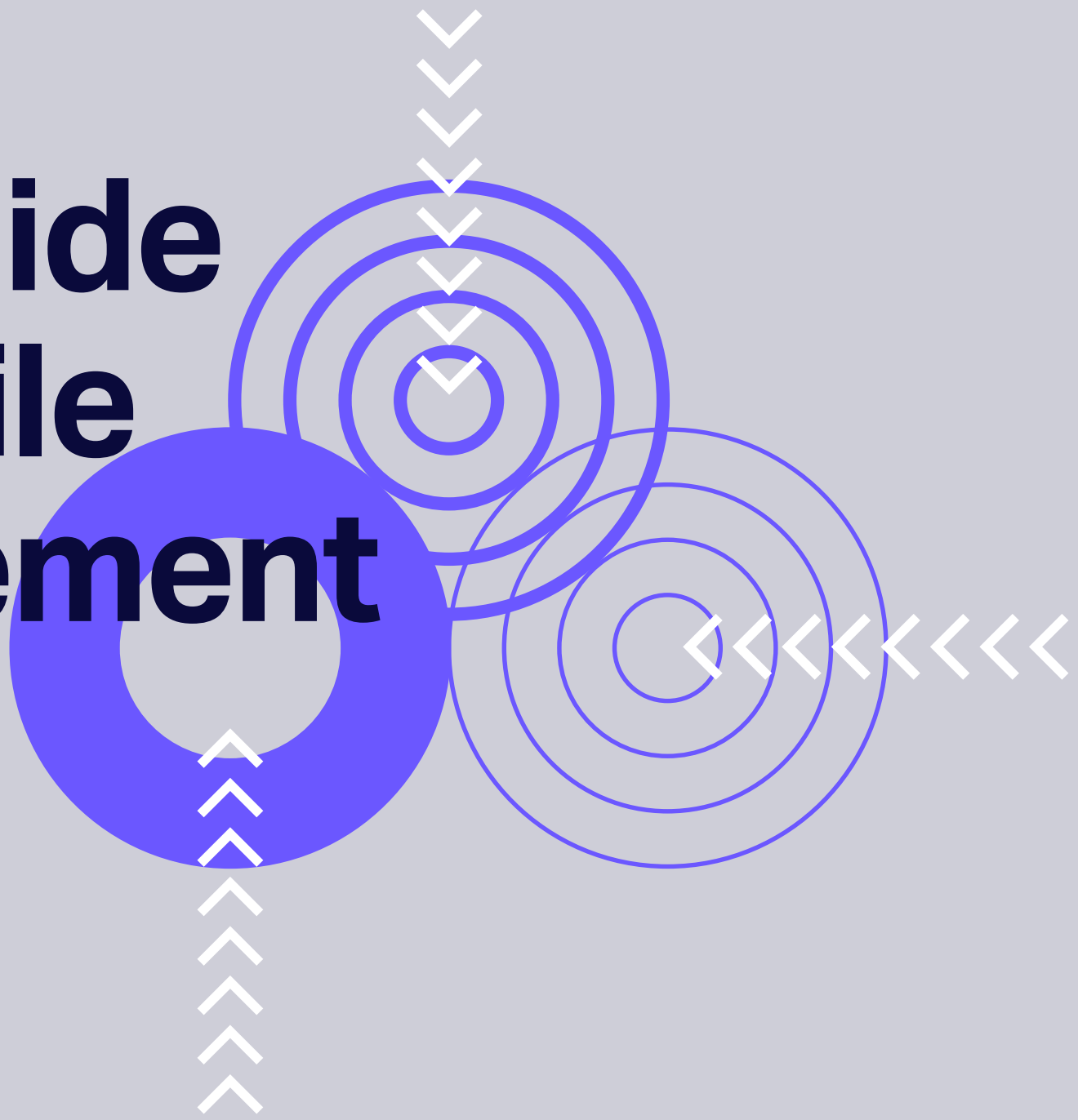**OpenMarket**

Your guide to mobile engagement

How to sky-rocket customer satisfaction and reduce costs

Customer experience has become the biggest differentiator for enterprises. You've watched those that do it well become the big winners – and seen the ones that don't stumble in their wake.

This means you've become customer-obsessed. You're thinking about how to sky-rocket your customer satisfaction stats before breakfast. And not just out of the goodness of your heart – you know the impact great CX has on loyalty, retention and revenue. (It's really, really positive.)

But at the same time, you know the devil's in the details: to get the budget to do big exciting things with CX, you've got to be constantly on the look-out for ways to reduce operating costs.

So, you're sold on the idea of using mobile messaging to reach customers. Quick, reliable, responsive, scalable. All good. But you need to know how it works in practice. You need to know it's going to be:

– Easy to get started without disrupting all your ongoing CX activities
– Simple and intuitive to grow
– A cinch to prove ROI

That's why we'd like to introduce…
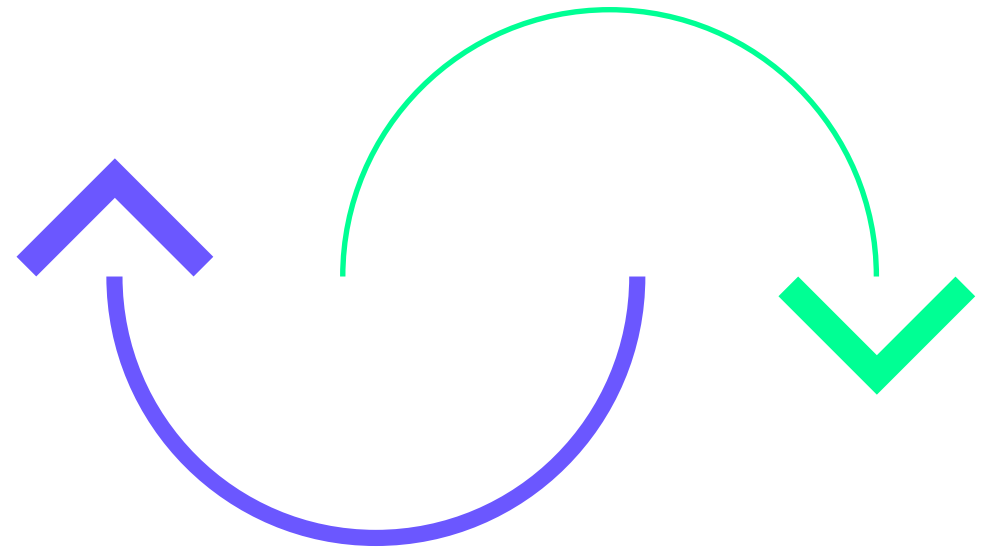
OpenMarket's Mobile Engagement Platform

Our Mobile Engagement Platform (MEP) empowers people who understand the customer journey – and its importance to engagement. And it helps you meet your business outcome goals: better customer experience, increased revenue, and operational efficiency savings.

Here's how.

1.
It's designed
with you in mind

MEP comes with easily configurable out-of-the-box functionality so you can build a messaging solution within minutes using the drag-and-drop user interface.

We've also got all the building blocks to make your mobile messaging use cases a breeze to set up:

User and list management – so you connect with the right people at the right time.

Consent management – so legal and regulatory compliance is automatic.

Campaign management – so you can define mobile interaction campaigns for any given use-case.

Broadcasting – so you can schedule ad hoc messages and respond to events in real time.

Personalization – so you can customize messages and set engagement rules.

Flexible workflows – so you can define workflows and determine next actions.

Integrations – so you connect your existing business systems (CRMs) and third party systems to our platform and automate data import and export.

SMS Dashboard and Reporting – so you can measure the results of all your campaigns.

Using these building blocks accelerates your deployment and means you can prove value much more quickly.

2.
It's easy to grow

Using MEP, you can start with a simple messaging flow, get that working, then add more complex functions as you go. That means you can get pilot projects up and running in a week or so, and have full-scale deployment within a month.

We'll also support you through your evolution with the best messaging consultancy services on the planet.

MEP uses a integrated and simple operating model. Here's the process:

Concept

Pilot

Scale
Deployment

Evolve
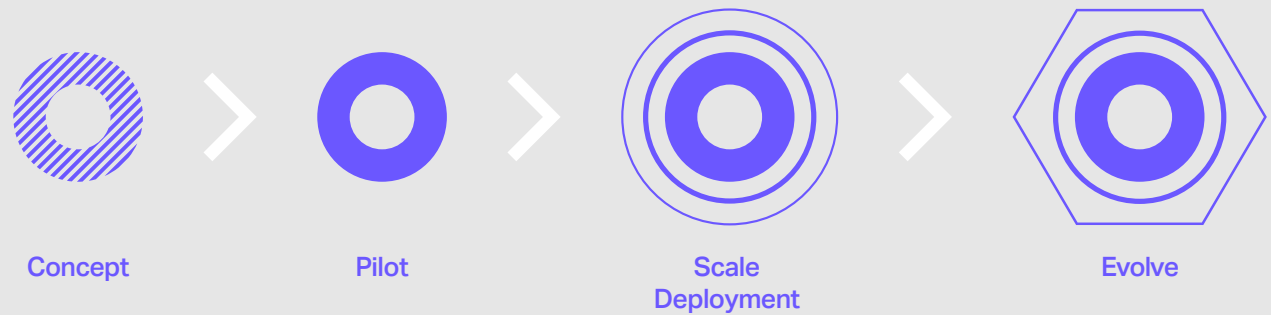
3.
Proving value is simple

We know that getting started with a new customer engagement channel carries an element of risk. Our MEP pay-as-you-go business model minimizes that risk for you.

But we're extremely confident you'll want to scale when you see the results.

Take the case of European media giant, Sky. They started using text messaging for a few customer operations interactions. But when they found how much they were saving a month, they soon expanded to 70 use cases across multiple departments.

They earned retention and revenue wins because of improved customer satisfaction using things like two-way texting for engineer home visits. And they slashed administrative overheads by breaking organizational silos and developing internal expertise that business units throughout the company continue to leverage.

Power to you

The most customer-obsessed brands empower their customer operations teams with MEP. They're using it to boost CX, raise revenue, and lower costs. They're using it to transform their business.
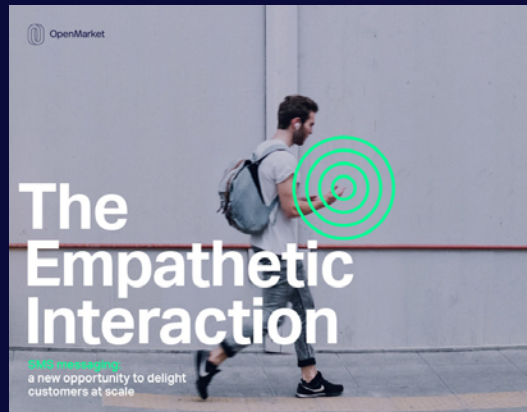
We want to work with you too. Let's talk.
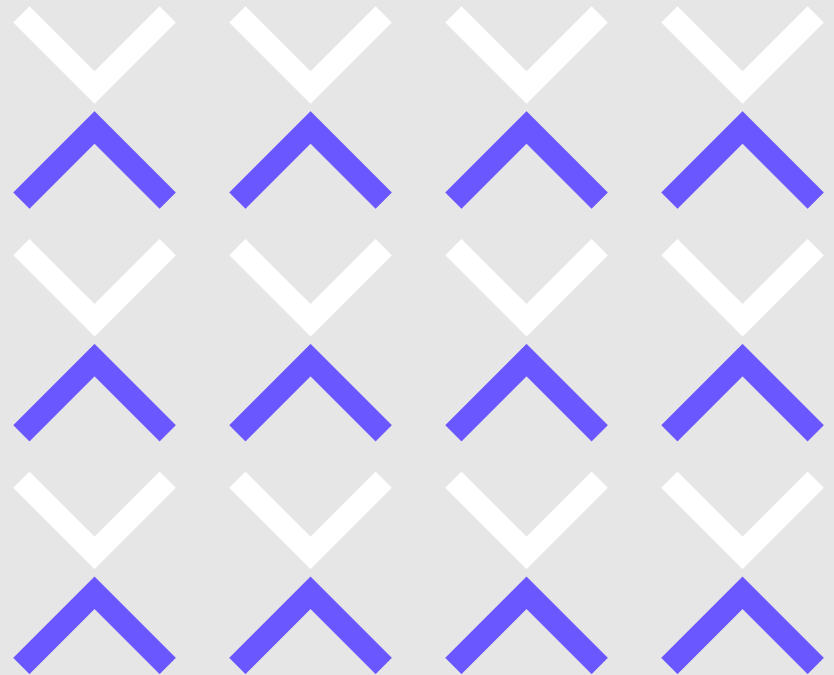
We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be 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.

For more stories where SMS made the difference, check out the rest of our Empathetic Interaction series.

OpenMarket®