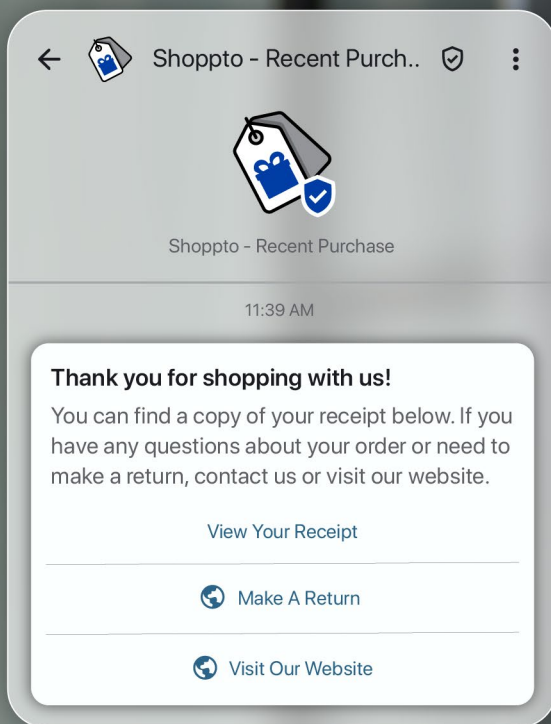


# ENRICH™ Branded Messaging for Retail Guide

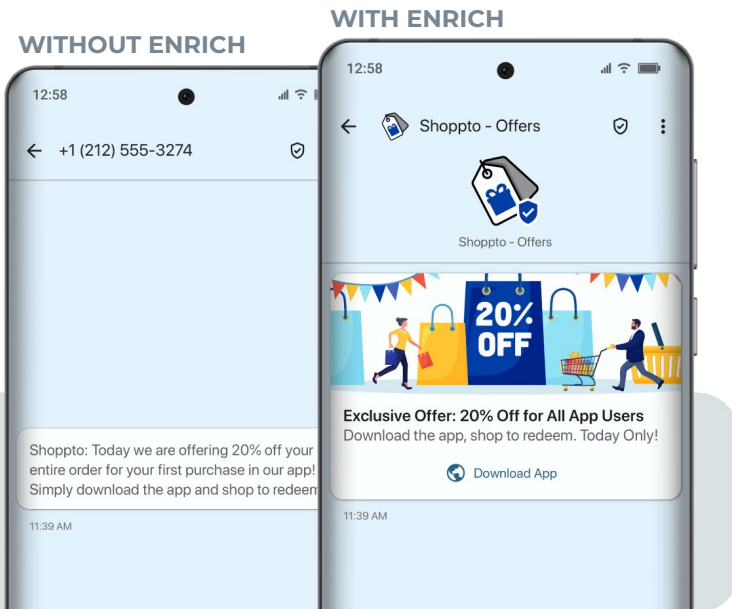
## Use Cases, Tips, and Real Message Examples



# ENRICH™ Branded Messaging For Retail Guide

## Use Cases, Tips, and Real Message Examples

Retail customers receive plenty of messages they didn't ask for: anonymous promotional texts, vague shipping notifications, and follow-ups they can't connect to any brand they recognize. Most get ignored. Some get deleted. A few get reported as spam.







The problem isn't that customers don't want to hear from retailers. It's that they can't tell who's actually reaching out. When a text arrives with no recognizable sender name, no branding, and no context, ignoring it is the safest call.

[ENRICH™ Branded Messaging](#) from First Orion changes that. Built on Rich Communications Services (RCS), ENRICH lets retailers send verified, branded messages directly to customers' native messaging apps, complete with a business name, logo, rich media, and two-way conversation capability. No third-party app required. No anonymous number. Just a trusted, recognizable message customers can act on.

## What Makes ENRICH Different From Regular SMS

Most retail texting today runs on SMS, a channel limited to 160 characters of plain text with no sender verification and no visual identity. Customers receiving SMS from businesses see a number, or at best a short alphanumeric sender ID, with no confirmation of who it actually belongs to.

ENRICH operates on RCS, a modern messaging standard supported on all Android devices and iOS 18.1 and above, across all major U.S. carriers. The difference in customer experience is significant:

-  **Verified Sender Identity**  
Your business name and logo appear with every message, so customers know who's reaching out before they read a word.
-  **Two-way Conversations**  
Customer replies route back to your systems via webhook, enabling real dialogue rather than one-way broadcasts.
-  **Rich Media Support**  
High-resolution images, product carousels, and media attachments replace plain text.
-  **Native Delivery**  
Messages arrive in the customer's default messaging app with no app download, no login, no friction.

For retail, where purchase decisions hinge on timing and Transparency in Communications®, a verified, branded message is far more likely to convert than an anonymous SMS.

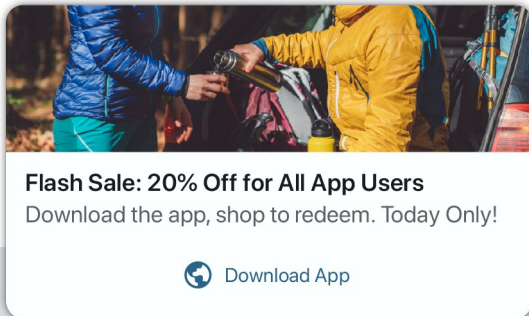
# ENRICH™ Branded Messaging For Retail Guide

## Use Cases, Tips, and Real Message Examples

### Retail Use Cases for ENRICH Branded Messaging

#### Order Confirmations and Shipping Updates

Customers want to know their order went through, when it ships, and when it arrives. With ENRICH, retailers can send verified order confirmations with the brand name and logo, attach a high-res image of the purchased item, and include a trackable link, all in a single rich message that doesn't get mistaken for phishing.



#### Promotional Campaigns and Flash Sales

A time-sensitive flash sale that lands as a message from an unrecognized number is a promotion that never happened. ENRICH delivers sale announcements with confirmed brand identity, supporting image carousels to showcase featured products and clear call-to-action buttons that drive clicks.

#### Loyalty Program Updates

Loyalty programs depend on customers staying aware of their points, tier status, and expiring rewards. ENRICH lets brands send personalized loyalty updates covering points balances, reward milestones, and expiration reminders, with a branded sender identity that reinforces the relationship.

#### Appointment and Pickup Reminders

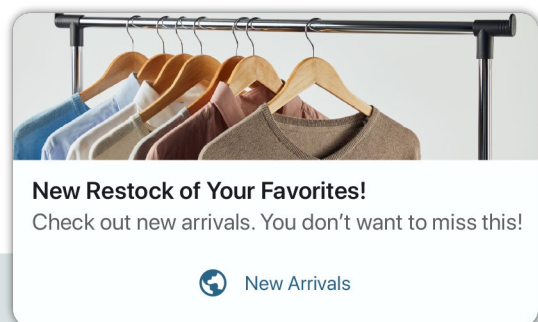
For retailers offering in-store appointments, alterations, custom orders, or buy-online-pick-up-in-store (BOPIS), reminder messages reduce no-shows and improve the in-store experience. The two-way capability means customers can confirm, reschedule, or ask questions right within the message thread.

#### Post-Purchase Follow-Up and Reviews

Review requests perform best when customers recognize the sender. With ENRICH, follow-up messages carry verified brand identity, which makes customers far more likely to engage than to dismiss the message as spam.

#### Personalized Product Recommendations

Retailers with purchase history data can use ENRICH to send personalized product suggestions tied to past behavior: a follow-up to a recent purchase, a restock notification for a previously viewed item, or recommendations based on category affinity. Rich media support means those suggestions can include product images and shopping links.



# ENRICH™ Branded Messaging For Retail Guide

## Use Cases, Tips, and Real Message Examples

### Tips for Retail Business Using ENRICH

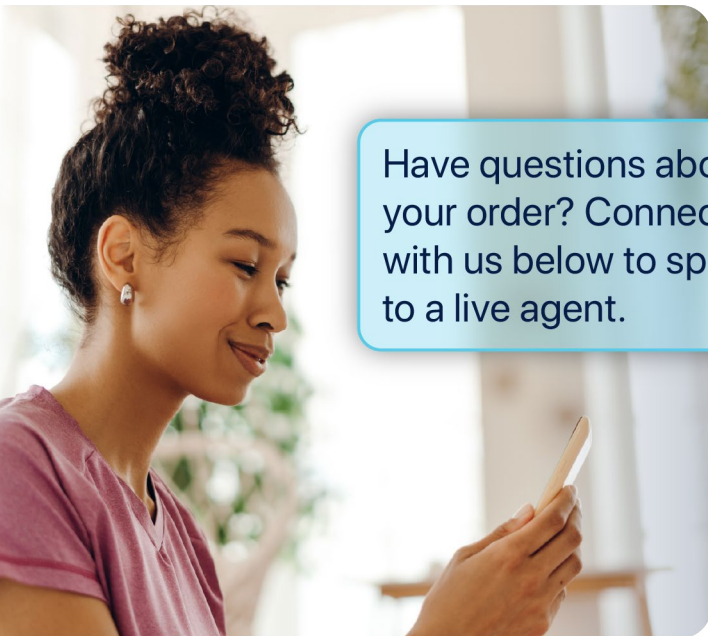
**Lead with your brand identity, not the offer.** The verified sender display is your most powerful trust signal. Design messages so the brand name and logo carry the first impression before the customer reads a word of copy.

**Match message type to moment.** Transactional messages have different urgency and tone than promotional ones. Customers who opted in for shipping updates don't want a flash sale in the same thread without context.

**Keep the copy tight.** The best retail messages are direct. State who you are, what the message is about, and what you want the customer to do, in that order and in as few words as possible.



Appliance Spot is here with your delivery...



Have questions about your order? Connect with us below to speak to a live agent.

**Use two-way capability intentionally.** ENRICH routes customer replies back to your systems, which means you need a plan for what happens when someone responds. Whether that's an automated reply flow or a path to a live agent, set it up before you send.

**Don't over-message.** Trust erodes quickly when brands abuse frequency. Set reasonable cadences, respect opt-out requests immediately, and prioritize high-value messages over volume.

**Segment before you send.** Personalization is only as good as the data behind it. Segment by purchase history, loyalty status, or behavioral signals before building campaigns. Targeted messages consistently outperform generic blasts.

# ENRICH™ Branded Messaging For Retail Guide

## Use Cases, Tips, and Real Message Examples

### Example Messages for Retail

#### BOPIS Pickup Ready

[Brand Logo] Grove Supply Co.: Your order is ready for pickup at our Midtown location. Store hours: Mon–Sat 9am–8pm. Reply with any questions. [Get Directions]

#### Post-Purchase Review Request

[Brand Logo] Fenwick & Co.: Thanks for your recent purchase. How did we do? Your feedback helps us improve. [Leave a Review]

#### Personalized Recommendation

[Brand Logo] Linden Athletic: You recently picked up the Trail Runner 4. Customers who love it also love the Terrain Pack and Merino Crew Sock. [See the Collection]

#### Order Confirmation

[Brand Logo] Crestwood Home: Your order is confirmed. Order #84210 has been placed and is being prepared. Estimated delivery: Thursday, June 12. [View Order Details]

#### Flash Sale Announcement

[Brand Logo] Harbor Threads: 24-hour sale starts now. 30% off all summer styles, today only. [Shop the Sale]

#### Loyalty Points Update

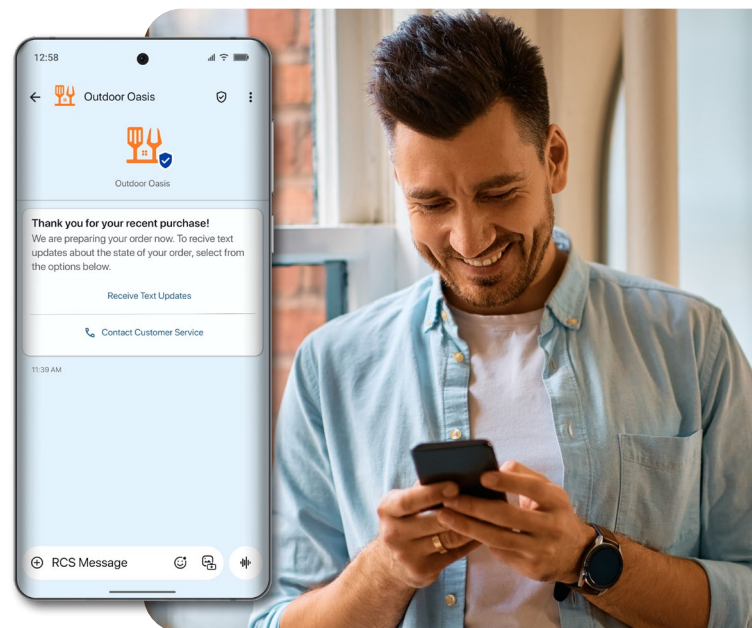
[Brand Logo] Maple Rewards: You're 150 points away from a \$10 reward. Here's what you can redeem now. [View My Rewards]

## Getting Started

ENRICH integrates through First Orion's API, with an onboarding process designed to minimize technical lift. Once your sender identity is verified, messages go out through your existing systems and customer responses route back via webhook.

For retail businesses that already use [INFORM® Branded Calling](#), ENRICH extends that branded communication strategy into the messaging channel, managed through a single provider across all three major U.S. carriers.

For retailers ready to stop blending in with the anonymous texts customers ignore, ENRICH is the channel to make every message one worth opening.



**[Start Building Trusted Customer Conversations With ENRICH Today.](#)**