

The new age of customer experience

How mobile messaging
can improve CX while
costing you less



The age of frustration

This was supposed to be the era in which customer experience (CX) finally came of age.

Customers everywhere had been promised their interactions with enterprises would become smooth and intuitive – leaving them feeling grateful, fulfilled, and loyal.

But the reality couldn't be further from this. In fact, enterprise customers have never been so frustrated. And that's largely because of the substandard lines of customer communication businesses are forcing their customers to use, including:

- Automated voice systems (which infuriate)
- Emails (which usually go unread)
- And call centers (which are too expensive to staff properly)

It's a sad state of affairs. But here's the good news. There's an achingly simple technology out there that can raise levels of customer satisfaction to unseen levels – while costing you less. Much, much less.

Introducing Enterprise-to-Person mobile messaging, also known as Application-to-Person (A2P).

Solving the CX conundrum

Despite the flatlining quality of customer experiences, enterprise CX budgets tend to be drifting down rather than up.

So already-squeezed customer-facing departments are being forced to start spending their CX budgets more wisely.

To stay on the right path, brands need a way to turn the cost/customer experience equation on its head. But how can you actually improve customer experience while spending less money?

You'd be forgiven for thinking this inevitably means the quality of customer experience is destined to deteriorate further.

But automated mobile messaging means you can actually improve customer experience while spending less money.



Reaching customers wherever they are

In recent years, mobile messaging has emerged as the silver bullet that brands need in order to deliver better CX.

Take look around – you’ll notice that everyone has a phone within arm’s reach. Mobile messages have an open rate as high as 98%, making them the fastest, most effective way of reaching customers wherever they are.

However, with the complexity of the messaging ecosystem, brands have been unable to take full advantage of the technology. Teams couldn’t access global messaging networks directly and had to rely upon IT departments or mobile messaging specialists for help. As a result, brands couldn’t act fast enough to send the right messages at the right time.

Despite this unmet potential, both consumers and businesses continue to desire better communication in the right channels.





The needs of consumers and CX teams

We surveyed more than 4,000 consumers about empathetic CX and found that:

- 84% of consumers said brands should deliver smooth interactions on channels that suit them
- 90% would be more likely to recommend an empathetic brand

In addition, over 600 CX leaders told us about the improvements they want in the platforms they use to communicate with customers:

- 93% of CX leaders call for platforms that are easy to use, with minimal training necessary
- 91% want ease of integration into existing workflows

These findings suggest that there's a clear CX open goal waiting. If your business could integrate mobile messaging without the need for in-house experts or time-consuming workflows, it could begin to deliver the right messages at the right time. And that means becoming the empathetic brand that consumers want.

Flipping the CX-cost equation

Enterprise-to-Person mobile messaging is emerging as a pivotal communication tool for CX leaders across the world, including Apple, Amazon, Airbnb, Facebook and many more.

That's because almost everyone out there uses mobile messaging. And they tend to read almost every message – usually within seconds. This opens up a world of opportunity to connect with customers and improve your interactions with them.



5bn.

5 billion people across the world use mobile messaging



98%

98% of mobile messages are read (compared with 20% of emails)



>90%

More than 90% of messages are opened within three minutes

And here's the kicker. Automated mobile messaging is ridiculously cheap. You can economically deliver information, alerts and experiences to millions of customers a day, and have two-way conversations with them. And because you can plug a mobile messaging system into your CRM and tech stack, all these messages can be totally automated – and based on low-risk, pay-as-you-grow business models.



Sending mobile message reminders to patients has slashed the number of missed appointments with doctors by hundreds of thousands a year, saving the UK's National Health Service many millions of pounds.



A single NHS hospital trust in North Wales – The Betsi Cadwaladr University Health Board – sent mobile messages to patients to let them know how to make, rebook or cancel their appointment.

Two years and 500,000 messages later, they'd saved up to £1.5 million (also known as "a lot").

The business value of customer satisfaction

Mobile messaging is the most cost-effective way of connecting with your customers at specific moments, in specific places, and in ways that really help them. But it's much more than this.

Think of all the moments in which you'd like to communicate with your customers. For example to:

- Check they'll be home for a delivery
– or let them reschedule quickly
- Remind them of an appointment,
and where the nearest parking is
- Assure them you're sorting out a problem
– without them sitting on a call
- Authenticate their identity in seconds

Automated mobile messaging can help your brand be there for customers when it counts – and continually make their lives easier and less stressful, while giving them back invaluable leisure time.



Empathy made effortless

At OpenMarket, we help brands create what we call Empathetic Interactions™ with their customers. That means 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](#)

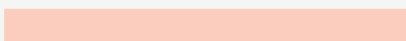
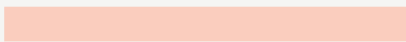
The loyalty and advocacy you receive as a result of Empathetic Interactions will send the value of your business soaring. Think of all the repurchases, increased appetites for offers, the forgiving of mistakes, the lifetime loyalty, and the recommendations to friends and colleagues.



One of our clients (a well known supermarket retailer) introduced automated mobile messages into their communications channels and reduced inbound customer email by 50%.

You can spend less money while improving customer experience and sending your brand value soaring.

Mobile messaging not only flips the CX-cost equation, it turns it inside out.



Turns out he has to work tomorrow.
So this was a welcome text for him to receive:

We're planning to deliver your parcel tomorrow morning, please reply with:

- A) to confirm
- B) to reschedule

Today at 10:56AM



She didn't call your customer care lines after her broadband dropped out. An automated mobile message triggered by the interruption assured her the issue is being dealt with.

Hi Sam. Just to let you know we're aware of your connectivity issue and we're addressing it now. We'll update you ASAP.

Today at 11:46AM



She doesn't miss her doctor's appointments anymore – thanks to automated reminders giving her the opportunity to confirm or rearrange.

Reminder: You have an appointment with Dr Philips tomorrow at 1pm. If you need to reschedule, reply with CHANGE and we'll call you back.

Today at 10:42AM



Ordering new contact lenses can be as easy as this:

Jim, you must be running out of lenses by now. How many more would you like to order:

- A) 1 box
- B) 2 boxes
- C) Other
- D) None for now

Today at 11:38AM



The average click through rate for brands that leave a hyperlink in their messages is 20% via SMS, compared with 4% via email.

How to get started – a blended approach

Whether you're in leisure, finance, telecoms, retail, health, or any other industry, try blending automated mobile messaging with your other communication channels.

It will allow you to optimize communications for a whole range of customer-centric processes that demand in-the-moment engagement.

Defining an enterprise-wide, mobile messaging strategy starts with imagining the problems your customers might have. The next step is to consider whether mobile messages can solve these problems. Then you and your messaging partner can plan a workflow.



This example workflow shows how Virgin Trains used our mobile messaging service at London's busy Euston Station to improve the experience of customers who had booked their tickets online.

- 20min before departure:**
Virgin sent Earlybird passengers a text advising them to head to the concourse
- 15min before departure:**
Virgin would then receive platform confirmation from Euston
- 11min 15sec before departure:**
Virgin sent the platform number to Earlybird passengers
- 10min before departure:**
Euston announced the platform on the concourse

The Virgin team struck upon the idea of helping these customers avoid the rush to their train by sending platform notification messages – 75 seconds before platform numbers appeared on departure boards.



Six months after the initiative began, Virgin Trains' digital ticket sales had increased and its Net Promoter Score was up by 28%.

Big mobile messaging opportunities

Here's a short list of business areas mobile messaging can help in.

Sales & Marketing

- New product announcements
- Delivering offers and coupons
- Loyalty program communications

Operations & Logistics

- Onboarding new customers
- Sending order alerts and updates, and receiving order instructions
- Sending shipping notifications, and receiving delivery instructions and confirmations
- Delivering mobile tickets
- Internet of Things alerts



Customer operations departments in large enterprises often manage billions of customer interactions a year – from customer onboarding, to fulfillment, to ongoing account management.

When you link up your mobile messaging system to your tech stack (think customer database, CRM, delivery-scheduling software, authentication software), all these steps can be automated.

Customer Service

- Account reminders and balance alerts
- Satisfaction surveys
- Arranging and confirming appointments

IT & Security

- Two-factor authentication
- Password resets
- System outage alerts



SMS messaging is frequently used by IT departments and companies as a second authentication factor. For example, many banks use mobile messaging as a cheaper form of two-stage authentication than electronic fobs or calls from customer service departments.

Human Resources

- Time-critical notifications to staff members
- Workforce management
- General company announcements
- Onsite visitor alerts
- Emergency alerts

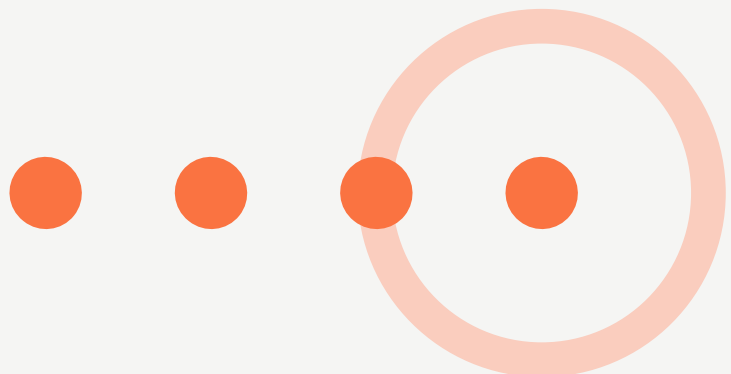


A budget-saving revelation

A well-known British media company we work with turned to mobile messaging for a few customer operations interactions in 2014. Now it has over 70 use cases across many departments.

Whether running a mobile messaging campaign to launch a new product, or using two-way SMS messages to ensure home visits and product deliveries run smoothly, the media giant delivers a considerate, empathetic service to customers.

And it's doing this while saving an incredible £6 million a month.





The next steps

Once enterprises have turned to mobile messaging for a specific use case, they realize how quick it is to implement, and the huge financial benefits it brings.

Then they start scaling up projects (which is incredibly easy to do) and rolling out mobile messaging workflows across departments and regions – fast.

Authentication use cases are particularly good starting points for enterprises that want to start using mobile messaging. In these cases, the IT department itself is responsible for the process so it can gain valuable experience to pass on to other parts of the business.

With the help of the right partner, integrating an intelligent mobile messaging system into a communication stack is straightforward. The right messaging partner should also take care of the many regulatory challenges associated with sending messages internationally.

So what's your very first step?

[Give us a call](#) – even if it's only for a bit of advice. We'd be happy to share what we know.

To see how the indigo multi-channel messaging platform works, [head over here](#).



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.

