indigo by OpenMarket – FAQ
All you need to know about the indigo multi-channel mobile messaging platform

What is indigo?

indigo is a new type of messaging platform that makes it easy for non-technical people to set up automated and optimized customer interactions across SMS, MMS, RCS and (soon) Apple Business Chat.

What problem does it solve?

indigo's a game-changer for businesses that lack the skills and expertise to roll out mobile messaging use cases swiftly. indigo brings together OpenMarket's services, multi-channel messaging capability, and global network – via an easy-to-use interface that offers help and support at every step.

Who is indigo for?

indigo is optimized for business users and customer services professionals focused on building, launching and managing mobile messaging campaigns. But that doesn't mean developers can't use it. indigo's mobile messaging APIs allow you to integrate with your applications so you can trigger campaigns from outside the platform.

How can indigo benefit your business?

1. **Shorter time-to-value** – The gap between campaign inception and launch can now be hours rather than months.

2. **Empowered business users** – No tech expertise required.

3. **Business growth** – Wider messaging rollouts, in richer formats, help you connect with new markets.

4. **Direct network access** – To one of the world's most reliable global messaging networks.

5. **Better conversion rates** – Thanks to channel and bot automation.

6. **Improved productivity** – Self service and automation frees time to focus on core work.

7. **CX excellence** – Templates, insights, best-practice tips, and intelligence.

8. **Security** – Get the same messaging security enjoyed by the world's biggest brands.

What are the key parts of indigo?

indigoConnect

Access your messaging APIs – SMS, MMS, RCS and (soon) Apple Business Chat. Connect gracefully upgrades or downgrades the message to the richest or most appropriate format for the receiving handset. Messages travel through the most cost-effective routes, without compromising on user experience or security.

indigoCreate (Beta)

For customers that want to access indigo messaging services through an intuitive interface rather than an API, this is where you can put together conversations and interaction workflows. A library of templated campaigns, best-practice data and on-screen prompts help you every step of the way.

indigoInsights

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 – while boosting message delivery success rates.

indigoExchange

Add plug-ins, channels, bots and external APIs to your account. This is where you can order and provision originators too – whether short codes, 10DLC, alphanumeric, or text-enabled toll-free numbers.

What further features are in development?

- **Predictive messaging** – Natural language processing (NLP) is coming. Deliver hyper-relevant, personalized responses in the moment, without the need for manual intervention.

- **Sentiment analysis** – Messages will be adapted and triggered based on the recipients' tone and language.

- **Intent mapping** – Customers will be moved into automated conversation flows based on their intent.

- **Personalization engine** – AI and automation will help you hone personalization efforts.

- **Marketplace** – Soon you'll be able to augment the performance of indigo by integrating third-party applications.

What templates will be in Create and what will they do?

Templates are essentially pre-built campaigns based on common use cases. They include everything you need to get started – automated workflows, messaging content and user guides. Templates can be customized to your requirements.

To start with, you'll have access to a dozen templates. Many more will follow.

- 2FA
- Account management
- Charity contest
- Customer service
- Employment service
- Political promotional
- Purchase
- Recruitment
- Rewards
- Security
- Social media

What messaging channels can you access with indigo?

SMS, MMS and RCS. Apple Business Messaging is coming soon. We'll be adding new channels as time goes by.

How is indigo different from other messaging platforms?

- It's connected to OpenMarket's unrivalled global messaging network – famous for its reach, power, speed and reliability.

- Purpose-built for business users – this is a global, multi-channel mobile messaging platform optimized for customer-services teams.

- Mobile messaging first – indigo is focused on delivering the very best mobile messaging solution on the market.

- A unique combination of integrated tools – no other provider offers the blend of solutions included within indigo.

- Based on best practices developed for the world's biggest brands – we've worked with the most customer-obsessed businesses on the planet, and funneled this experience into the platform.

- Superior routing thanks to our carrier relationships – indigo takes advantage of our tier-one connections with major carriers around the world.

- Support via industry-leading professional services – messaging support and consultation experts are on hand to offer the highest standard of professional services available in the market.

What security measures are in place?

indigo protects your data, and your customers' data. Here are just a few of the measures in place:

- Regular penetration testing guarantees application security

- indigo has achieved ISO27001 certification

- Protect sensitive data with access controls, including "least-privilege" and "need-to-know" access

- We operate a secure development lifecycle

- indigo software is fully compliant with spam and data privacy regulations including GDPR.

How much technical knowledge do users need?

Very little. Your team can perform tasks such as launching campaigns, accessing delivery data, and provisioning originators quickly and easily.

After basic training on Create, they'll be able to create campaigns using pre-built templates – or to come up with something more bespoke using our low-code campaign builder. They'll be able to spin up reports using pre-made templates or tweak data visualizations to explore key metrics like audience growth, conversions, message volume, audience engagement and more.

Does indigo integrate with my existing CRM/campaign manager?

Yes, you can integrate indigo with any major CRM or campaign management platform.

How do I get started with indigo?

If you're an existing customer, your account manager can help. If you're new to OpenMarket, drop one of our experts a line. They'd be happy to chat you through your options.

Get in touch

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.

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