

indigo[™] by OpenMarket

Introducing indigo
Multi-channel
mobile messaging
made simple



The CX silver bullet

In the past decade, mobile messaging has become the communication channel of choice for businesses that want to be there for customers – at specific times and in specific places.

Why? Take a look around. Everyone you see has a phone within arm's reach. SMS works on every one of these handsets, on any network – and has a message open rate as high as 98%.

Business mobile messaging has become the CX silver bullet: the fastest, surest and most effective way of interacting with customers wherever they are.

Yet business mobile messaging hasn't even come close to fulfilling its vast CX potential.





Unfulfilled potential

Brands that want to adopt mobile messaging, or to roll it out more widely, are being held back by the complexity of the ecosystem and the time it takes to create automated conversation flows.

For a start, customer-facing teams lack direct access to global messaging networks, and to the consumers they need to communicate with and help.

These teams are forced to rely on IT departments and mobile messaging specialists for help. They simply can't operate effectively or move fast enough. Worse, they're operating blind – without data insights or best practice information to help them.

Now factor in the emergence of video-rich, app-like messaging formats such as MMS, RCS, Apple Business Chat and OTT apps.

Suddenly, it's become even more difficult for businesses to be sure of sending:

- The right type of message content
- In the right message format
- To the right person
- At the right time

The needs of consumers and CX teams

As part of our Empathy in the Age of AI research, we surveyed more than 4,000 consumers about empathetic CX. Here's what we found:

- **84%** of consumers said brands should deliver smooth interactions on channels that suit them
- **80%** would like brands to be more efficient and empathetic
- **90%** would be more likely to recommend an empathetic brand

The research also surveyed more than 600 CX leaders. It turns out they are crying out for improvements 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
- **92%** call for easy-to-use templated workflows
- **88%** want to understand which mobile messaging channels their customers prefer



Limitless opportunity

All this frustration could equate to a huge opportunity for your brand.

Imagine if this customer communication complexity could be worked out for you.

Imagine if your teams had access to a messaging network with the power to reach audiences across the globe in precise moments.

Imagine being able to roll out best-in-class, multi-channel conversation flows for a wide variety of use cases across your company – with no mobile messaging or tech expertise required.

Finally, imagine the business benefits of being there at the right time, at the right place, and on the right channel for different kinds of customers in different situations.

You'd be in a great position to:

- Make their lives easier.
- Solve their problems.
- Develop long-lasting relationships.

There's a CX open goal waiting to be scored here.

A new platform

Now here's the good news.

indigo by OpenMarket is a new type of mobile messaging platform that makes it easy for non-technical people to set up best-practice automated customer interactions – across SMS, RCS, MMS and (very soon) Apple Business Chat. As time goes by, more channels will follow.

indigo is directly connected to the world's leading global, cross-channel mobile messaging network (used by seven of the planet's ten biggest brands).

This is a platform that gives you network power and reach, combined with no-code usability. It's never been so easy to roll out reliable, timely, automated conversations with consumers in around 250 countries across the world.



The three i's

You can think of indigo as offering three i's:

- 1. Interaction management**
For smooth multi-channel mobile messaging
- 2. Insight**
To create sophisticated and personalized campaigns
- 3. Intelligence**
That does the thinking for you

Powered by indigo

indigo is made up of four parts:

indigoConnect

Smart APIs to build and integrate with

indigoCreate (Beta)

Self-service interaction designer

indigoExchange

Apps and add-ons from OpenMarket
and third parties

indigoInsights

Data visualization and
reporting

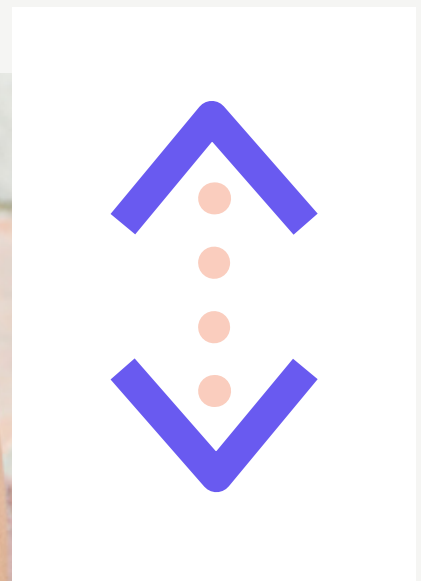
Let's dive into each of these parts.

indigoConnect

Connect gives you multi-channel messaging power. SMS, MMS, RCS and (coming soon) Apple Business Chat APIs are at your disposal.

Connect will gracefully upgrade or downgrade the message to the richest format for the receiving handset.

These are flexible, simple-to-use APIs – tried and tested by the world’s biggest brands. Connecting mobile messaging to your systems and tools becomes simple and straightforward.



indigo Create (Beta)

Create is where you put together, organize and store conversations and interactions.

An intuitive interaction builder and simple on-screen prompts mean getting started is a breeze.

Create offers you a library of templated campaigns – all created by domain experts. There's a dozen to begin with in the beta program, but this number will grow fast.

Alongside the Create library, there's automated best-practice data, and in-built artificial intelligence to help you create the right conversations, on the right channels, at the right time. Of course, once you've created a conversation flow, you can store it for future use.

Create is also where you construct, store and organize your audience lists – tailored and segmented in any way you like.

Introducing Branded Messaging

Connect lets you send SMS messages with your business's brand on them – even if your business isn't ready to use RCS. You simply send an SMS message then we convert it along the way. If your customer has an RCS-enabled phone, the message arrives with your verified logo. Simple.

We call this new feature Branded Messaging. For the first time, your customers can be sure the messages they're receiving are from you. This is a new type of messaging you and your customers can trust.

[Check out our Branded Messaging guide](#)



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indigo Insights

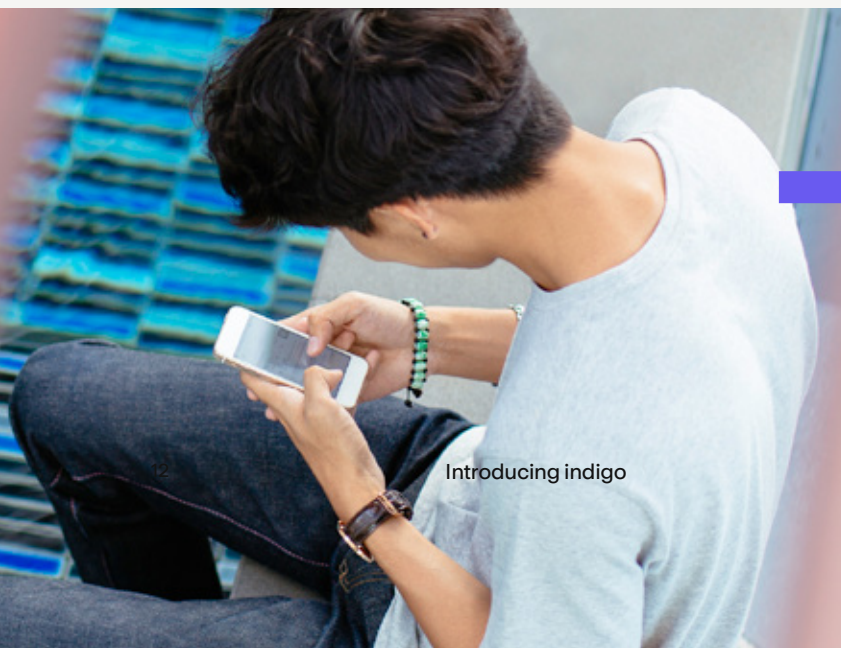
Insights is where you can harness tools to help you understand your messaging data.

Real-time querying, data visualizations and in-depth reports mean you'll quickly be able to understand customer behavior and campaign performance better – increasing message deliverability.

indigo Exchange

If you want to add anything to your account, this is where to do it. Connect up plug-ins, channels, bots and external APIs.

Exchange is where you can order and provision originators too – whether short codes, 10DLC, alphanumeric, or text-enabled toll-free numbers.



Introducing indigo



A unique platform

Few mobile solution providers could launch this type of platform. indigo is encoded with insights gained from billions of messages delivered over 20 years. And it's connected to our unrivaled global messaging network – famous for its reach, speed and reliability. All in all, using indigo will give your business the benefits of:

1. Shorter time-to-value

The gap between campaign inception and launch day can now be hours rather than months.

2. Empowered business users

This is a platform for anyone who runs engagements across the customer lifecycle.

3. Business growth

The ability to roll out mobile messaging more widely, and in richer formats, will help you connect with new markets, and increase revenue and margin.

4. Direct network access

indigo sits atop one of the world's most powerful and reliable global, multi-channel mobile networks.

5. Better conversion rates

Intelligent channel and bot automation will lead to better cut-through and conversion rates.

6. Improved productivity

Self service and workflow automation frees up your teams' time to focus on core functions.

7. CX excellence

Thanks to interaction templates, data insights, best-practice tips, and in-built intelligence.

8. Security

Your business and customers get the same messaging security we offer 7/10 of the world's biggest brands.

indigo lets you expand mobile messaging use cases across more of your business – by making empathetic business messaging more simple to do. This is your chance to exponentially grow the number of interactions, conversations (and personal relationships) between you and your customers.

The full messaging package

Use the indigo platform, and you can also expect:

1. The highest security standards

Few messaging platforms can match the security credentials of indigo – from its spam and smishing filters, to its reliable routing, to its integration with carrier systems. indigo protects messages and data, whether at rest or in transit.

2. Straightforward migration of short codes

indigo's tried-and-tested service migration processes ensure short codes can be migrated with no downtime or lost messages.

3. Account management excellence and support

You can expect the advice and support you need to build (and run) campaigns full of empathetic interactions via the indigo platform. You can also tap into our years of data and experience for custom analytics specific to your business and campaigns.

For answers to the important indigo questions, check out our indigo FAQ.

[Download the FAQ](#)

Looking ahead

From day one, you'll have access to the unrivaled global power and reliability offered by the indigo network – and the gamut of features we've described. But this is far from the finished story for indigo and its users.

Over the coming months, dozens of interaction templates will be loaded onto the platform. In time, this will grow to hundreds.

Natural language processing, sentiment analysis, more data insights, and many other features are coming too.

As indigo matures and grows, it's going to become easier than ever before for you to develop deeper, more empathetic bonds with customers.

We hope you're as excited by indigo as we are. Get in touch to find out how to get started.

[Contact us](#)

We're OpenMarket

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.

