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multiTXT Delivers a 100% Collection Rate for Clutter Collect

> Hi Julia, Rebekah from Clutter Collect here. Just a friendly reminder to have your box ready for pickup by 9am tomorrow. Please Reply YES to confirm. Thanks!

Clutter Collect's mission is to get your unwanted goods into the hands of those who need them. But when customers forget to put their boxes out for pick-up, it can cause a major collection backlog. That's until Clutter Collect started using multiTXT.

Clutter Collect, founded by Rebekah Holmes, is an Auckland-based door-to-door decluttering service. Customers get empty boxes to fill at their leisure. Then, Clutter Collect returns to pick them up four weeks later and redistributes items to people in need via partner charities. Customers used to get an email reminder when their boxes were due for collection. Now, they get SMS reminders, and the result is zero failed collections.

The Challenge

Clutter Collect covers all of Auckland. So, it's a big deal if someone forgets to put out a clutter box for collection.

The business relied on email reminders sent to customers a few days ahead, but they'd often get no response or overlooked entirely.

"The worst day we had, we drove 45 minutes to Kaukapakapa – no box, then drove from there to Onehunga – no box. Knowing that we'd have to repeat that journey, it was a colossal waste of time and money," says Rebekah.

She adds, *"We knew we depended too heavily on email. So, our first foray into SMS reminders was me on my phone, texting customers."*

But with a lack of automation and a day job to contend with, she quickly realised she'd only solved half the problem.

Clutter Collect needed a more effective reminder system.

The Solution

With 84% of users replying to SMS within 5 minutes of receiving them, Rebekah identified that a test-based system would allow her to send automated, timely reminders that got noticed by customers.

She considered another system but soon found it didn't address her need for two-way communication.

That's when she switched to One NZ's multiTXT for business.

MultiTXT – delivers a simple and effective platform for Clutter Collect:

- **Time saved** – no more late-night, manual text reminders.
- **Automation** – schedule batches of reminders ahead of time, leaving the system to do its thing.
- **Two-way communication** – allows for rescheduling or making alternative pick-up arrangements.
- **Ease of use** – simple onboarding and implementation.

> *"Since we've started using multiTXT, we have had no failed collections."*
> Rebekah Holmes, Founder of Clutter Collect

The Results

Failed collections were a big burden for Clutter Collect. But since moving to multiTXT, Rebekah has had a 100% collection rate.

"The fact that we were getting responses to text messages when we weren't getting any from emails has been brilliant," says Rebekah.

The lack of failed collections has significantly improved operational efficiency, and two-way communication has been a complete game-changer.

For a small business, that personal touch of speaking directly with the business owner has done wonders for customer retention – and it demonstrates five-star customer service.

"Being able to text quickly and say, 'OK, what about next Friday instead?' is fantastic," says Rebekah.

With multiTXT now seamlessly integrated into Clutter Collect's business, it's now set up for the growth Rebekah sees on the horizon.

"We've had really good uptake from people all over Auckland, and we're just getting started."

> **With zero failed collections since implementing multiTXT, Clutter Collect no longer wastes time and money on repeat visits. Find out how multiTXT can help your business connect with customers via SMS.**

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