



The quick and easy fix

How two-way mobile messaging solved a retailer's customer service lag



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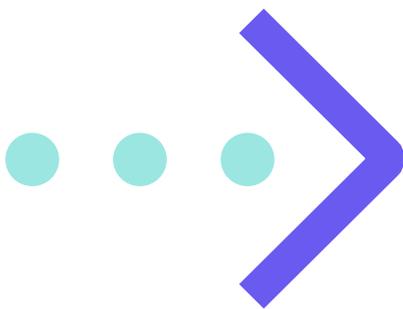
From working remotely to streaming the latest series, buying new shoes to video calling the family, our devices are woven into the fabric of our lives. So when your laptop or smart device goes wrong, you want it fixed immediately.

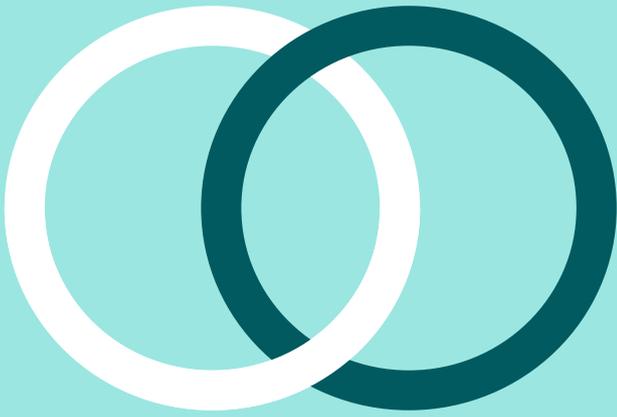
Our client is one of the planet's largest technology retailers, selling tablets and smartphones to millions of customers around the world. And when you've got millions of customers, you really don't want them to have a poor customer experience.

That's why our client made it their mission to ensure that if a customer had a technical issue with their device, they could fix the problem as fast as possible.

They managed to do that by going beyond their usual channels (email and call centers) and instead adopting two-way SMS as their primary method of communication. By doing so, they gave customers what they wanted – a quick, simple way to fix their device, without having to wait on hold to speak to technical support or travel into a store.

At OpenMarket, we call this an Empathetic Interaction – anticipating what a customer wants, then delivering it. Without frustration or friction.





The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments, in exact places.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)



Two-way SMS in customer service

The problem was clear: customers were frustrated about the amount of time it took to solve technical problems with their smartphones and tablets.

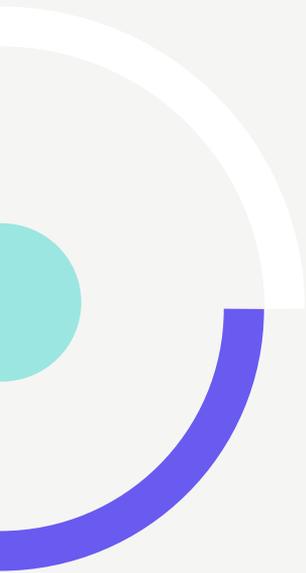
The client came to OpenMarket and we helped them design an SMS workflow between their support organization and their customers using our platform. Here's how it works:

- The customer has a problem with their device and they call an automated customer support service.
- This service gathers a small amount of information and works out whether they need to speak to a real person or use the SMS diagnostics program.
- If it's the latter, the service sends an SMS message to the customer's phone.
- This message contains a link which the customer taps to run diagnostics.
- The program then walks the customer through solving the problem themselves or refers them to a support technician.

Quick and easy

Our client trialed the new diagnostics service in the US and Canada – and it was immediately effective. Two-way SMS provided a smooth and consistent customer experience on a channel which people felt confident and familiar in using. Problems got resolved quicker and customer satisfaction rates rose.

It was also a win for our client's customer service teams. The majority of technical issues with mobile devices are common and simple to fix, so a diagnostics program that helps customers self-serve means huge savings in technical support costs. It also frees up customer service people to do more valuable work, solving more complex customer issues and doing a more interesting and rewarding job.



Start small, grow big

Our client started their SMS customer service journey with a single, unique customer support use case, but they also had an eye on the future. It was essential for them to use a solution like our platform so they could customize and expand SMS to other use cases across their organization.

And that's exactly what they did. After the success of the customer service program in the US and Canada, they quickly scaled the mobile diagnostics solution to 30 more countries. They started using SMS workflows to deliver Empathetic Interactions in other areas of the business too, including operations and logistics, IT and security, and customer support.

By working out what their customers needed the most, our client was already showing empathy. The next step was finding a partner to help them do it – and that's what we love doing.

If you're ready to start delivering Empathetic Interactions to your customers, let's talk.

Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

