

New ways to proactively communicate with customers

Increase the impact of your communication efforts — without much effort — with **Proactive SMS** and **Proactive Email**.


Proactive Conversations feature family

 Proactive Voice

 Proactive Chat

 **Proactive Email** coming soon

 **Proactive SMS** coming soon



You order is ready for pick up in the store. We look forward to seeing you!

Proactive SMS and Proactive Email

Reach customers in channels they use everyday. Use SMS or email to proactively reach out and deliver information you feel your customer should have.

Increase team productivity

Proactive Communications is not just for customers. Having the ability to communicate with customers “in bulk” saves time, energy, and effort.

Proactive Email and SMS setup

It takes just five minutes to configure a Proactive Campaign (Email or SMS) in Gladly. Once you create the Campaign with the details of your outreach, you simply add your recipients and tell Gladly when you want them contacted, then voilà! You can monitor the status of your outreach until everyone receives the message.

Note – We suggest not using Proactive Email and Proactive SMS for large-scale, marketing-like communication use cases. For example, you could use Proactive SMS to send a set of Customers a reminder to pick up their order in store. Then, you may use a mass communication tool like Attentive to communicate a one-day only sale to your entire customer database.

Keep customers informed

Customers are an extension of your brand, so keep them informed of any new brand developments, policy changes, reminders, and other pertinent information you want them to know.

Reduce inbound requests

Letting your customers know ahead of time of things that affect their experience or expected service from you, the less likely they'll need to reach out to you.