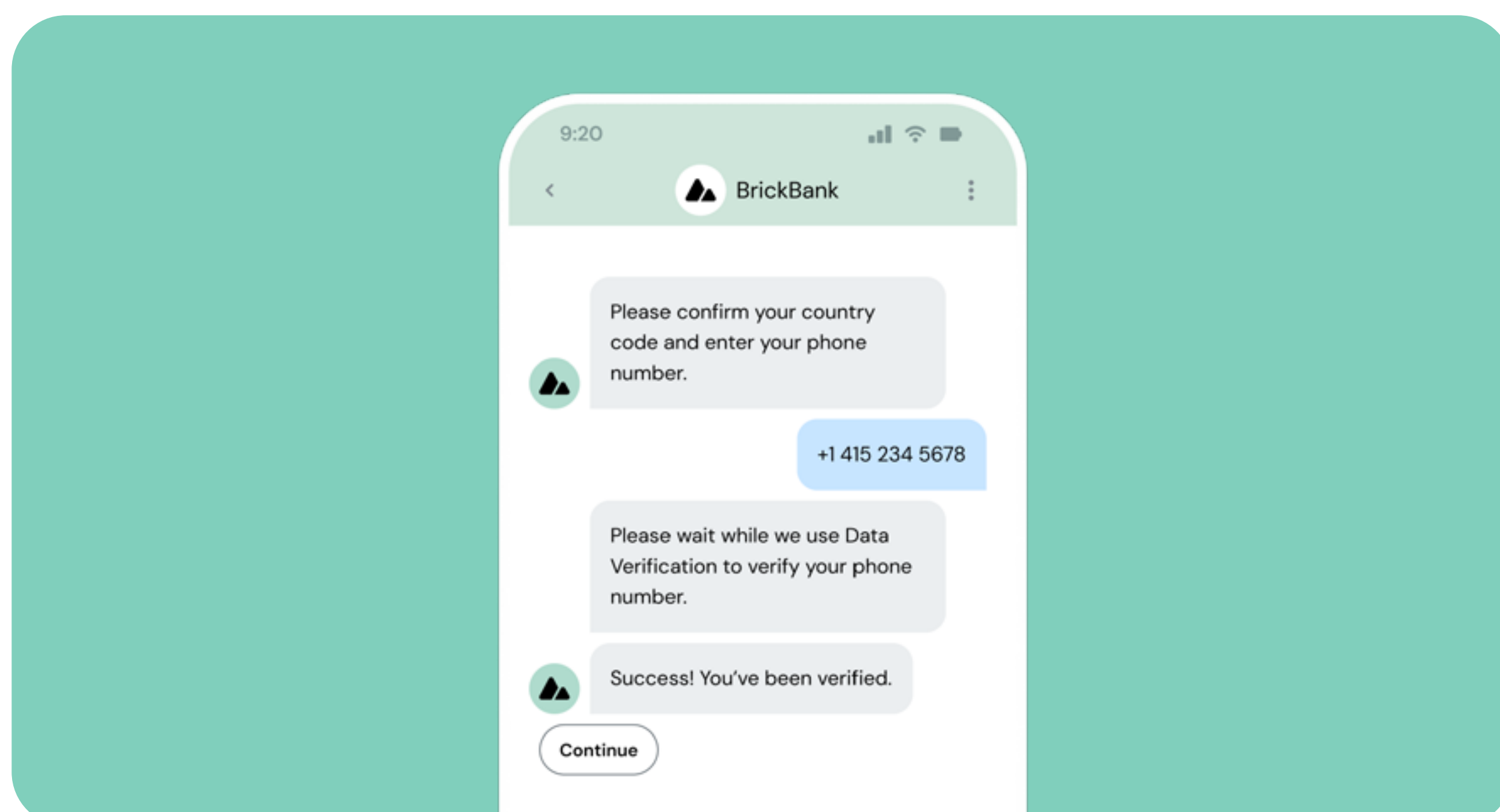
"Flash Call® is an SMS OTP alternative. It works by sending a missed call to an end user, and instead of the one-time code being in the payload of a message or voice call, it's actually in the calling party of that missed call. The application that's authenticating you can process that incoming call, strip off the last six digits of the calling party number, and you've logged in."

Lee Suker

Head of Authentication, Sinch



SMS prices have been on the rise. For larger companies, the cost of texting OTPs adds up quickly. [Sinch Flash Call®](#) helps control those costs. That's because the missed call doesn't carry any mobile terminating costs.



Make the email inbox a safer place

Mailbox providers like Gmail, Yahoo Mail, and Outlook work hard to protect their users from malicious messages. Retailers that use email for marketing and informational messages can help them by using strong email authentication protocols.

There are three essential protocols that are used to verify the legitimacy of bulk email senders:

- Sender Policy Framework (SPF)
- DomainKeys Identified Mail (DKIM)
- Domain-based Message Authentication, Reporting and Conformance (DMARC)

Using these DNS records helps protect your customers from phishing as well as your brand's reputation. Plus, most senders are now required to use all three if they want to reach the inboxes of major mailbox providers. Email deliverability expert Jonathan Torres from Sinch Mailgun explains the basics of [how email authentication works](#).



"SPF, DKIM, and DMARC all work in synchronization across the board simply because they cover different aspects of what you're trying to do with email authentication. But at the end of the day, it's a way for you as the sender to say, 'I own this domain, emails for this domain should be coming from these locations.' And then be able to sign that."

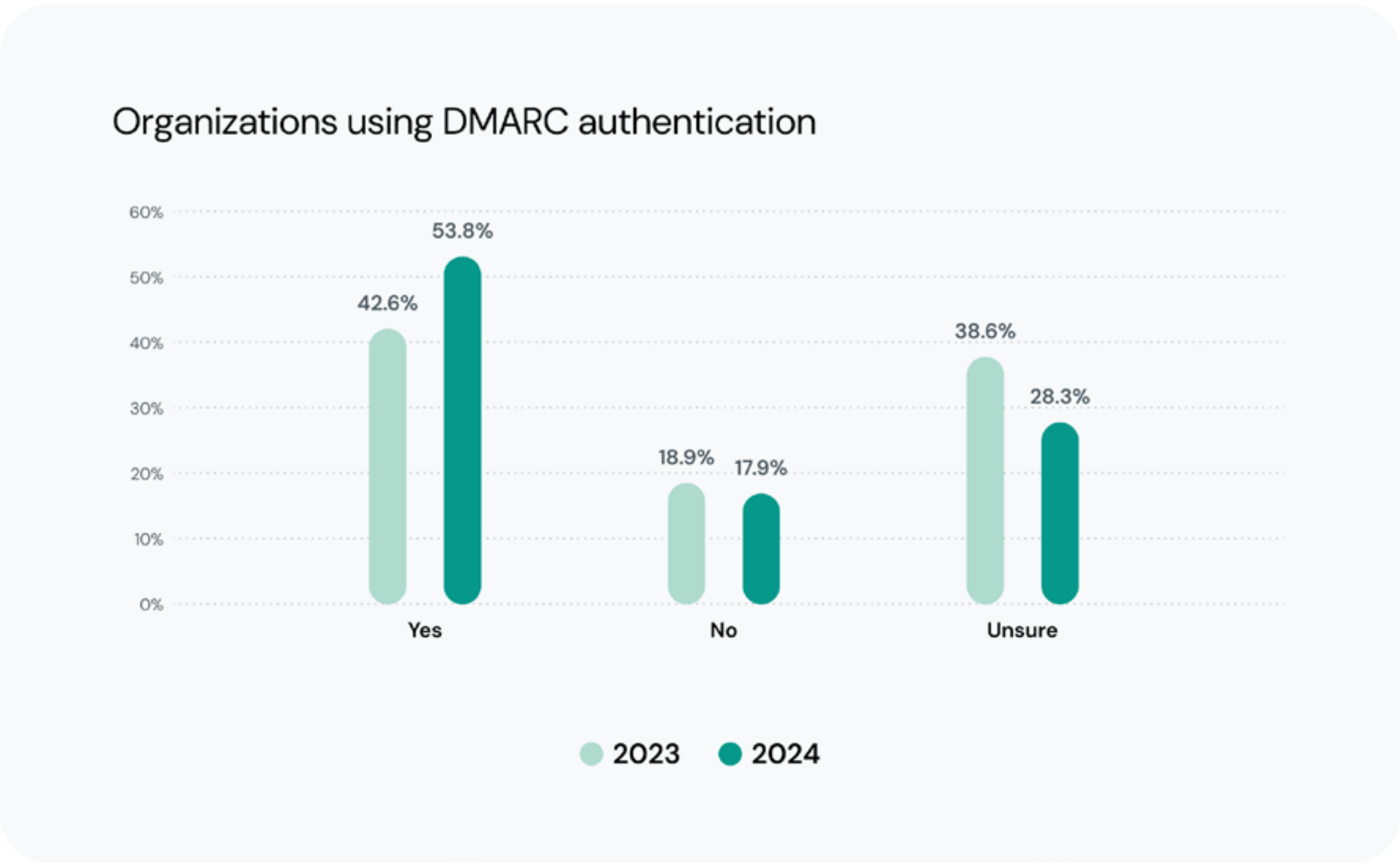
Jonathan Torres
TAM Manager, Sinch



Most organizations are already using the SPF and DKIM protocols. However, there’s been a push for more senders to adopt DMARC and enforce it with a policy that either quarantines or rejects messages that fail authentication.

DMARC is the most effective way to thwart phishing attempts known as brand spoofing. This is when a bad actor sends emails impersonating a recognizable brand in an attempt to acquire sensitive information from victims.

Sinch Mailgun’s [State of email deliverability](#) report found that new sender requirements from Google and Yahoo in 2024 lead to an uptick in DMARC adoption. In 2024, more than half of senders (54%) said they were using DMARC while 28% were unsure and 18% have not adopted the email specification.



DMARC is one of the best ways to make sure that email can continue working as a trusted customer communication channel. Get more insights and advice on [implementing DMARC](#) from the email experts at Sinch Mailgun.

Does something seem phishy?

It can be tough to tell when you are looking at a phishing or smishing message. Businesses often train employees to recognize the signs, but not all consumers are fortunate enough to have that education.

However, when consumers do fall prey to bad actors, fraud, or identity theft, it can make them wary of engaging with real messages from retail brands. That lack of trust could have a negative impact.

Our survey found that close to 53% of consumers recalled receiving a legitimate message from a brand that they first found to be suspicious. Another 21% were unsure if they'd had that experience in the last year.

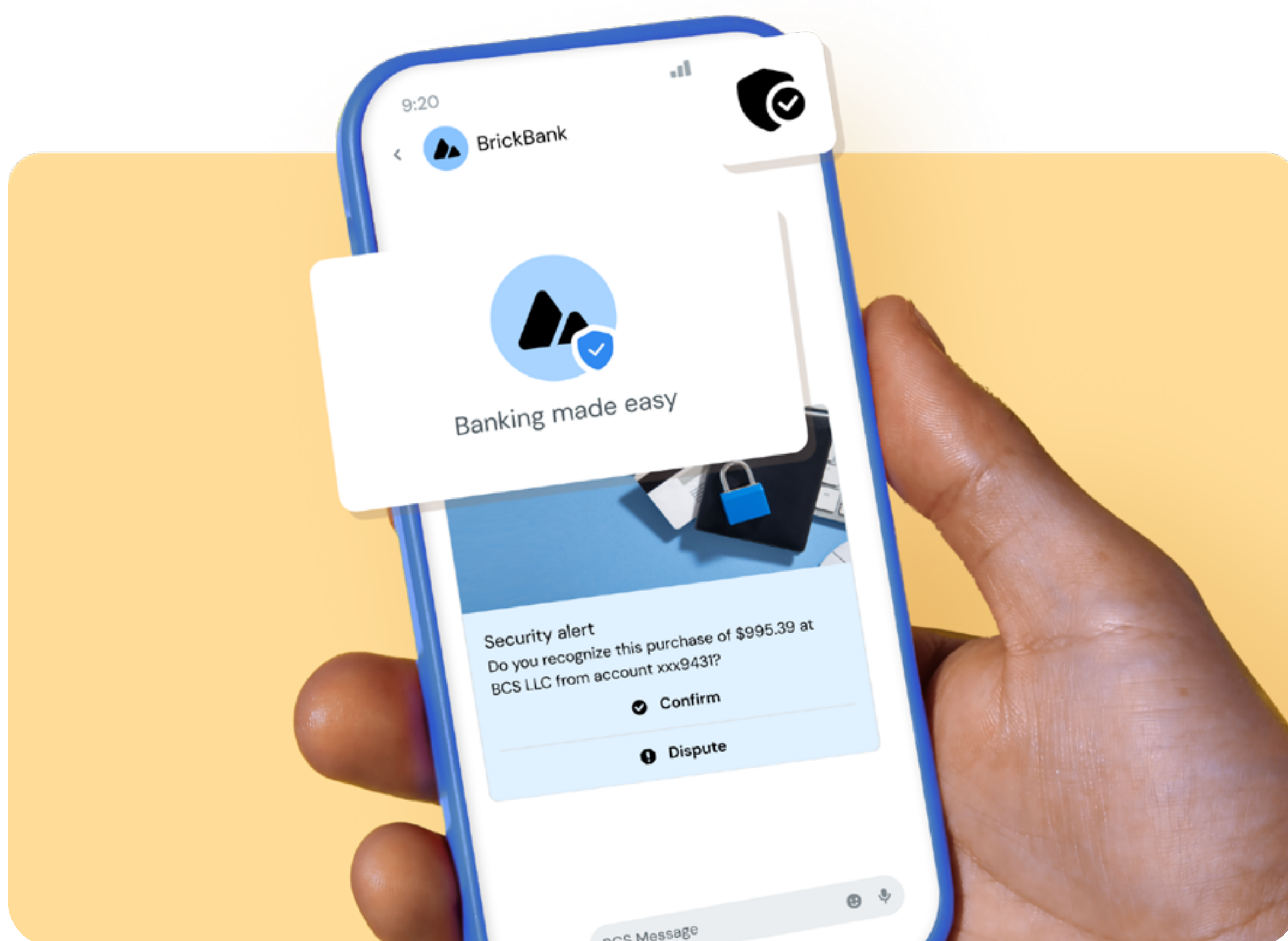


If you want customers to engage with your marketing messages or take other actions, you need them to trust that what you're sending is safe. RCS for Business is now an option that provides your customers with clear signals that what you're sending is trustworthy.

Safety benefits of RCS

When we asked consumers to select the communication channel they viewed as least likely to be used for phishing, only 4% chose RCS, placing it at the bottom of the list.

In this instance, the customer is not always right. That's likely due to a lack of exposure to and awareness of this emerging channel. So instead, we asked consumers how they'd feel about RCS features that are recognizable trust signals.



RCS for Business messages include an **official logo and checkmark**. These visual indicators not only support branding, but they also serve as a sign that the message came from a verified sender. This involves a third-party review to confirm you are a legitimate business that is allowed to send RCS messages.

Nearly **42% of consumers** said these elements make it more likely they’d see the message as safe. Another 37% said they’d feel somewhat safer. So, that’s **nearly 80% of consumers** who’d view a verified RCS message as more trustworthy than an SMS message with non-existent sender information.



Younger consumers place even more trust in logos and checkmarks. Generation Z (71%) and millennials (59%) were more likely to answer “Yes” when asked if these factors make them trust a message is safe.

Sinch’s Matt Ramerman says RCS is addressing trust and security challenges that have existed for years with SMS. This innovative form of mobile messaging is making the native messaging app on consumers’ phones a much safer place to interact with retail brands.



“Branding and the verified sender will then give the customer the confidence that whoever is sending the message is actually who they say they are, which sets the stage for the next chapter of this story, which is the ability to transact.”

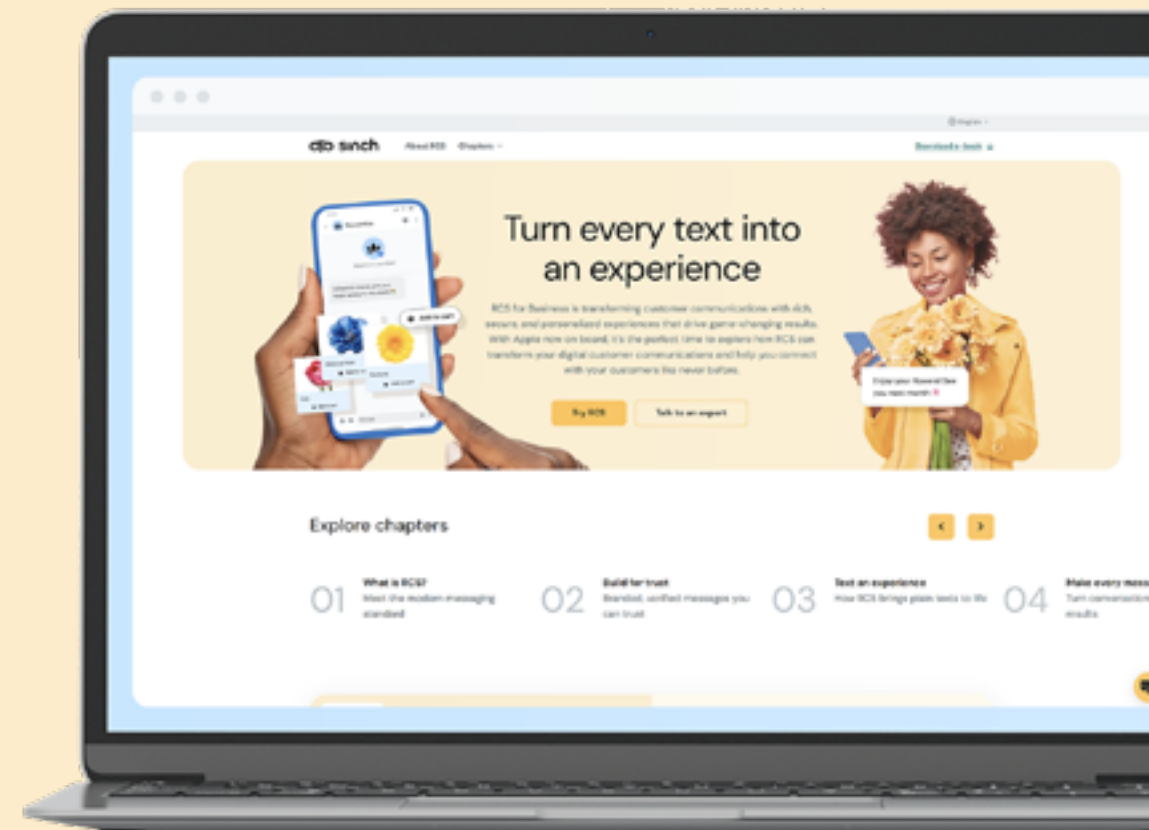
Matt Ramerman
Sr. VP of Customer Success and Innovation, Sinch



That's right. Your customers could start using RCS experiences to make purchases or facilitate returns and exchanges without leaving the native messaging app on their devices. This is why Sinch views RCS as a big part of the future of customer communications.

Get the scoop on RCS

Find out more when you [explore our RCS Hub](#) for all the answers you need.



Staying informed to protect packages

Here's an area where two pillars of customer communication intersect. Delivery notifications keep your customers informed about when packages they're expecting arrive. In addition, they can help keep those packages safe.

If there's a pricey purchase waiting on your doorstep, you don't want it sitting out there for long or it could get stolen. That's why **close to 73% of consumers believe timely delivery notifications help prevent packages from being stolen.**



Whether it's a food delivery or gifts for the holiday season, people want to be notified as soon as what they're expecting arrives. This could mean integrating key customer communications with shipping and logistics management systems.

RETAIL IN THE REAL WORLD

SMS verification for new signups

Brazil-based food delivery company, Aiqfome, used SMS verifications to protect its customers and the bottom line. They needed a solution that verified users during account signup to stop the creation of fake accounts.

Some users were making multiple accounts to take advantage of coupon codes for new customers. Since most people only have one mobile phone number, implementing SMS verifications prevented fraud and made their application safer for everyone. As a bonus, working with Sinch helped Aiqfome scale communications into new markets.



"Sinch has drastically reduced the number of fake accounts and fraud on our platform. In addition, as a global company, it was easy to use their services in another country when we started to expand internationally"

Felipe Cousin

Head of Technology, Aiqfome



Get the rest of the story

Get the rest of the customer story and find out how this company [put the mobile experience first](#) while stopping abuse in its tracks.



Keeping consumers happy



The retail customer experience doesn't end at checkout. In many ways, that's just the beginning. Whether a shopper needs help tracking an order, exchanging a product, or simply asking a question, the post-purchase experience can make or break their perception of your brand.

The final pillar of customer communications might be the most important one of all. **Messages that provide service and support keep customers happy because they solve real problems and prove people matter to your retail brand.**

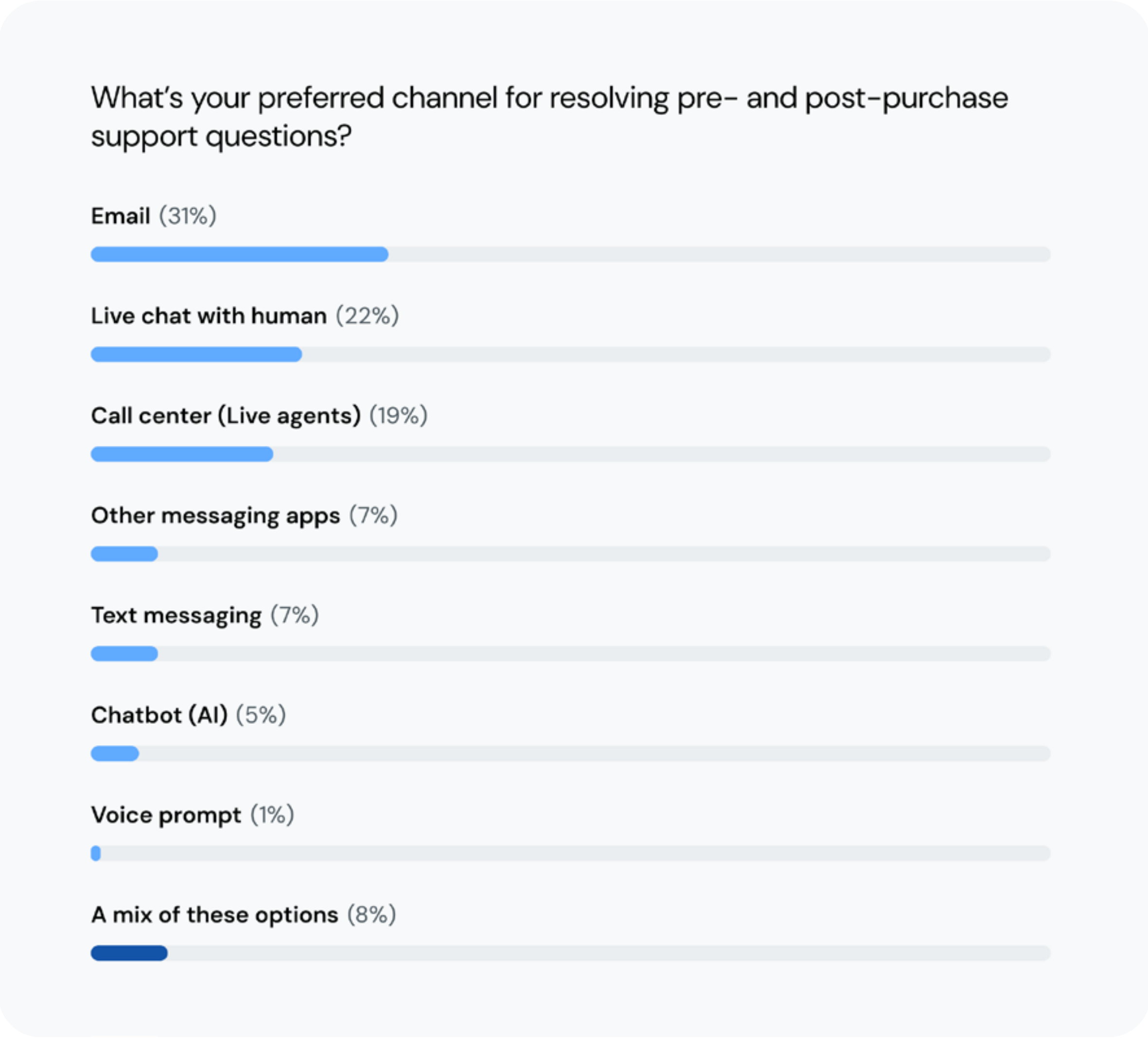
These touchpoints aren't just operational necessities. They're opportunities to build long-term loyalty. How you show up in these moments says everything about your commitment to customer care. Consumers expect seamless, convenient support across the channels they use every day. That means delivering rich, conversational experiences that feel immediate and personal.

With the right mix of customer communication channels, retailers can resolve issues faster, reduce friction, and meet rising expectations without burning out their support teams. The result? Customers who feel heard, valued, and happy – not just satisfied.

Channel preferences for customer support

How do consumers want to communicate with customer service and support before and after they make a purchase? While email still tops the list of channels at 31%, many consumers prefer other options.

Working with support via multiple emails won't always lead to a timely resolution, especially when compared to a live chat with a human representative (21%) or reaching out to a call center (19%).



The 8% of consumers who said they prefer a mix of channels are onto something. **Customer support conversations can and should occur on a variety of channels.**

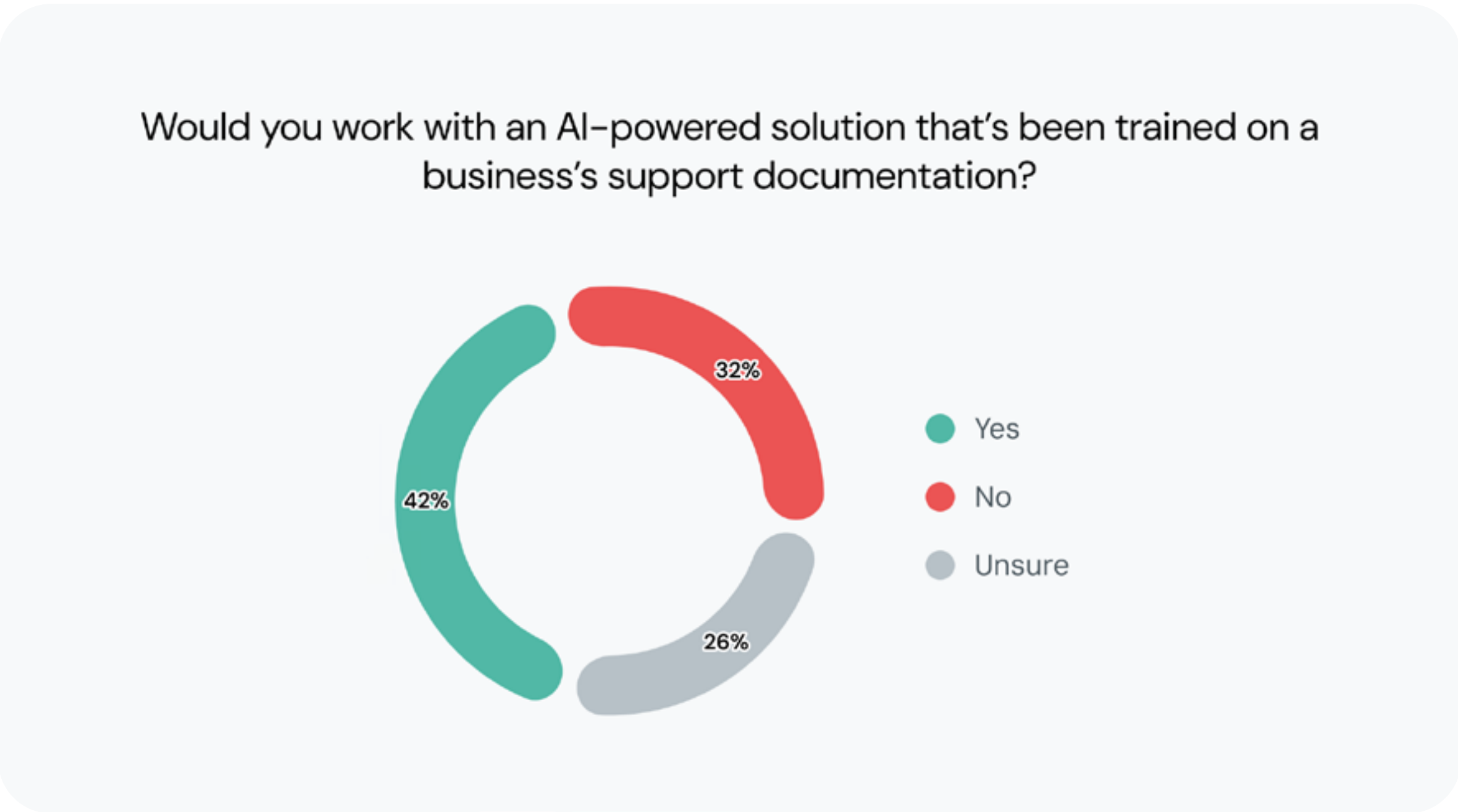
Only 5% of the consumers we surveyed chose an AI chatbot as their top choice for customer communication. But let's be honest, what people really want is answers to their questions and resolutions to their problems as soon as possible and chatbots deliver.

Of course, retailers can offer customers the best of both worlds with intelligent chatbots that know when it's time to transfer customers to a live representative.

Can AI chatbots keep consumers happy?

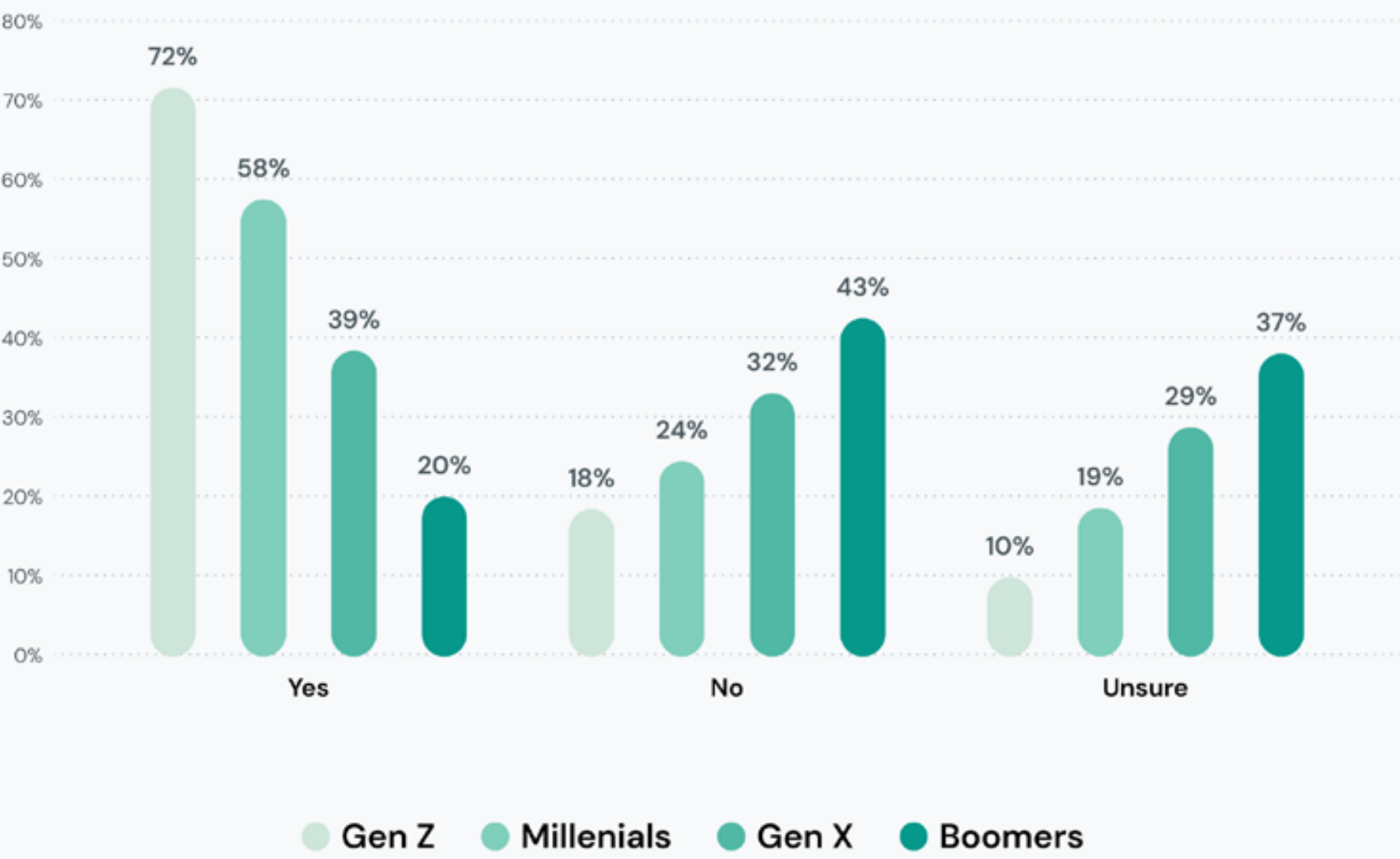
While an AI-powered chatbot may not be the first choice for most consumers, many are willing to turn to this kind of solution for support.

Our survey found **42% of consumers would work with AI that’s trained on support documentation**. Another 26% of people felt unsure, and 32% wouldn’t want to interact with artificial intelligence.



Once again, younger consumers are more likely to be early AI adopters. **Nearly 72% of Generation Z respondents said they’d work with an AI solution for support**. Compare that to just 20% of baby boomers who feel comfortable with AI. The other generations fell in the middle, with 39% of Gen Xers and 58% of millennials being willing to use AI for support communications.

How do generations view AI-powered support?



The key to convincing those with uncertainty as well as the naysayers is an improved customer support experience that generates happiness through artificial intelligence.



“Consumers have become more and more demanding. Generative AI in communications enables companies to leverage their insights and information to instantaneously answer customers. I think compared to where we are today, in terms of customer care and customer service use cases, we’re going to start to see AI handle 10 times the volume that it’s already handling today.”

Laurinda Pang
CEO, Sinch



AI chatbots are available to help customers 24/7 (and they never have a bad day).

In a question about the healthcare customer experience – 41% of this same group of consumers said they’d be willing to describe their symptoms to an AI chatbot if it meant less waiting. **No matter what the situation is, nobody likes waiting on hold or repeating their issue over and over again.**

Easing frustrations with connected communications

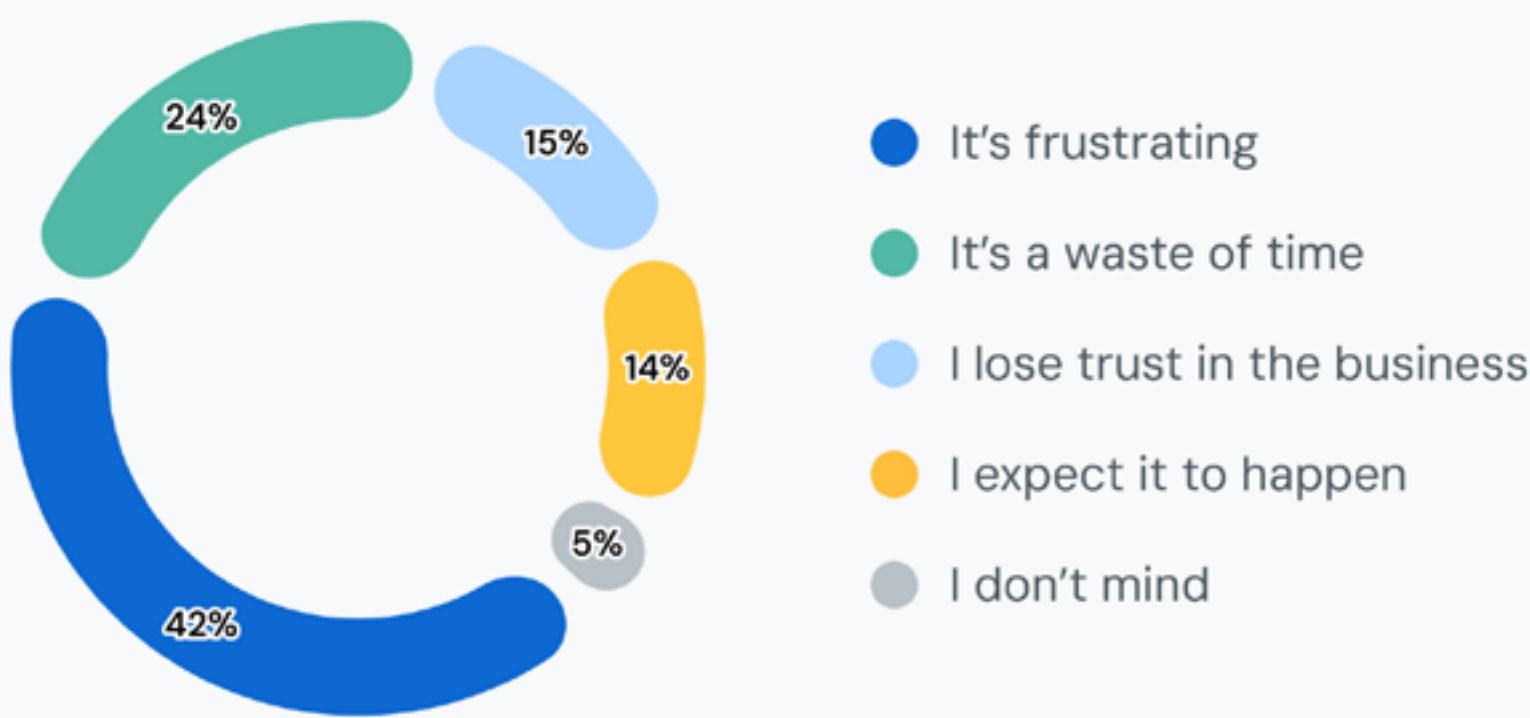
Whether it’s because they’re switching between agents or communication channels, a common consumer pain point occurs when people are forced to repeatedly explain their situation in an attempt to get support.

Our survey found a combined **81% of consumers have a negative reaction to that situation:**

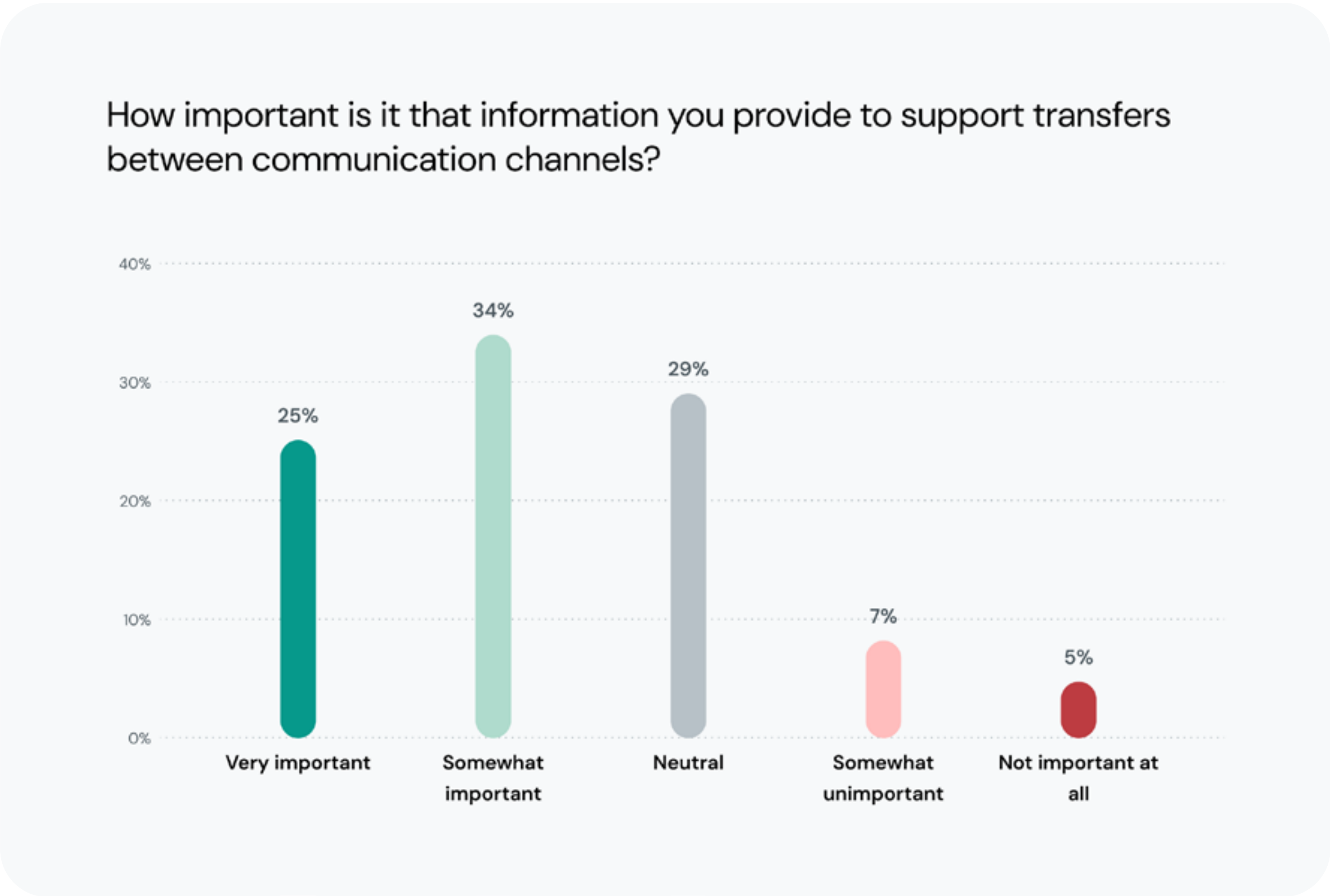
- 42% said it’s frustrating.
- 24% said it wastes their time.
- 15% lose trust in the business as a result.

While 14% of consumers expect to repeat information to customer service, only 5% said they don’t mind doing so.

How do you feel when you have to repeat your issue or question during conversations with support?



In a separate question, a combined **59% of consumers indicated it’s very or somewhat important that information they provide flows between channels**, like live chats, email, text, and voice.



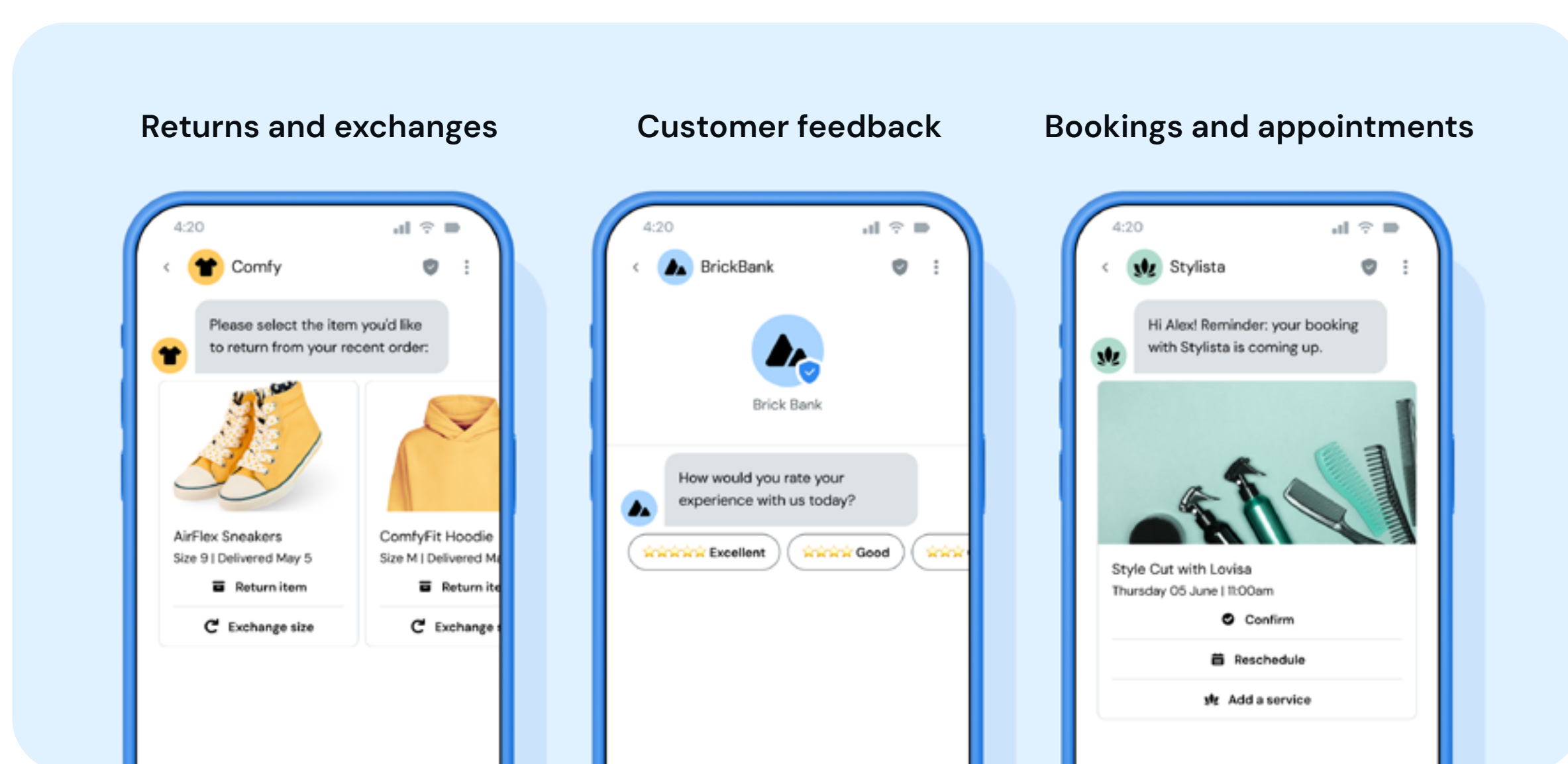
That’s just one reason why our industry survey insights shows the importance of connected channels that also integrate with other systems. Those integrations include ticketing systems and other customer support software.

In the first chapter, Sinch’s research revealed that many retailers still have some work to do if they want to provide a completely connected customer support experience. More than **40% said customer communications were not fully integrated with their tech stack** and the same percentage said channels are not connected.

Using RCS for happier retail customers

Advanced RCS messaging features can also be used to provide customer support. Here are just three of the possibilities:

1. **Image carousels to display options:** This feature could be used to facilitate exchanges via messaging.
2. **Suggested replies for quick interactions:** This could help customers provide feedback or get transferred to a live agent.
3. **Rescheduling:** Suggested actions and replies could help customers set up new appointments, make a restaurant reservation, or even book a new flight following a cancellation.



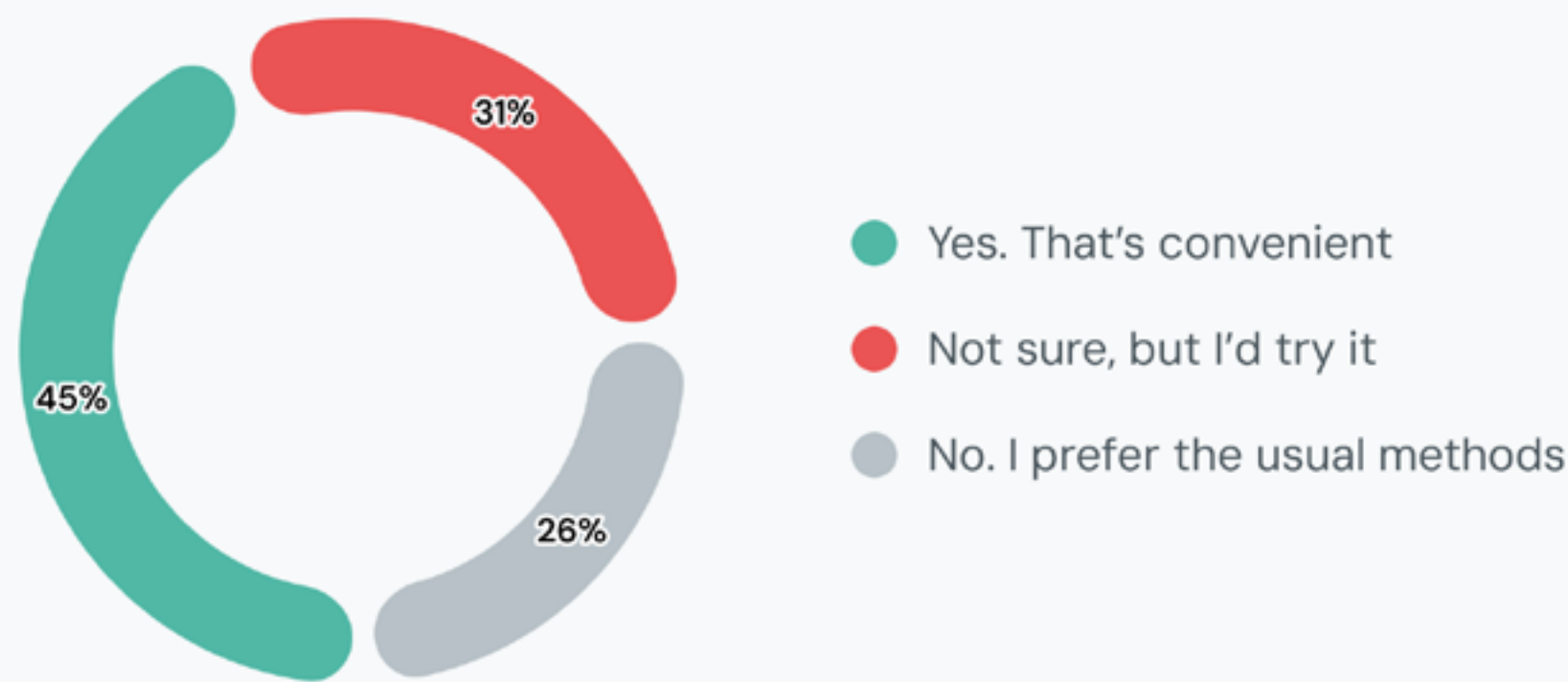
It's easy to see how retailers stand to benefit from RCS as your brand works to keep customers engaged, informed, safe, and happy. But how do consumers feel about using their phone's native messaging app to handle common retail support situations?

Using mobile messaging for e-commerce support

Many consumers would be happy to do more business using RCS features on their smartphone's native messaging app. That includes a common situation in retail – returns and exchanges.

More than **75% of consumers we surveyed would make returns or exchange a product via mobile messaging**, with 45% answering "Yes" and another 31% being willing to give it a try. Those numbers include around 90% of Gen Z and millennial consumers.

Would you take advantage of the ability to make returns or exchanges from your phone’s native messaging application?



This is the sort of frictionless communication that creates happy customers. There’s no need to call, visit a website, or even log into a mobile application to make a return or exchange. That’s because RCS enables an app-like customer service experience.

The time is already here for retail brands to start exploring the possibilities of RCS.



“One of the cool things about RCS is that you can do so much with it. A lot of businesses start with fairly simple messages, by converting their existing SMS over. That works well for improving security with the verified RCS Agents, the branding, and the delivery and read receipts. And once you start seeing it working, you start to move on to more advanced use cases.”

Miriam Liszewski
RCS Commercial Product Manager, Sinch



RETAIL IN THE REAL WORLD

Rich and rewarding customer experiences

Keeping customers happy can also mean ensuring they're engaged, informed, and safe. Sinch's research found many consumers contact customer support for reliable answers.

44% of respondents say they regularly reach out for technical support while 36% contact support for trustworthy advice. Intermarché, a major supermarket chain based in France, automated an engaging experience for its customers using an AI chatbot with some culinary expertise.

Intermarché worked with Sinch to build a conversational campaign powered by AI using our [Chatlayer](#) technology. Customers could interact with a chatbot that generated recipes based on an individual's eating habits and personal preferences.

Intermarché

"We truly appreciated Sinch's proactivity and creativity in helping us define new campaign concepts. Their enthusiasm and ability to adapt to our specific needs and target audience really made a difference. Sinch supported us from campaign brief to concept creation and implementation and, within a few weeks, we were ready to roll."

Clémence Rosier

CRM Project Manager, Intermarché



Get the rest of the story

Intermarché also used Rich SMS messaging to engage and inform shoppers. Get the [full customer story](#) to find out more about the results.

CONCLUSION

The state of retail communications

Make every message matter with Sinch



Today's retail customers expect more than transactions and promotions. They want tailored moments, trusted interactions, and seamless experiences across every channel. This report makes one thing clear: effective customer communication is a competitive advantage in retail.

At Sinch, we help retail brands turn customer conversations into conversions. With the most complete suite of AI-powered messaging, email, voice, and verification solutions on the market, we make it easy to create customers experiences that keep people engaged, informed, safe, and happy.

sinch.com

Table of content 



Here’s how we help you deliver on the four pillars of modern customer communication:



Engaged

Capture attention and drive action with marketing campaigns that move at the speed of your customers. From high-impact RCS carousels and WhatsApp promotions to SMS and email journeys, Sinch helps retailers reach shoppers where it matters – with personalized offers that convert.



Informed

Keep customers in the loop, not in the dark. Whether it’s delivery tracking, in-store pickup alerts, or loyalty program updates, Sinch helps you share real-time customer updates that reduce uncertainty and build trust – no matter what channel.



Safe

Protect shopper confidence with secure, seamless verification at every touchpoint. Sinch’s flexible user identity tools – from SMS and email to flash calls and number lookup – help you fight fraud, meet compliance, and protect your brand reputation.

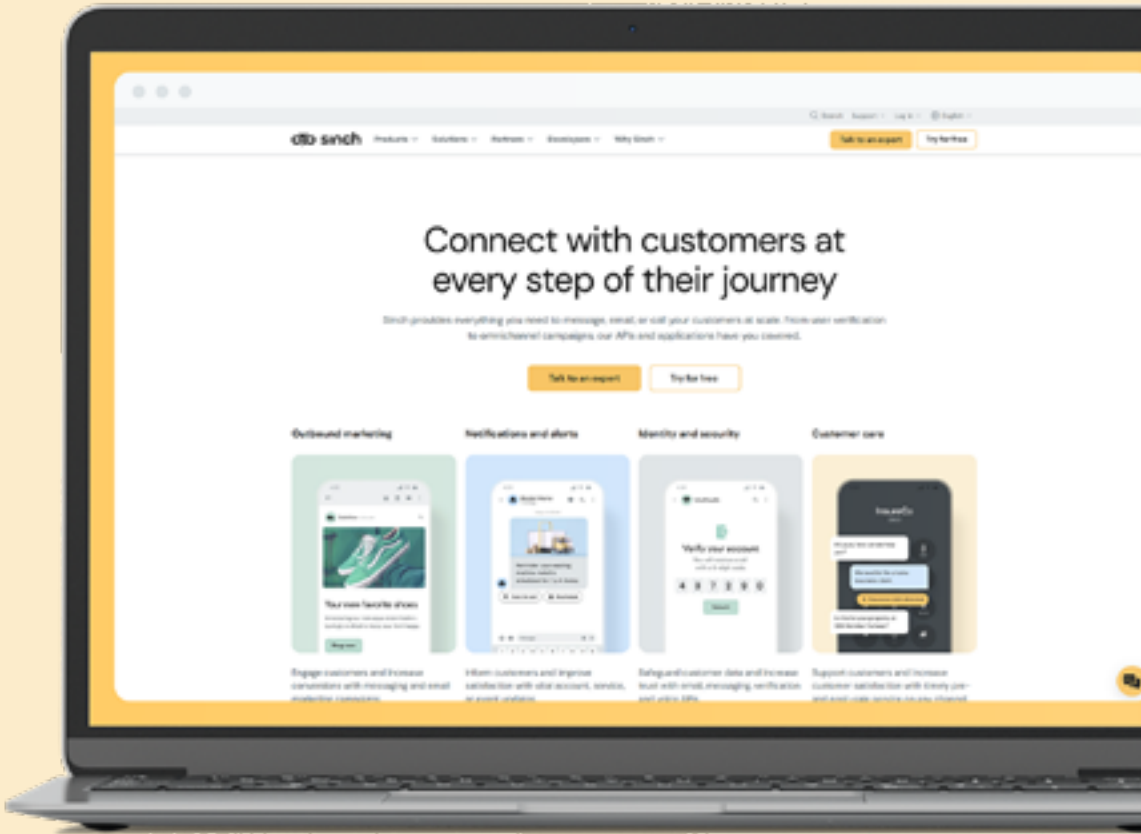


Happy

Provide your customers with support that’s smart, scalable, and on brand. With AI-powered chat, responsive messaging, and integrated voice, Sinch empowers retail teams to deliver fast, helpful service – and boost satisfaction while reducing support strain.

Make every customer interaction count.

Get started today at [Sinch.com](https://sinch.com)



About the survey

Sinch fielded this research with two separate surveys in January and February of 2025. It included a global consumer survey and an industry survey covering retail respondents.

The consumer survey consisted of 2,800 participants from 12 countries. The industry survey consisted of 400+ participants from the United States. Results in this report are occasionally rounded to the nearest percentage.



Consumer survey breakdown

Countries	Gender	Age group
United States: 25.2%	Female: 53.4%	Before 1946: 3.0%
India: 9.4%	Male: 46.1%	1946–1964: 31%
Brazil: 9.2%	Non-binary (or no answer): 0.4%	1965–1980: 27.1%
United Kingdom: 9.1%		1981–1996: 28.6%
Australia: 9.0%		1997–2012: 10.3%
Canada: 7.4%		
Germany: 7.1%		
France: 7.1%		
Mexico: 5.4%		
Singapore: 3.7%		
Spain: 3.7%		
Italy: 3.6%		

Retail breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 23.2%	\$10M – \$50M: 24.9%	C-suite executive: 25.9%
201 to 500: 24.4%	\$50M – \$100M: 23.2%	VP-level executive: 23.6%
501 to 1,000: 26.6%	\$100M – \$500M: 25.1%	Director: 25.9%
More than 1,000: 25.9%	More than \$500M: 26.8%	Management: 23.6%



Sinch is pioneering the way the world communicates. More than 150,000 businesses – including many of the world’s largest tech companies – rely on Sinch’s Customer Communications Cloud to improve customer experiences through mobile messaging, voice, and email.

Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com.

