

When **Elm Street Outfitters** moved texting *into* Microsoft Teams with Approved Contact, the time needed to respond to clients has dropped.

- **Week 1:** Teams connector goes live. The staff is now able to send and receive SMS from their existing work number.
- **Week 2:** Templates created for faster delivery updates and curbside pickup.
- **Week 3:** Missed messages have fallen 42%, and the median reply time dropped from 1h 40m → 14m.

Compliance: Opt-outs auto-blocked (hello, peace of mind).

Want the “why” behind the smooth rollout? We wrote it up here: [Link TBD](#).

#Retail #CustomerExperience #MicrosoftTeams #BusinessTexting