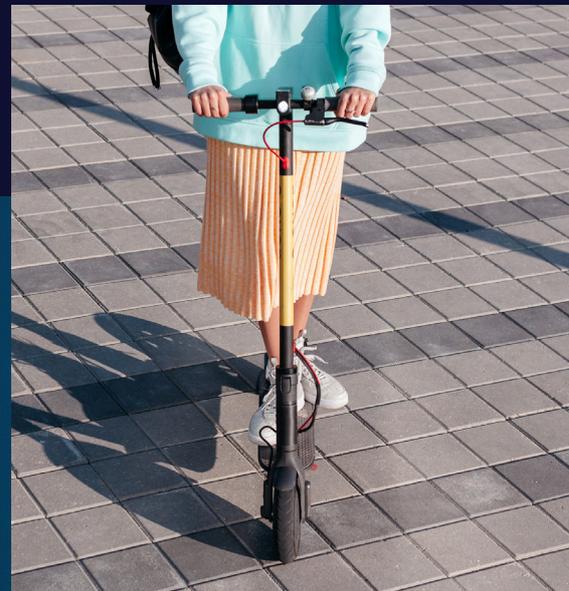


Contact Center

How email and text messaging can work together



Where mobile messaging fits in your communication strategy

If you use contact centers to serve your customers, it's a fair bet you rely on email for many of those customer interactions.

But the question is, are you choosing email in the right situations?

Our [Empathy in the Age of AI research](#) shows 79% of consumers want brands to understand which channels they prefer, and when – but customer experience (CX) leaders say that's one of their biggest challenges.

Sure, there are times when email is best. Like if you're sending important documents a customer needs to saved but not read now, like a product guarantee or conversation transcript.

But the truth is, for lots of customer communications email just isn't the right channel – and mobile messaging is a much better option for providing great customer experiences.

This means you've got to pick exactly the right channel to communicate at exactly the right time.

Keep reading. We'll show you how.

Why do you communicate?

Let's take a step back and ask a fundamental question.

Why do you communicate with customers?

In what moments and situations do your contact center people interact with customers? It might be to:

- Confirm they've received a customer's question
- Request more information
- Schedule an appointment for further troubleshooting
- Highlight other relevant resources for support
- Ask for feedback on recent customer service

And you can probably think of a whole bunch more.

Many of these communications are time sensitive and short. They rely on your customer or employee reading them (and perhaps replying) right in that moment.



Here's why email doesn't always work...

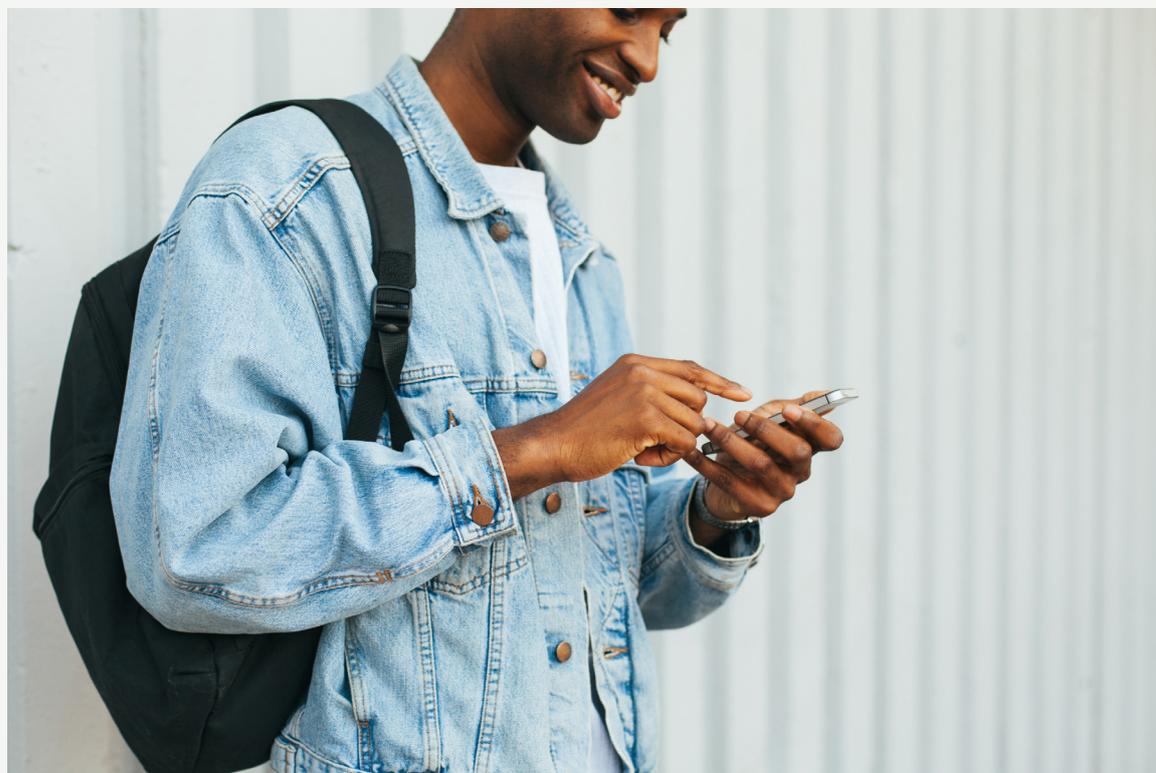
Way back in the day, email was a customer communications dream come true: lightning fast, reliable and incredibly cheap. It met all our communications needs and then some.

But that's just not true anymore.

We get so many emails, we're blind to new ones arriving in our inbox – particularly from businesses.

When you send a customer an email, there's a risk they'll miss or ignore it.

That means for a lot of communications, email isn't fast or reliable enough to connect with customers at exactly the right time.



Here's why mobile messaging works...

Mobile messaging is ubiquitous – the vast majority of people have devices that can receive SMS messages.



Mobile facts

Nearly three quarters of the global population (72%) are subscribed to a mobile service. The number of global mobile connections is predicted to hit 5.9 billion by 2025.¹

They're convenient – people have their phones on or near them pretty much always.

And mobile messages get read. The open rate for text messages is 98% – 90% within three minutes. Compare that to email. Studies suggest business open rates hover around 20% for email, and most emails sit there for hours, if not days, before they're opened.

The fact is, for personal, time-critical, high-priority moments, mobile messaging is a far better channel.

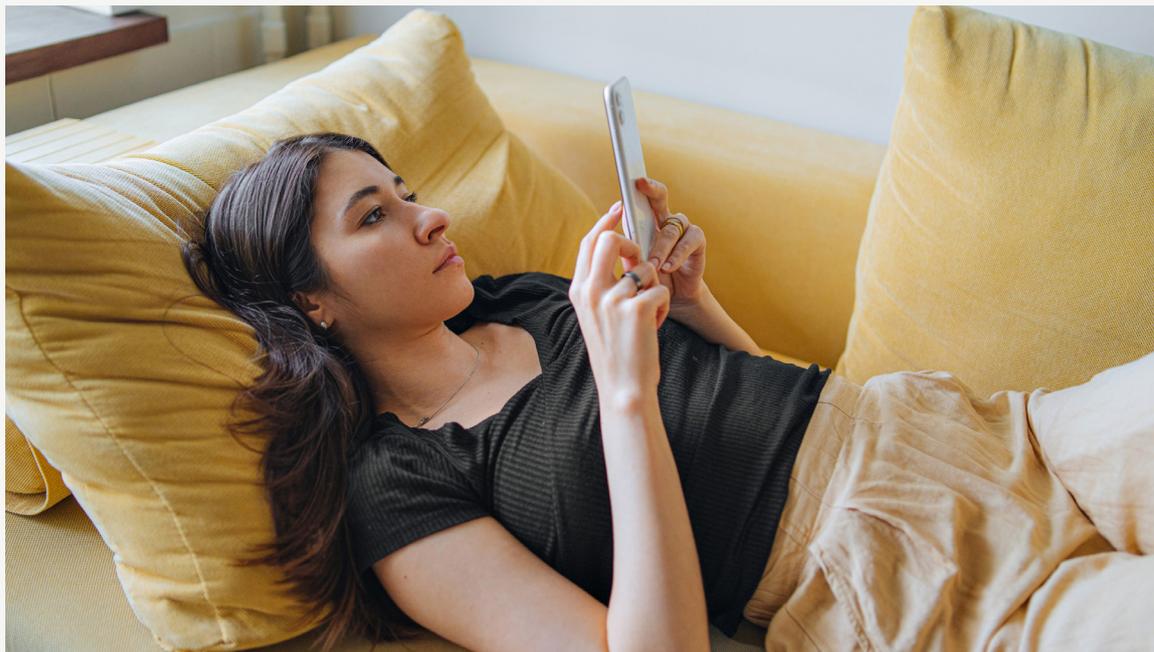
1. www.statista.com

Here's what adding mobile messaging as a channel for your customer communication looks like:

The product she bought from you last week has just broken, and she's in no mood to wait on hold. She's about to take to social media to complain, but then she remembers – you offer instant support using mobile messaging.

She texts 'HELP' to your dedicated number, then gets an automated message saying you'll call her in 30 minutes (or she can reschedule with a simple tap). She finishes what she was doing, makes a coffee and right on the dot, you call her.

That's turned a frustrating moment into a frictionless one.



He paid extra for next-day delivery for a friend's birthday present but it hasn't arrived. He's angry – and embarrassed he'll have to show up empty handed. Not a good combination.

He trawls your website for a phone number you've worked hard to hide – then gives up and sends you an email, starting a process he knows will take days to resolve.

Now imagine this instead. He pings you a mobile message. Within the hour, a customer service rep has called him, located three physical stores that stock the product nearby and given a 10% goodwill discount.

Not only does he not buy another present somewhere else, you've turned a customer-losing scenario into a loyalty-winning one.



Better for them, better for you

Using text instead of email for time-critical, short communications is better for your customers – and it's better for you too.

If you're a major retailer with hundreds of thousands of customers, inbound customer enquiry emails are a huge deal.

“Where's my order?”

“What timeslots are available?”

“Can I change my appointment time?”

These are all quick questions with responses that can be easily automated. There's no sense wasting your precious time and resources having people manually replying to these information requests.

This was the situation one of our clients faced – so they introduced automated text into their communications channels and reduced inbound customer email by 50%. A massive saving in time and money and a much better experience for their customers.

The rich messaging evolution

Mobile messaging has evolved far beyond plain text-only messages – to transform customer engagement.

Take Branded Messaging. Branded Messaging means you send SMS messages as normal, but they arrive complete with your brand logo and company colors. Not only does this mean your SMS messages stand out, your customers will instantly recognize your brand and trust messages are from you.

And the best bit? If you're already set up to send SMS messages, there are zero technical requirements to adopting Branded Messaging. No integrations. No dev work.

Rich messaging formats like Multimedia Messaging Service (MMS), Rich Communication Services (RCS) for Android and Apple Business Chat go even further. They deliver video-rich, app-like interactive experiences via the traditional mobile messaging inbox – no need for customers to download an app. So you capitalize on the convenience and immediacy of mobile messaging but with richer, more engaging content.

To learn more about rich messaging and Branded Messaging:

[Check this out](#)

Time to connect

When it comes to choosing your communication channels, it's all about empathy.

It's about connecting with your customers in the way that's best for them – and the most efficient way for you.

That means a blend of text message, email and voice call is the only way to make sure you're delivering at the right moment, in the right channel, every single time.

To learn more about building a multi-channel communications strategy your customers love, talk to us about indigo, our multi-channel messaging platform.

With indigo, your people can easily 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](#)

Multi-channel messaging

To explore how the indigo multi-channel messaging platform helps you transform the customer experience, [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.

