

Consumer Survey: Messaging Vs. Phone Calls from Businesses

**First Orion surveyed 1,000 mobile phone users
in the United States*



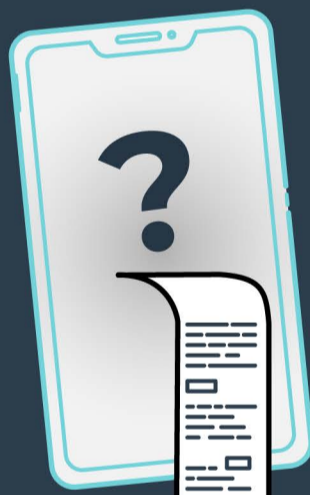
72%

want the choice
between phone call
and messaging
**depending on the
situation**



Nearly 2/3

believe initiating
customer service
sessions via messaging
is difficult



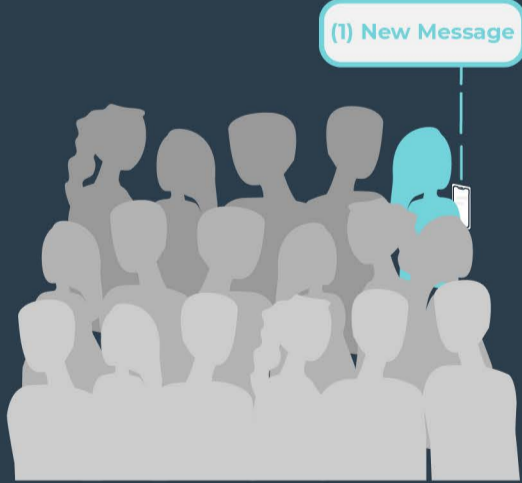
Over 3/4

prefer phone calls for
complicated issues



83%

prefer messaging when in a
busy, noisy and crowded space



61%

want **airlines** to contact
them with a phone call

64%

prefer phone calls over
messages from
financial services

