

Dedicated SMS as the Gold Standard for Business Messaging — Outpacing CRM Suite-Based SMS Tools

Textellent unveils enhanced SMS platform—purpose-built for business messaging, outshining CRM-based texting in power, scale, and compliance.

RICHARDSON, TX, UNITED STATES, June 25, 2025 /EINPresswire.com/ -- As customer expectations

“

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rise and communication channels evolve, businesses are discovering that not all SMS tools are created equal. Today, [Textellent, an award-winning leader in business texting solutions](#), announces its latest enhancements and a renewed commitment to offering a dedicated, feature-rich SMS platform built for maximum ROI — setting it far apart from CRM and marketing suites that only provide basic, underpowered texting features.

Unlike CRMs and all-in-one platforms that treat SMS as an afterthought, Textellent was purpose-built from the ground up to maximize the potential of the SMS channel — the

most powerful and effective communication tool available to modern businesses. “Smart businesses are realizing that SMS is too important to be bundled in with second-tier tools given its 98% open rate,” added Chris Vaughan, Head of Marketing at Textellent. “Texting drives immediate engagement, builds trust, and closes revenue gaps. That’s why a dedicated platform like Textellent gives you the features, flexibility, and compliance support that CRMs simply can’t.”

Why CRM-Based SMS Falls Short

Businesses that rely on built-in CRM texting capabilities often struggle with the following:

- Poor deliverability and lack of compliance management can lead to blocked messages and/or fines.
- Scalability issues, including throttled message volume and high per-message costs.
- Lack of two-way communication, making conversation management challenging.
- Limited automation capabilities regarding drip campaigns, segmentation, and AI-driven responses.
- Fragmented reporting and analytics, preventing meaningful measurement of performance

These limitations result in missed opportunities, reduced engagement, and higher operational costs.

Textellent: Seamlessly Integrates with Your CRM in One Click

Textellent's dedicated platform solves these challenges with powerful tools and purpose-built capabilities:

- Deep CRM integrations: plug Textellent into the stack you already use via 1-click integration with 800+ applications.
- Advanced automation: Triggered messaging, canned and automatic responses, compliance workflows, and robust scheduling.
- No-code/low-code rules engine: Easily build and customize workflows without relying on developers — enabling dynamic, logic-based messaging that's adaptable.
- Superior compliance: Support for 10DLC registration and opt-in/out management to reduce risk.
- Scalability: Manage campaigns across multiple locations or franchises with parent-child controls.
- Mobile-first experience with a fully functional app for texting on the go.
- Personalized messaging: Messages are sent from your dedicated business number.
- White-glove onboarding and support: Tailored implementation, training, and expert guidance based on your goals.

"Textellent gives businesses the intelligence and control they need to manage customer conversations at scale," said Majeed Ghadialy, CEO and founder of Textellent. "With today's compliance environment and fast-moving customer expectations, relying on a CRM's SMS feature is like using a toolkit with the most important tools missing — it slows you down and limits your results."

SMS Deserves a Specialist

As SMS continues to outperform email and voicemail in open rates, response times, and customer satisfaction, it's clear that businesses can't afford to treat it like a side feature.

Textellent offers a smarter, more compliant, and more profitable path forward.

Why leave your most important customer conversations to a limited add-on? With Textellent, you get the [gold standard in business texting](#) — built by specialists, backed by experience, and ready to scale.

About Textellent

Textellent offers a better way to engage prospects and keep customers with robust business texting and appointment scheduling. Automated, personalized campaigns, intelligent templates, and powerful integrations are provided to drive engagement throughout the customer journey. Textellent has been awarded US Patent 9,756,487 and recognized as an SMS leader by SourceForge, Capterra, and SoftwareSuggest.

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