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# THE NEW AGE OF CONVERSATIONAL CX

Building relationships one message at a time



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While technology has forever changed how customers and companies interact, the need for a more human experience has remained unchanged.

With crowded marketplaces and the rise of digitally native Millennials and Gen Z, businesses are under ever-increasing pressure to consider better options to connect and engage. More than ever, people want to communicate with companies like they do their friends—through messaging.

Business messaging has fast become **the** channel of choice, revolutionizing customer interactions and engagement.

This report provides a snapshot of this trend and summarizes the amazing results early adopter brands have achieved—in customer satisfaction, revenues, and profitability.

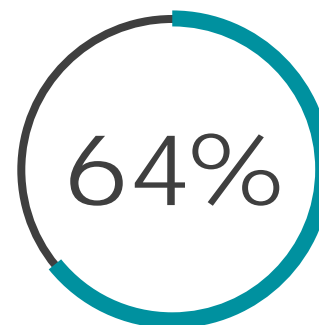
Messaging is the go-to channel for consumers.



**5B+**  
active users  
on WhatsApp, Facebook  
Messenger, WeChat,  
Instagram<sup>1</sup>



**100B+**  
messages sent  
on WhatsApp, Facebook  
Messenger, Instagram  
every day<sup>2</sup>



of consumers prefer  
texting over calling  
for customer service<sup>3</sup>



polled have engaged with  
a business over text 2+  
times in the last month<sup>3</sup>

## What is business messaging?

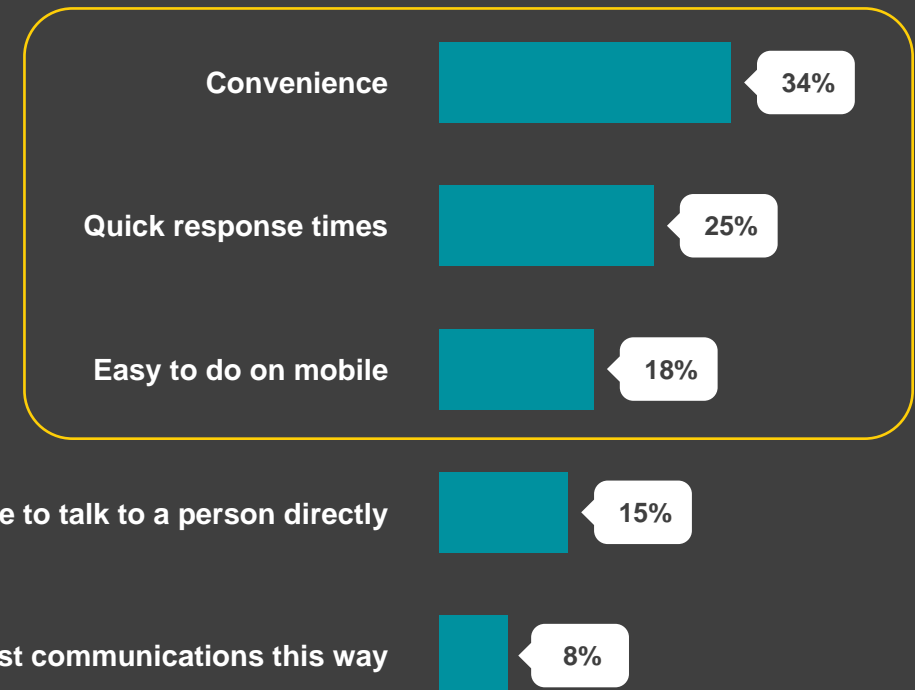
Business messaging allows customers to connect with companies and brands on their own time, over their preferred devices, apps, and social media platforms, such as WhatsApp, Facebook Messenger, Twitter Direct Messages, WeChat, and SMS, to name just a few. Unlike web chat, messaging is asynchronous, meaning customers interact when it's convenient for them, starting and stopping as they need to fit their busy lives.

Advances in rich media, bot automation, and data-driven personalization are providing even more opportunities to create more effective, engaging customer interactions. Rich messaging enables use of pictures, gifs, and video, improving customer care, support, and sales.

Messaging is convenient, fast, and easy on mobile.

### REASONS TO USE TEXT MESSAGING OVER PHONE CALLS<sup>3</sup> (ranked in order of importance)

**50%** →  
of consumers regularly  
use business messaging  
because of convenience





## Messaging leapfrogs chat as a consumer preferred channel. What's next ... email ... phone?

When consumers engage with a company, the top three channels they expect are email, phone, and SMS/text. Web chat was previously in the top three, but has dropped to fifth place. However, when customers were asked to rank their **preferred** channels of communication with a business, phone and email received the lowest scores.



of text messages get  
read within 3 minutes  
of receipt<sup>3</sup>



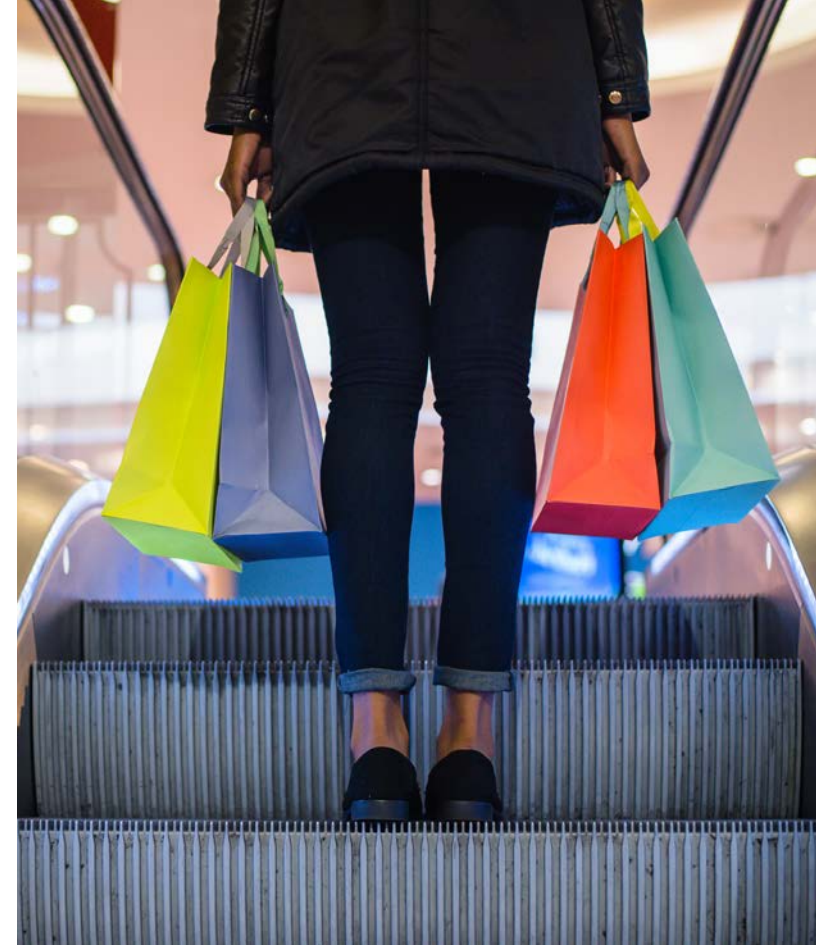
of people polled found  
engaging with a company  
over messaging to be  
satisfying to very  
satisfying<sup>3</sup>



## Expectations for messaging are growing across all business sectors.

The more businesses provide messaging options for interaction, the more consumer expectations will change, further accelerating adoption across all sectors. Retail and e-commerce top the list of industries where customers expect to have the ability to engage with companies via messaging, with media and communications, and banking and financial services close behind.

Interest is clearly very high, making this the perfect opportunity for companies to move traditional communications to messaging and reap the rewards.



### WHICH INDUSTRIES DO CONSUMERS EXPECT TO HAVE THE ABILITY TO ENGAGE WITH VIA MESSAGING?<sup>3</sup>



60%

Retail &  
e-Commerce



54%

Media &  
Communications



49%

Banking & Financial  
Services



43%

Online  
Subscription  
Services



37%

Consumer  
Services



31%

Travel,  
Transportation &  
Tourism

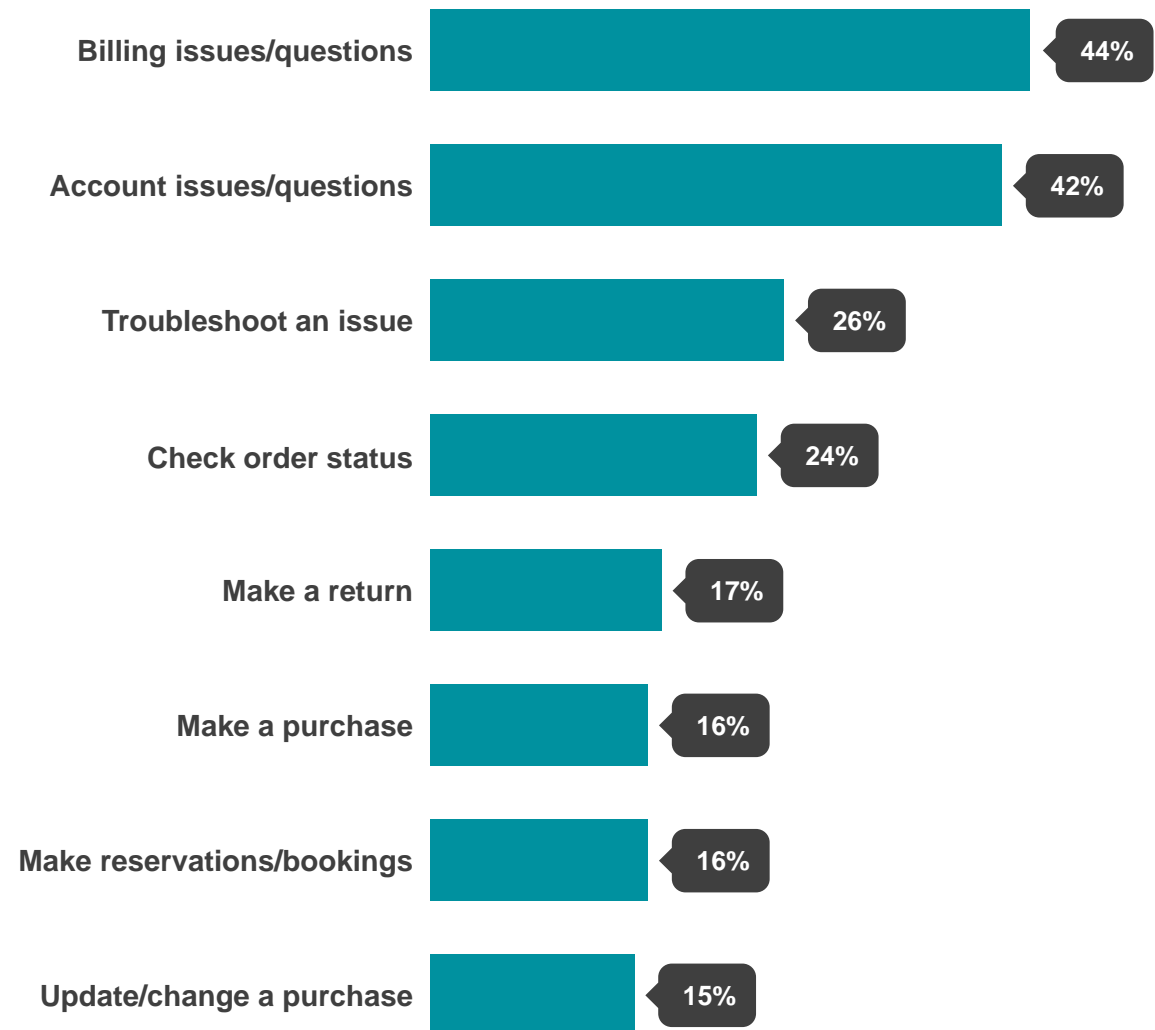
## When it comes to servicing today's consumers, don't leave them hanging!

In general, the reasons consumers use messaging to contact companies tend to be straightforward, which makes messaging more convenient for mobile consumers—and less expensive for companies.

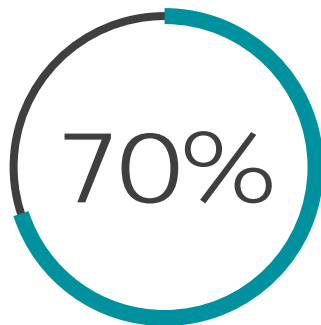
Billing (44%) and accounting (42%) issues top the list, with troubleshooting and order status checks following close behind.

With the ease and speed of business messaging, the time spent on these conversations can be dramatically reduced, for both customers and customer service.

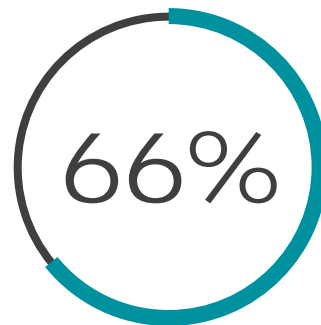
### MOST COMMON REASONS CONSUMERS CONTACT COMPANIES<sup>3</sup> (ranked in order of use)



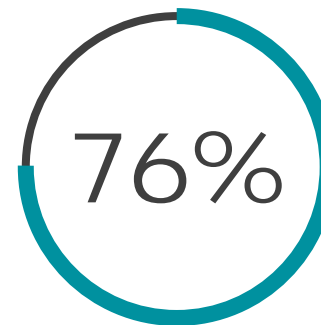
# MESSAGING PLAYS A KEY ROLE IN CONVERSATIONAL MARKETING AND SALES CONVERSION.



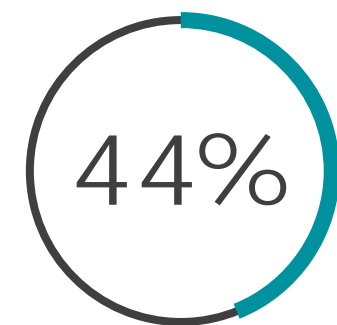
open to receiving product  
recommendations, discounts,  
and promotions from their  
favorite brands



would **PAY MORE** for  
a product or service  
supported by messaging



interested in purchasing  
products using chat or  
messaging



said they have initiated  
a text conversation  
with a company<sup>3</sup>





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## And, messaging conversations are getting even “richer.”

Messaging through the latest Apple Business Chat and Google Rich Business Messaging platforms are enhancing customer engagement and conversions by providing:

- “One-click” engagement from mobile and web search results to messaging with your sales staff
- Ability to send a product list picker, with images, for a more engaging experience
- Ability to complete transactions, like Apple Pay
- “One-click” meeting scheduling
- Calls-to-action with video and images
- Access to all past conversations, so context is never lost



## Bots are taking convenience, speed, and ease to the next level.

AI-powered bots play a critical role throughout the customer journey, enabling businesses to be more accessible 24/7, and to connect in a more human, conversational way.

57%

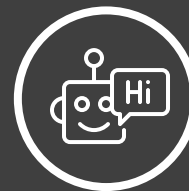
of consumers are interested in getting real-time answers from bots<sup>4</sup>

47%

would buy items suggested from a bot<sup>4</sup>



Bot automation is estimated to save businesses \$8 billion a year by 2022.<sup>5</sup>



**Welcoming and onboarding** – From the moment someone visits your site, logs onto your app, or connects with your social media page, a bot can be there to start the conversation.



**Personalized guidance** – Help customers get where they need to go, based on feedback, browsing history, and other variables. Bots can continually learn from interactions and use the information to get better at helping consumers (and agents).



**Improving future CX** – Monitor conversations in real time and analyze available data to personalize product recommendations.



**Service and support** – Provide basic tech support, system status checks, open support tickets, answer questions, collect feedback, and point customers toward helpful resources quickly and efficiently.

## Moving to messaging is a win for everyone.

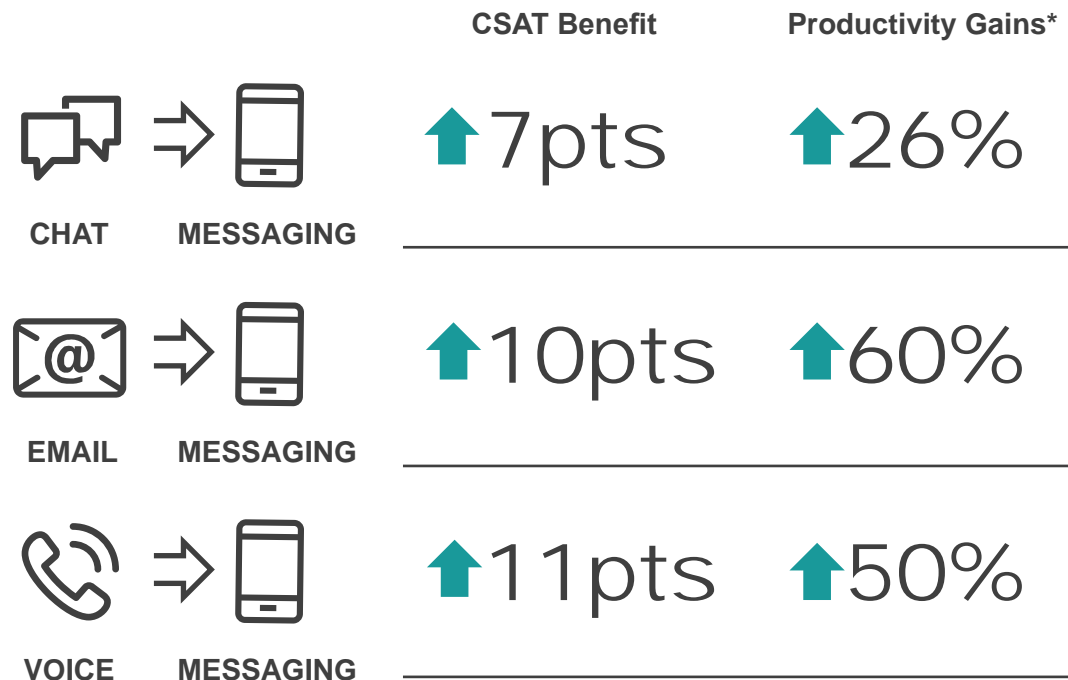
The rapid adoption of messaging is a reflection of our fast-paced, mobile lifestyles and the way customers today expect to interact. Messaging should be every CX leader's top priority—infused into how you market, sell, enable purchases, and offer help and support.

Early adopter brands who have moved to messaging are realizing substantial benefits—improved satisfaction and loyalty, increased revenues, and reduced costs.

## Why not yours?

## MESSAGING IN ACTION

At Concentrix, our clients have achieved the following results when moving from traditional channels to messaging.



\*Handle more volume with less staff through increased concurrency and efficiency

Customer demanded  
channel of choice

**85%**  
of customers return  
to messaging

Channel deflection  
to messaging

**30%+**  
immediate deflection  
potential from voice IVR

Automation  
cost savings

**25%+**  
ideal channel for  
automation

# WHAT SHOULD YOU DO NEXT?



1. **Adopt a messaging-first mindset** – Today's digital savvy, mobile-first consumers are willing to try new contact points. Start by mapping your customer journey and experiment with new engagement options without unduly forcing them to less satisfying phone, email, or chat channels.
2. Pioneer the wild west of mobile engagement – Mobile is the interaction mode of choice for most consumers. Messaging can make your mobile or in-app experience more engaging. Keep it simple, but inspire consumers to use purchasing and care modes that save both them (and your company) the most time.
3. Hyper-personalize your digital experience – Tap your customer and enterprise data to add personalized services to your mobile web or in-app experience, or explore the concierge concept. Consumers like the idea of having someone to help them navigate the customer journey, but in a way that helps them feel like a valued name rather than a number.
4. Beat expectations with bots – Bots are mainstream and proving of value to consumers young and old for all sorts of purposes. Start with simple interactions and tasks if you are just getting started, and let your customers try risk-free while providing easy, fast access to human experts.

<sup>1</sup> WhatsApp, WeChat and Facebook Messenger Apps – Global Messenger Usage, Penetration and Statistics," Birgit Bucher, MessengerPeople, February 12, 2020.

<sup>2</sup> Facebook, Inc. (FB) Third Quarter 2018 Results Conference Call, October 30, 2018.

<sup>3</sup> "The Future of Customer Conversations," Quiq.

<sup>4</sup> "Artificial Intelligence Is Here - People Just Don't Realize It," Mimi An, Hubspot blog.

<sup>5</sup> "Chatbot Conversations to deliver \$8 billion in Cost savings by 2022," Juniper Research blog, July 24, 2017.



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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 [www.concentrix.com/businessmessaging/](http://www.concentrix.com/businessmessaging/).

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