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# DE-MYSTIFYING BUSINESS MESSAGING

What is it, and what can it do for your business?



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## Do you remember the last time you wanted to *call* a business for help? Neither do your customers.

They would much rather use an app on their mobile phones or send a text message. In fact, Concentrix research shows that 64% of consumers prefer to send a message rather than call when they need assistance.

Business messaging, also known as asynchronous messaging, is the fast, convenient way for customers to engage with you. According to Statista, there were more than five billion mobile messaging users as of October 2019<sup>1</sup>, and no end is in sight for the upsurge in users. When implemented correctly, messaging is a powerful tool to help consumers connect with businesses—especially when it comes to customer service.

This paper defines what business messaging is and what it isn't, then delves into what it can mean for your customers, your revenue growth, and your employees.



<sup>1</sup> "Most popular global mobile messaging apps 2019," Statista, November 20, 2019. <https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/>

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# GOING (WAY) BEYOND SMS

Business messaging is a set of channels over which companies and consumers can communicate with each other. Messaging channels include SMS, Facebook Messenger, WhatsApp, WeChat, Apple Business Chat, Google RCS, and others. Up until now, many businesses used messaging to send their customers shipping notifications, marketing offers, promotional campaigns, and appointment reminders.



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## Today's business messaging technologies let you take customer care to a new level.

It's important to note that business messaging isn't just one-way, and it isn't just SMS/texting. Business messaging can happen on any digital channel where your customers already spend their time and dialog is expected to flow in both directions.

And, it's different than typical web messaging in that it's asynchronous. This means the session doesn't time out if the user closes their browser and then starts it up again. They can pick right up again where they left off—just like they would with SMS messaging on their mobile devices.

Business messaging makes it as easy and convenient for customers to communicate with companies as it is for them to interact with their friends and family. It's no surprise that the majority of consumers rank messaging as their preferred channel for contacting a company.

## The possibilities are limitless...



A home security subscriber needs help setting up their new video camera, so they use WhatsApp to send the company a message asking for assistance.



A shopper on a mobile website is searching for a product, and they select a "click to message" option that appears in the search results.



A loan processing officer texts an applicant via a mobile in-app option to notify them that they need to submit missing paperwork to complete their loan application.

# STAYING CONNECTED WITH CUSTOMERS

Research conducted by Market Strategies International<sup>2</sup> has found that consumers are looking for a company to:

- Meet them where they already are—on mobile, social, and on the web
- Proactively reach out to them with relevant products and services
- Make it easy to do business with you

<sup>2</sup> "Customer Preference for Messaging," Market Strategies International and Quiq, March 2017.

## CONVENIENCE:

Messaging means that customers can reach out to you on any channel on which they already spend their time, such as SMS, WhatsApp, Facebook Messenger, and web messaging when they're on your website. It also means that your customers can respond to conversations with your company at their pace—as it fits in with their busy lives—versus stopping everything to make a call.

## EASE:

Customers keep their mobile devices within arm's reach at all times. Business messaging makes it easy for them to fire off a message whenever needed, and then get on with their lives. They don't have to wait until they are in a quiet place to call, or vigilantly watch their email for a response.

## FLEXIBILITY:

Messaging means flexibility to your customers. It's like having the real-time response of a phone call, with the ease of reference of an email. Our research indicates that **98% of text messages are read within three minutes of receipt**. That flexibility around their busy lives is the kind of customer experience that differentiates companies among competitors and turns prospects into customers. As a matter of fact, **companies who use messaging have seen a 7–12 percentage point increase in customer satisfaction**.



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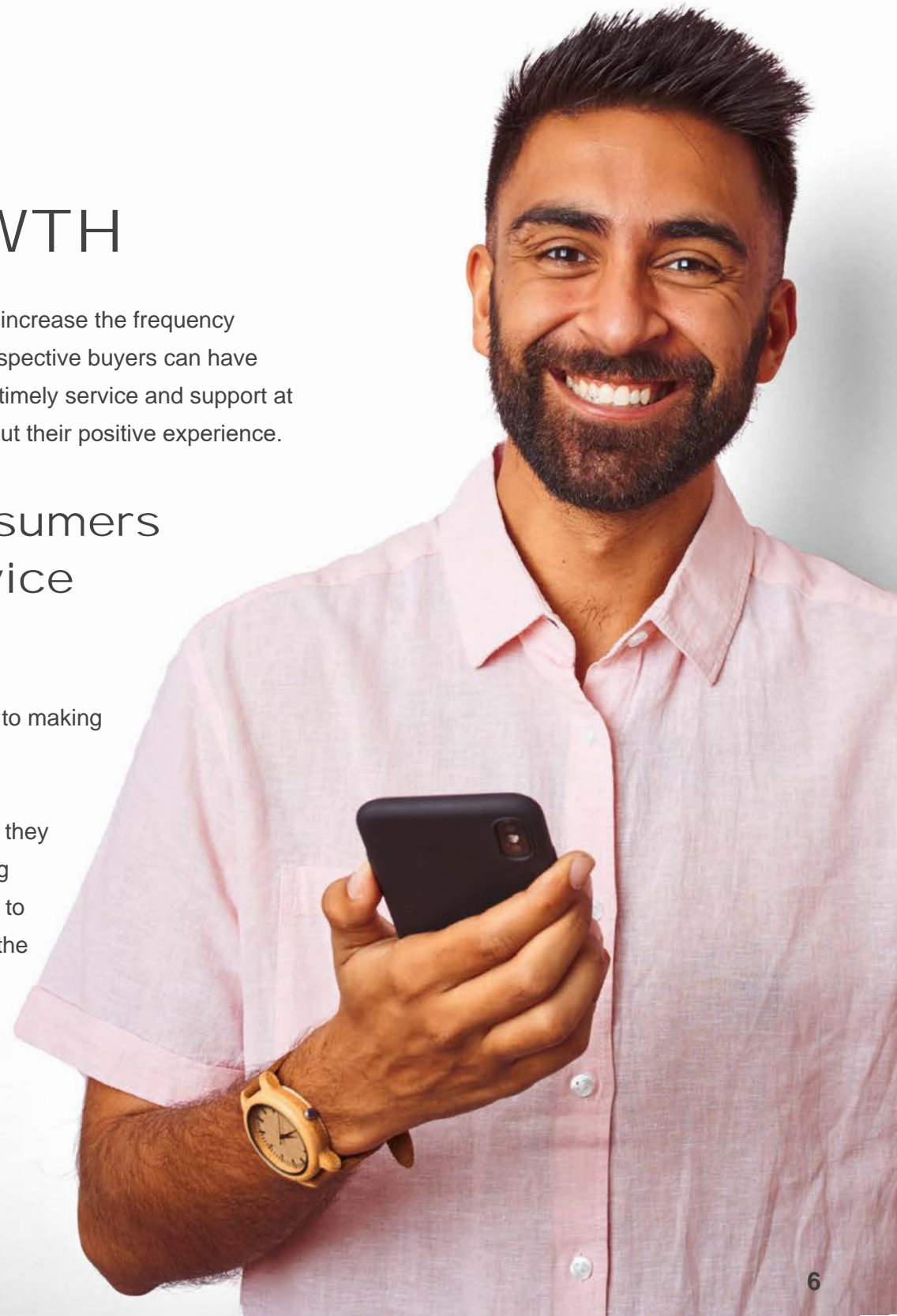
# DRIVING REVENUE GROWTH

Enhancing the customer experience is an ideal way to attract more customers and increase the frequency with which they purchase. This is where messaging makes the biggest impact. Prospective buyers can have questions answered with ease, speed, and convenience. Returning customers get timely service and support at their moment of need, which means they'll be back for more and will tell others about their positive experience.

Our research shows that 66% of consumers would pay more for a product or service supported by messaging.

Consider these examples and how your business can help customers move closer to making a purchase with business messaging:

- Product and service providers win when customers are able to get the answers they need to make a decision. Customers can make purchases directly in messaging (using Apple Pay, Google Pay, and similar apps) or easily book an appointment to receive an estimate with business messaging. Messaging eliminates friction in the purchase cycle that can drive consumers to take their business elsewhere.
- Companies in the travel and hospitality industry use messaging to provide a premium experience from the very first interaction. Questions on weather conditions and cancellation policies are answered quickly so that potential guests can ease right into the booking process with peace of mind.



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# EMPOWERING EMPLOYEES, WHILE REDUCING COST TO SERVE

Business messaging can help optimize agent performance by providing advanced productivity features that improve the customer experience. Agents can handle multiple messaging conversations at once, thereby increasing their efficiency and reducing the cost to serve.

According to our research, messaging decreases agent worktime by up to 60% compared to traditional channels, such as chat, email, and voice.

All messaging conversations are managed within a single, unified desktop with features that help employees prioritize conversations, monitor customer sentiment, and make every conversation more personal and effective. Employees can feel empowered to provide the best customer experience possible.



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# READY TO GET STARTED?

Millions of digital messaging conversations are taking place every day, and the numbers are only going to keep growing. Don't be left behind.

Concentrix's all-in-one Messaging-as-a-Service combines our award-winning digital services operating model with an enterprise cloud platform to deliver an end-to-end world class solution. We handle all the details—staffing, operations, platform, even bots. Just tell us your goals and how far you want to go!

To learn more, visit our [www.concentrix.com/businessmessaging/](http://www.concentrix.com/businessmessaging/).

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