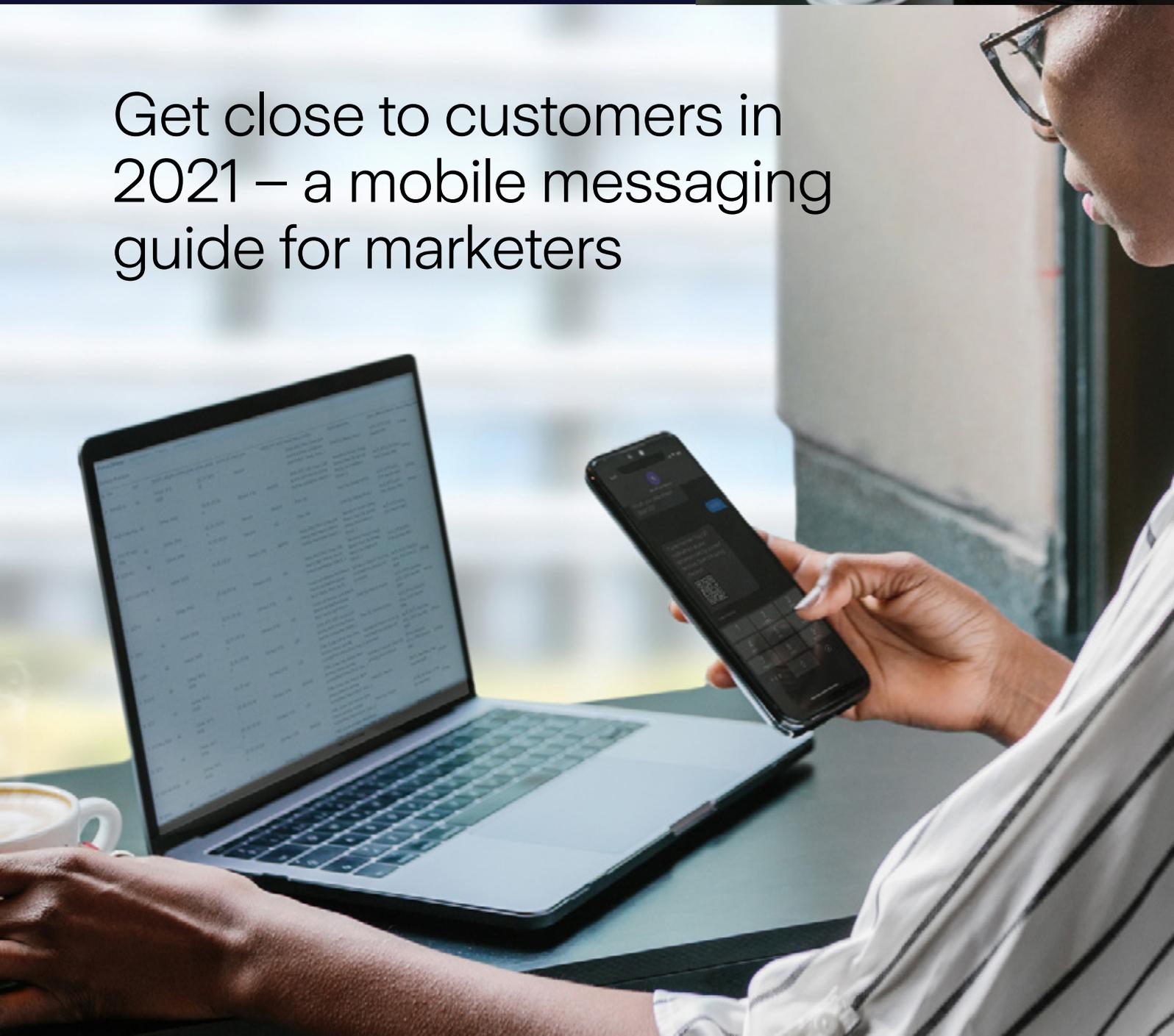




The Empathetic Interaction™



Get close to customers in
2021 – a mobile messaging
guide for marketers



Cast your mind back

Remember what life was like before business messaging changed everything?

You only need to go back a few years.

For both consumers and businesses, getting simple things done together could feel like trudging through mud.

Rearranging a missed delivery? Not fun.
Getting hold of passwords? A pain.
Authenticating an identity? Don't go there.

Happily, things are very different nowadays. From deliveries, to authentication, to alerts and announcements, SMS helps all of our worlds go round.

Forget about that trudge through mud. When businesses and consumers use mobile messaging to get things done, it can feel like skipping through a green meadow – hands held tight, eyes locked, hair flowing in the breeze.

You get the picture.

Missed marketing potential

But here's an exciting thought. Very few companies* are truly exploiting mobile messaging's unrivalled potential to reach consumers at any time, in any place and in any situation. And nowhere is the untapped opportunity greater than in marketing.

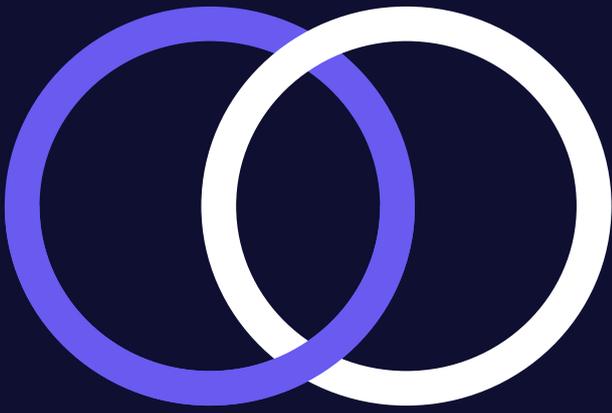
Many rely on mobile messaging for some core use cases – then miss the countless opportunities to automate customer or employee conversations in a wide variety of situations. Meanwhile few are making the most of the video-rich, branded, interactive messages that can now be delivered to customers' reassuringly familiar phone inboxes.

Why is this? Because up until now, rolling out marketing programs powered by mobile messaging – whether traditional SMS, or multi-format – hasn't been as easy as it should be. This means customers are missing out on experiencing the kind of engagement and convenience that creates lasting empathetic bonds.

That's what this ebook is all about: how to help marketers (even non-technical ones) set up what we call Empathetic Interactions™ with audiences – thousands and even millions at a time.

Enjoy!

*We should know, we work with CX leaders across the globe (including seven of the world's ten biggest brands).



The Empathetic Interaction

Mobile messaging gives companies countless opportunities to surprise and impress customers in precise moments and in exact places by giving them information, alerts, experiences and engagements they will be thankful for.

This is what we mean by the Empathetic Interaction. For your customers, prospects or employees to enjoy them, you need to use what you know about the individual and the situation they're in – then anticipate what might make them happy.

All you need is an intelligent mobile messaging system linked to your customer ops tech stack. A good imagination comes in pretty handy too.

You might even find situations where your customers' needs and yours can be met in a single moment.

Be there when it counts

If your brand can be there for customers when it counts – and consistently and continually make their lives better – you can expect intense loyalty and advocacy in return.

This is the ticket to the big time in a business sense. But the sad fact is most companies can't make and maintain these long-term relationships because they can't stay in touch like they need to. Emails, automated voice systems and call centers don't offer the low-friction immediacy of messaging.

Even those organizations that use mobile messaging for certain use cases don't roll it out widely enough. The key for organizations is to minimize customer friction and create flow in as many situations as possible.



The compound effect of a consistent flow of Empathetic Interactions is hard to underestimate.

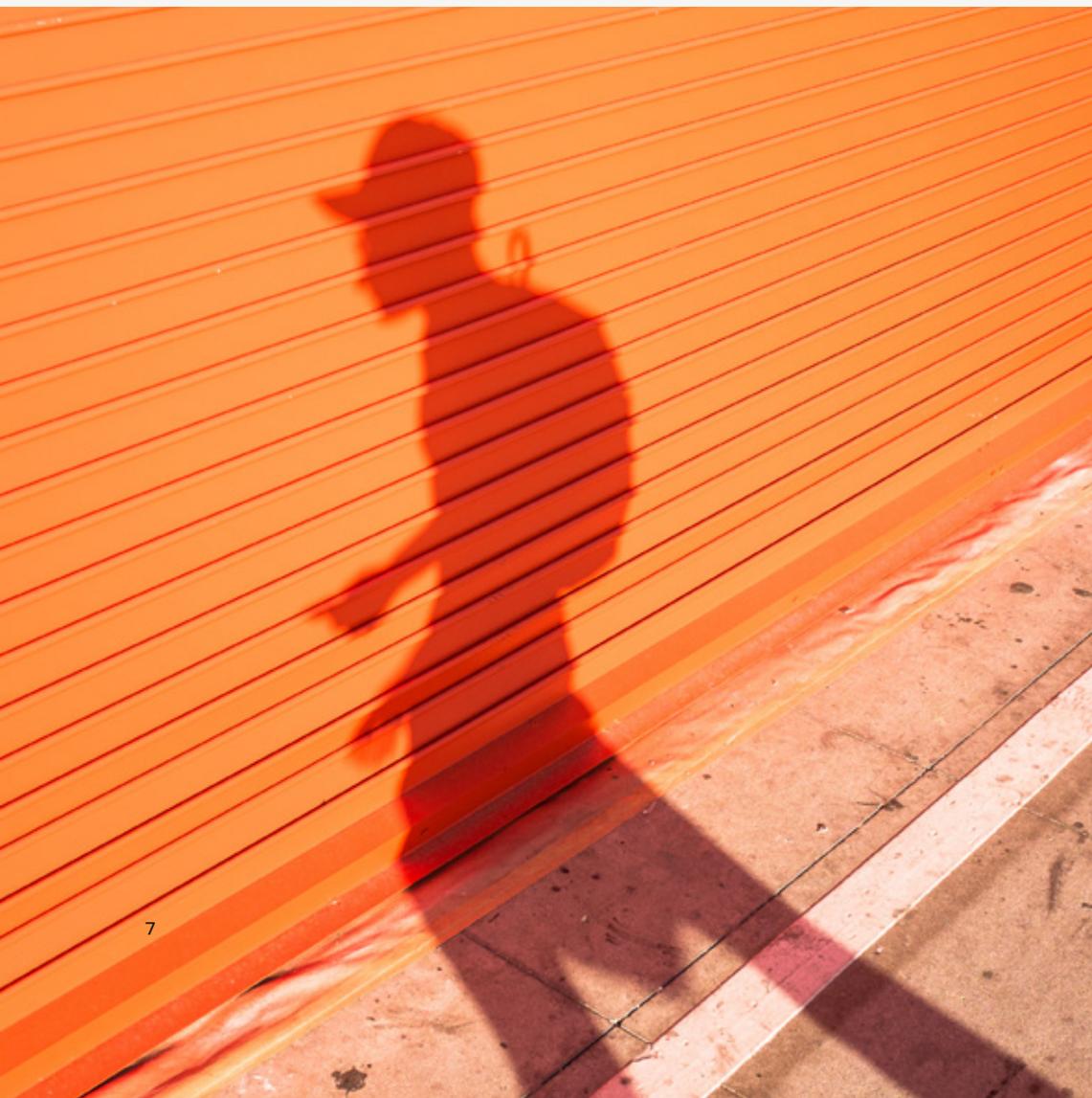
This is not to say that emails and human-to-human contact shouldn't be part of an empathetic communication strategy. Emails are perfect for detailed answers. And sometimes only human contact can get to the nub of a problem then solve it satisfactorily.

All these channels can work well together. But the point is that mobile messaging gives marketers powers that other channels simply don't offer. It's there for the many time-sensitive situations that require low-friction, hassle-free interactions. Handled well, these can be the lifeblood of effective marketing.

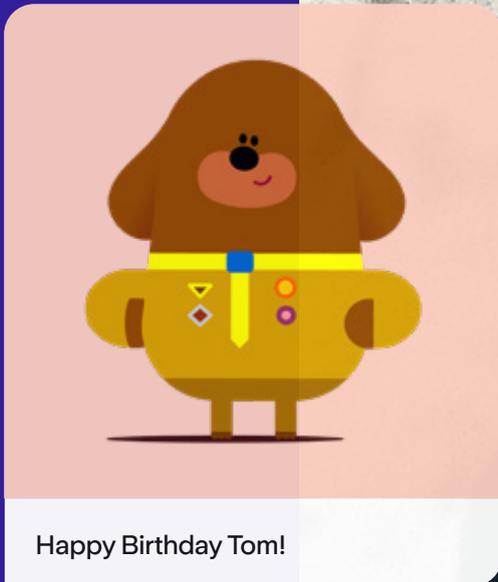


Use your imagination

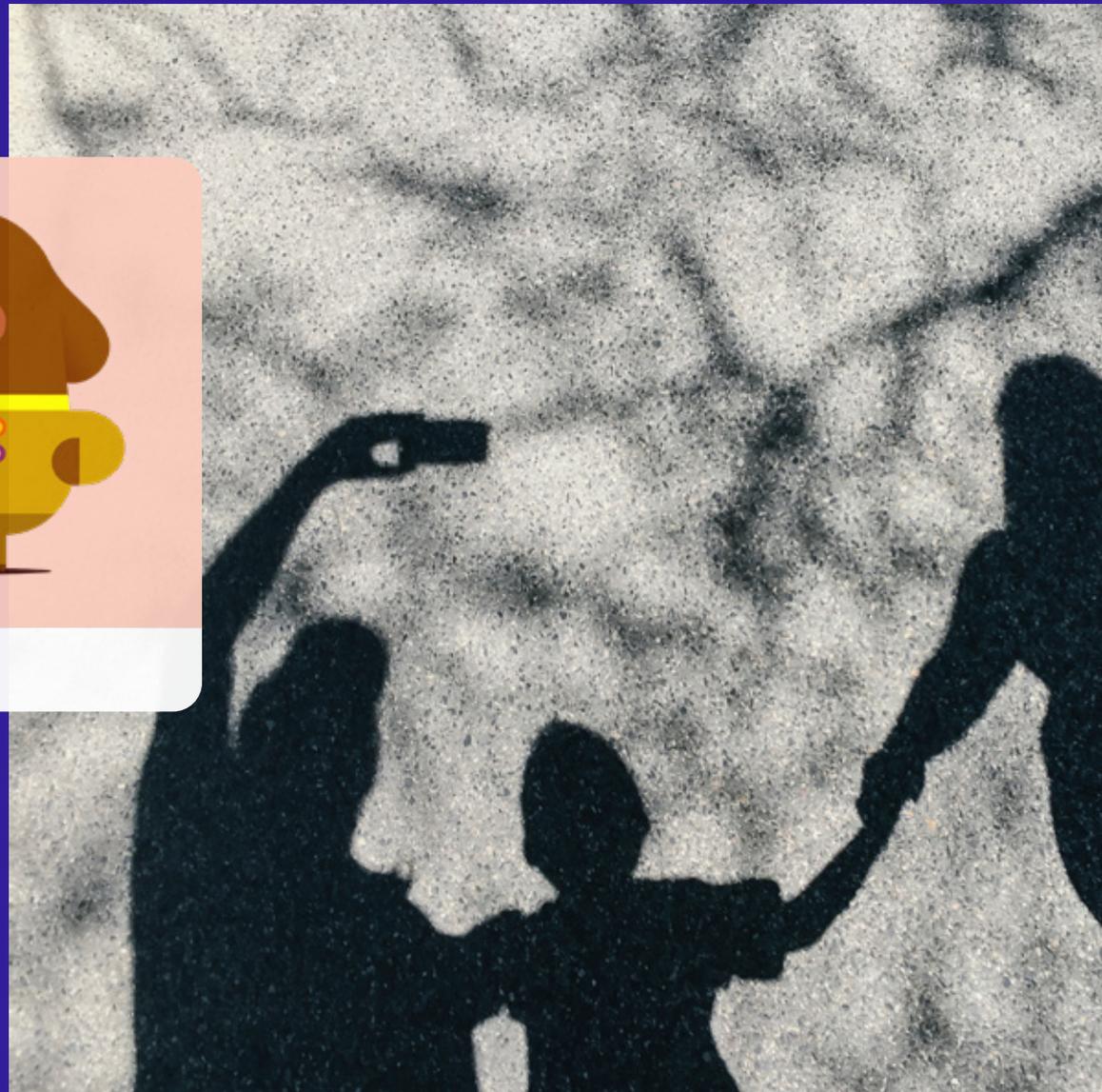
Banks use messages to secure online banking transactions, airlines use them to send gate-change alerts, logistics companies use two-way texting to arrange deliveries. If you want to create surprising, innovative mobile marketing moments, look for inspiration in other departments and even other industries. We have a large use case encyclopedia for you to check out here. But for now, here are some ideas to get you thinking.



It's Tom's eighth birthday – and he's delighted with the video card he received for the occasion, personalized with his name and photo alongside his favorite characters.



Today at 1:45PM

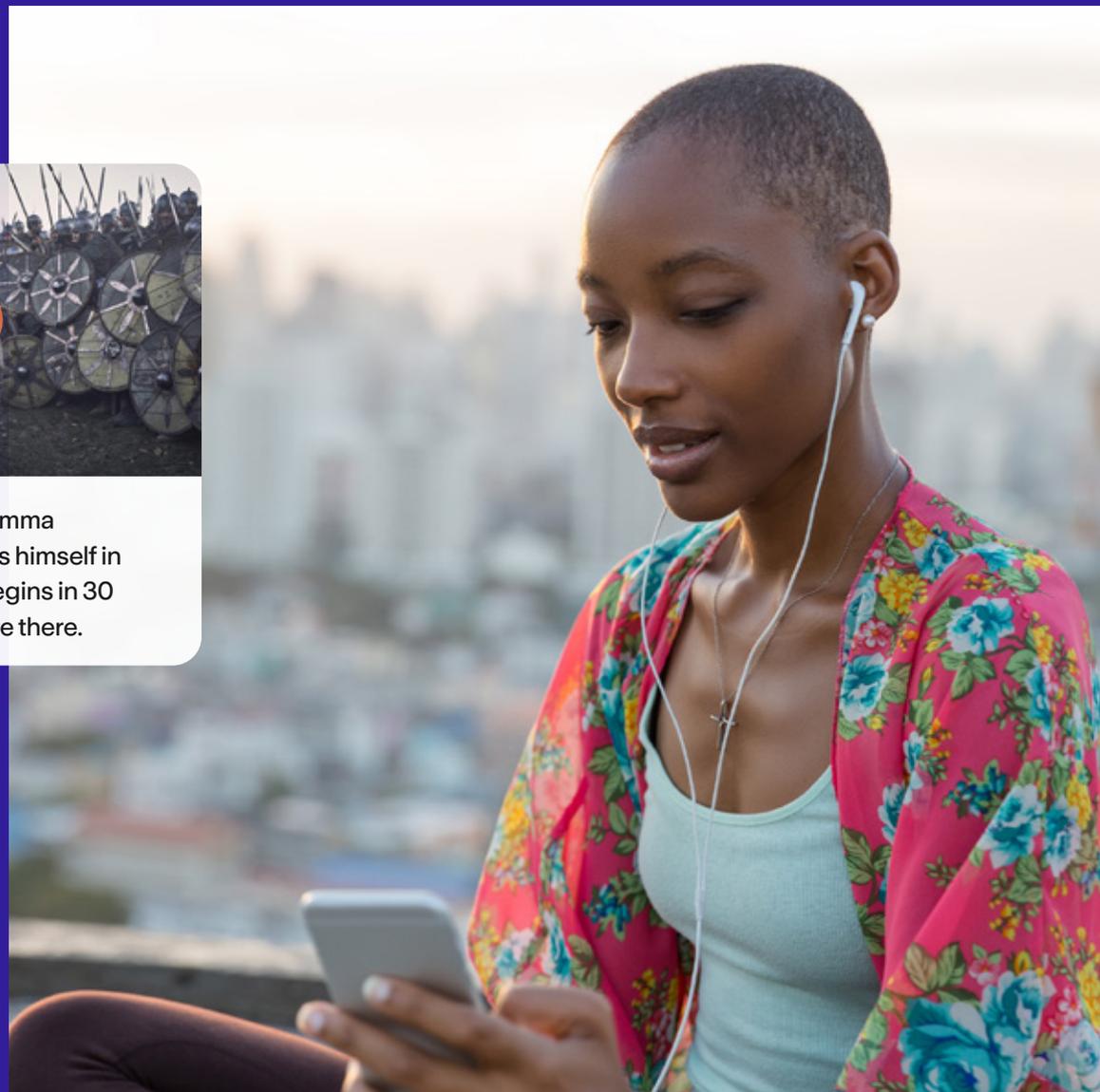


Nell signed up for exclusive content from her favorite TV show. Now she's received a sneak preview of next season. More production companies are doing this these days – one saw a 20% boost in engagement using MMS, and captured 100,000 phone numbers in the process.



Hi Nell. Here's the dilemma
Doyan the Viking finds himself in
during Season 2 . It begins in 30
days. Make sure you're there.

Today at 5:30PM



John's one of your most loyal takeaway customers, so he's first in line for a personalized coupon. Good luck resisting a picture of your favorite order, John.



To our VIP messaging customers, here's our new fall menu. Place an order and you'll get 25% off! Just mention offer number 112233. See you soon!

Today at 11:30AM



Rich messaging

Finding situations you can deliver Empathetic Interactions in is the first part of a marketer's CX challenge. The second is finding a way to roll Empathetic Interactions out more easily (more on that later in the guide, when we talk about indigo Create).

For now, let's focus on a third part of your challenge – to look beyond the text in text messaging and find more empathetic and powerful ways of reaching customers in these moments.

There are different messaging options available. You can make use of them as part of a multi-channel messaging strategy that lets you communicate with customers on the formats that suit them.

Let's explore these formats.



Multimedia Messaging Service (MMS)

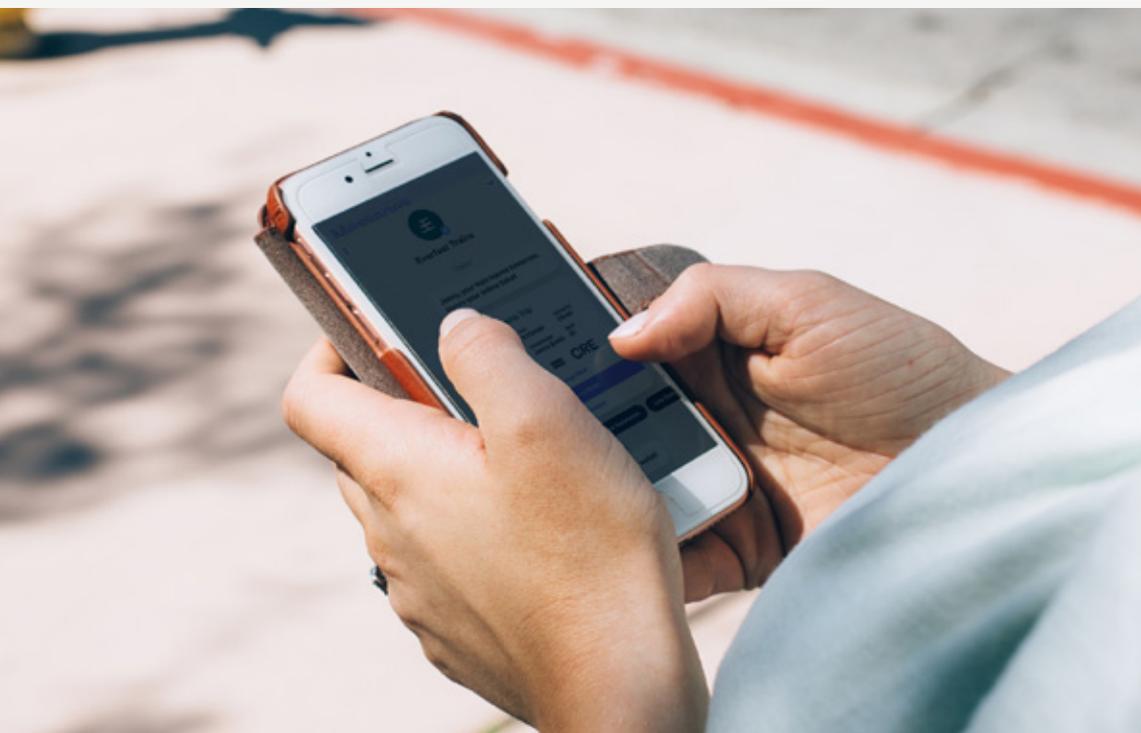
MMS has been available for over 20 years but has recently seen an explosion in commercial use – particularly in the US. MMS uses the same technology as SMS but allows you to send additional media in the messages. While it's most commonly used to send photos, it can also send short videos, GIFs and audio.

[Discover MMS messaging](#)

Rich Communication Services (RCS)

RCS is SMS on steroids. It lets you deliver interactive, branded app-like experiences straight to your customers' messaging inboxes. In addition, it allows you to gather data that you can use to optimize customer experiences and understand business outcomes.

[Discover RCS messaging](#)



Rich Media Messaging (RMM)

RMM is a solution provided by OpenMarket and our partner VoiceSage. It lets you deliver RCS-style messaging experiences to customers that don't have an RCS-compatible phone. When you send an RCS message, any device that does not support it automatically receives a fallback SMS message containing a personalized website link. A customer that clicks on this link gets a website experience that replicates the RCS message

[Discover RMM messaging](#)

Branded Messaging

Branded Messaging is a unique solution from OpenMarket that allows you to send SMS messages that arrive in customer inboxes with your brand logo. Our indigo multi-channel messaging platform converts the message during transit. It's a quick, simple solution that requires no more work on your side than sending an SMS does.

[Discover Branded Messaging](#)



On the horizon

Other rich business messaging formats, provided by giants including Apple and WhatsApp are emerging. indigo will soon be adding new formats to its multi-channel messaging mix.

Explore the new messaging landscape with indigo

indigo by OpenMarket is a new type of mobile messaging platform for businesses. indigo makes it easy for non-technical people to set up automated customer interactions – across SMS, RCS, MMS and other rich messaging formats. indigo will upgrade or downgrade the message to the richest format for the receiving handset.

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).

The platform combines an intuitive interaction builder with powerful and practical tools for analysis. It's never been so easy to roll out reliable, timely, automated conversations with consumers in around 250 countries.

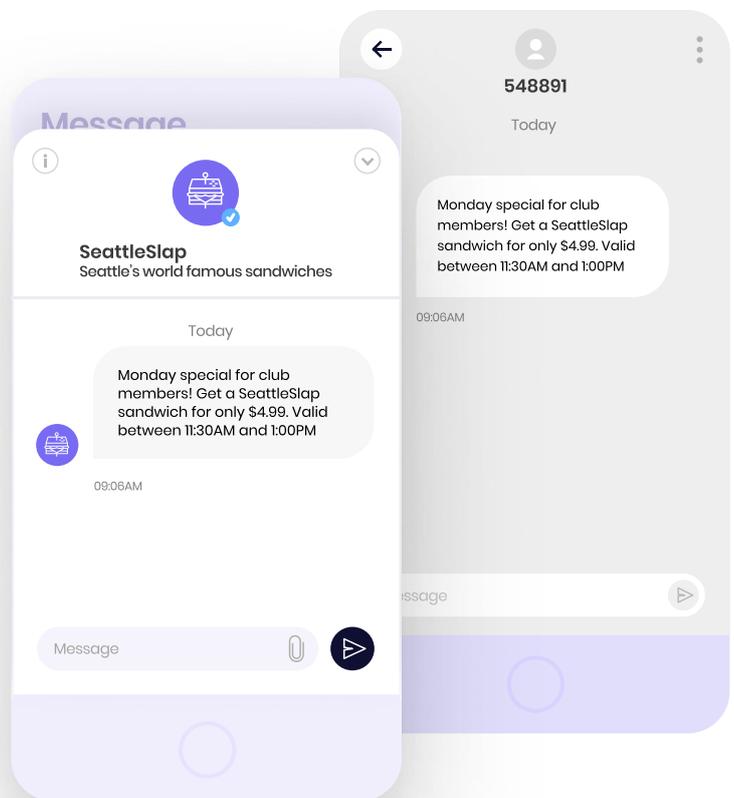
[Explore indigo](#)

How could rich messaging help your business?

We've already set out how image-rich MMS can help your communications. But MMS doesn't offer the chance to deliver a branded messaging experience to customers. In fact, up until now, it's been difficult for businesses to get their brand logo and colors on mobile messages at all.

Branded Messaging solves this problem.

Compare a Branded Message (left) with a standard SMS (right).

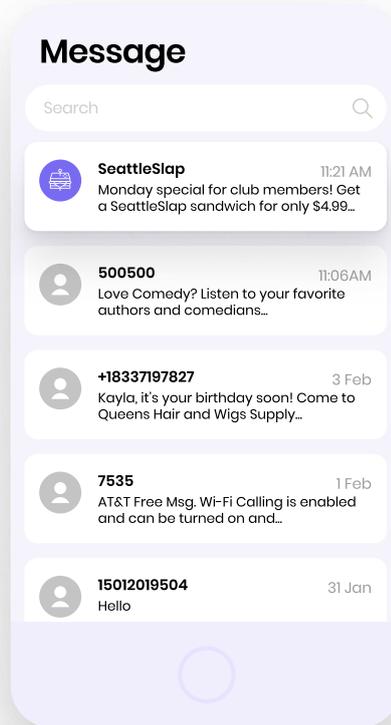


And here's what a
Branded Message
looks like in an inbox.

Short code →

Long code →

Personal →



Not only does this mean your SMS messages stand out, your customers will instantly recognize your brand and trust that the messages are from you.

If you're already set up to send SMS messages, there are zero technical requirements to adopting Branded Messaging on your side. No integrations. No dev work.

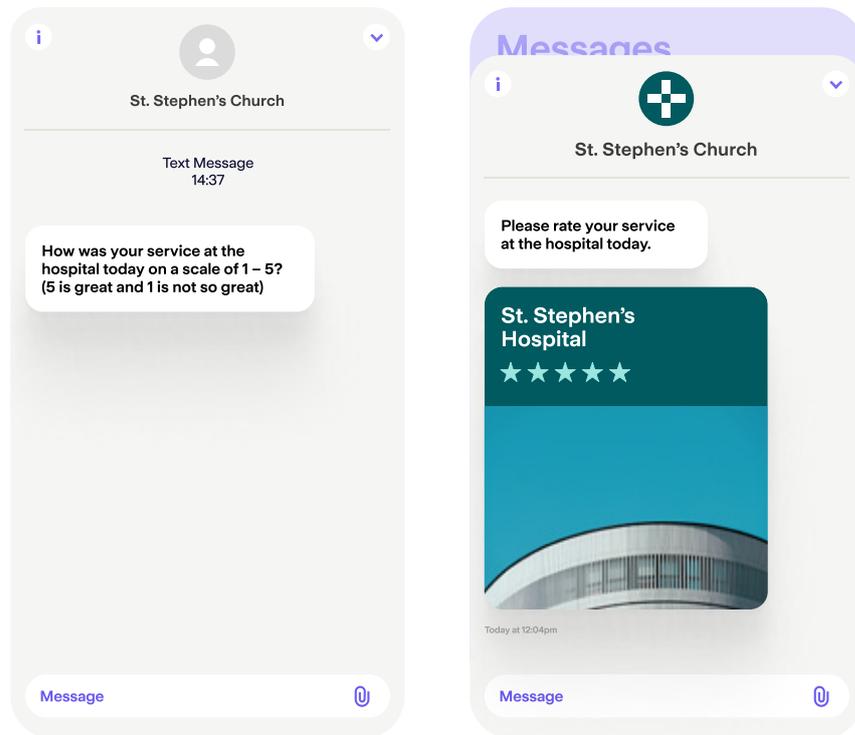
You simply press send on the SMS message. And (as long as you have registered your brand details with us) our new indigo multi-channel messaging platform delivers the messages in a branded form to compatible handsets.

An even richer experience

The RCS format also gives you the opportunity to display your brand logo and colors – but it delivers so much more too. Imagine sending a customer an important message – but instead of just text, it contains a video or image carousel, along with your branding. It might even give the option of clicking buttons to open a map or initiate a call.



A retail chain could send messages about their new products that are branded, contain visual calls to action, and offer clear, one-click location sharing, or easy-to-complete customer surveys.



The rich messaging formats and tools at your disposal give you an opportunity to empathetically interact with customers like never before. For a deeper dive into your rich messaging options, check out our [rich business messaging guide](#).

The importance of insights

To empathetically interact with customers you need to know as much as possible about them and the interactions you're having with them.

But few brands can answer how well their mobile messaging campaigns are performing. Even fewer can answer why are they performing that way – and how to improve them.

That's why you need a platform that gives you real-time querying, data visualizations and in-depth reports. This helps you understand customer behavior and campaign performance better – increasing message deliverability, optimizing campaigns, and showing the ROI of your marketing efforts.

[Discover indigo Insights](#)

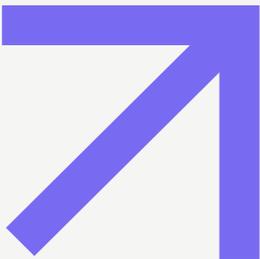
The Romans and the space shuttle

Mobile messaging is the simplest, easiest and most natural way of communicating through a device that is in our possession almost all of the time. But there's another reason the technology will endure. Here's one last story.

The Romans, by all accounts, were a very particular civilization. And they were particularly exacting when it came to their vehicles.

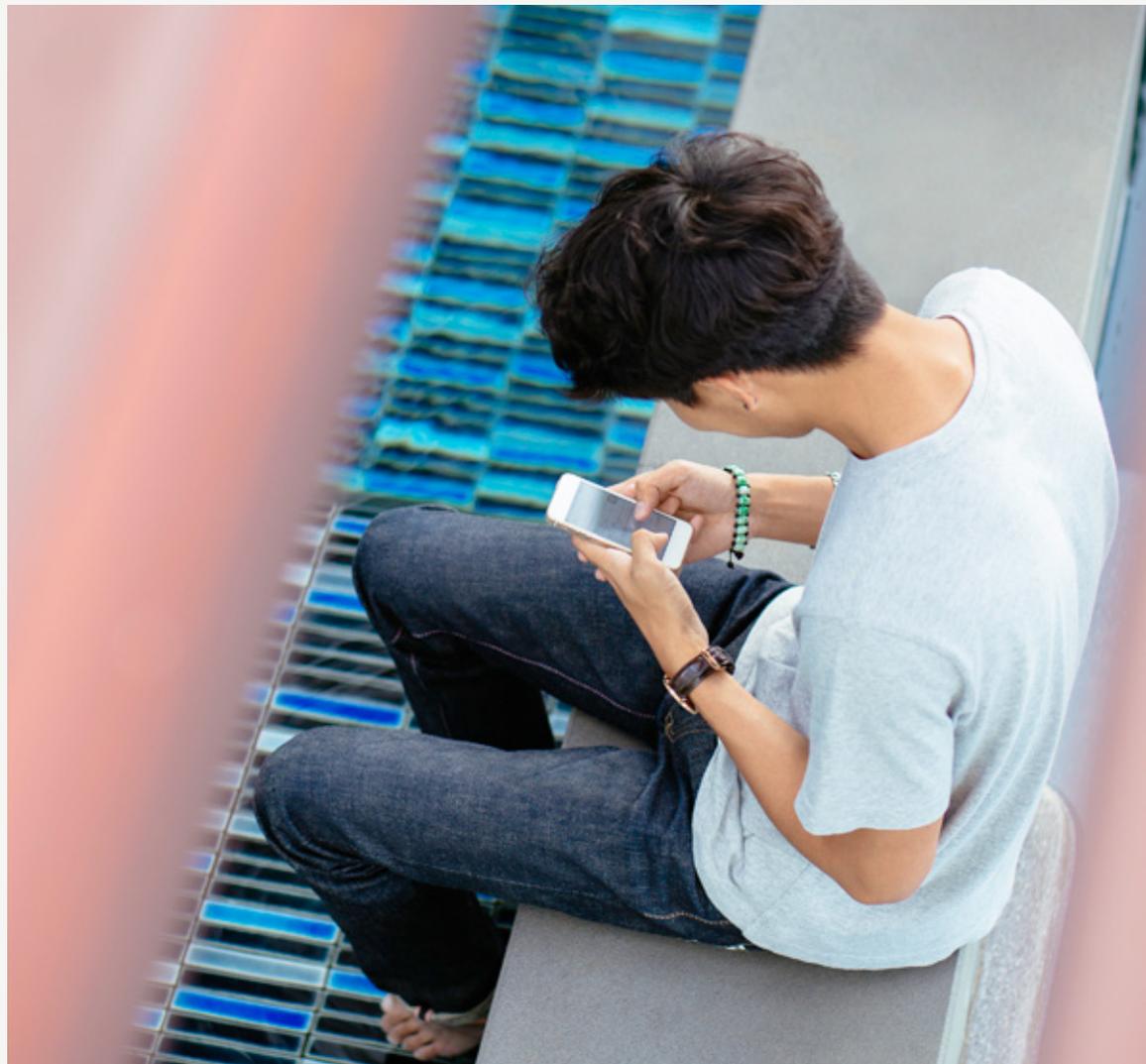
So wheel spacing on Imperial Roman war chariots became a standard 4 feet and 8.5 inches. After the Romans conquered England, their 4ft and 8.5in wide chariots gradually made ruts in the roads. From then on, English wagons tended to be made to the same specifications – otherwise the wheels would break on the uneven roads.

Fast forward a few hundred years, and engineers making the first English trams started using the same tools and measurement devices they had always relied on to create wagons.



So tramways ended up 4ft and 8.5in apart. The same measurement was then used for rail lines in England – and the U.S. Fast forward another hundred or more years, and booster rockets for the first U.S. shuttle (made in Utah) had to be transported through a tunnel only slightly wider than the track.

So engineers had to design the booster rockets to be slightly smaller than they would have liked. So there you have it: a standard set by the Romans influenced the building of the space shuttle.



Your next steps

It's time for marketers everywhere to realize the vast potential this open line to customers presents. Even those that have been using SMS with great success for years could be serving customers better, creating engaging campaigns and slashing communication budgets further.

Integrating an intelligent SMS messaging system into a communication stack and initiating structured workflows can be easier than you might imagine. There are two routes you can go down – APIs or an interaction builder solution. The indigo platform can help with both.

indigo Create empowers non-technical users to simply and quickly build automated messaging interaction workflows. Tools, templates and best-practice guidance help you every step of the way.

Your next steps

Create is now in beta – and you're invited to the program.

In return, you'd get the chance to:

- Influence the product's evolution
- Get your team familiar with the platform
- Send up to 10K messages per month – free

[Check out Create](#)

Or you could just get in touch. Getting a mobile messaging program up and running – then delivering Empathetic Interactions to millions of customers – is easier than it sounds. Our expert team is here to help.

[Get in touch](#)

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.

