indigo Create – FAQ
Your questions answered

What is indigo Create?

indigo Create is part of the indigo multi-channel messaging platform. It's where you put together, organize and store conversations and interactions. It's designed to be intuitive, with a simple user interface, on-screen prompts and an interaction builder. Your people don't need to be experts to use it.

What are the benefits of using Create?

The game-changer is that Create makes it easy for non-technical people to create empathetic interactions. You don't need to know much about business messaging to use it either. So now you can break through one of the biggest barriers holding businesses back.

Does Create support MMS and rich messaging formats?

Create lets you send Branded Messages, so SMS messages arrive in customer inboxes with your brand logo. Support for MMS is coming in the first half of 2021 – RCS is around the corner too.

What are the features and functions of Create?

Create comes with a user-friendly interface and powerful capabilities that enable you to:

- Trigger one-way and two-way automated conversations

- Use predesigned templates for popular messaging use cases

- Get immediate feedback about message success and failure rates

- Target audience members

- Personalize broadcast messages

- Manage lists

- Purchase the numbers you need to send messages

- Get help and support

- Preview and test your conversations

- Manage the opt-in/opt-out of subscribers

- Include trackable URLs on messages

- Use sentiment analysis to detect how a customer is feeling

- Schedule messages

- Compliance management and branching logic

- Reporting of message status

What is the messaging use case template library?
Create offers you a library of ready-to-use templates for interactions and messaging workflows – all created by domain experts.

The initial library includes templates for alerts and offers, simple surveys, and messages to help you build a subscriber list.
In time, the library will grow to cover all kinds of messaging use cases.

There's around a dozen in there now, and this will grow over the coming months to hundreds, then thousands.

What use case templates can I use?
Here's a small selection of templates currently available. Don't forget that if you create your own message flow, you can save it for use as a template in future.

- *One-way messages* – like alerts, notifications, and reminder messages.

- *Keyword opt-in* – build your contact list by advertising a short code and inviting opt-ins.

- *Rate a product or service* – ask customers for a rating on a 1-10 scale.

- *Yes or no questions* – like "Would you recommend us to a friend?" You can then send a follow-up message based on their response.

What kind of reporting does Create offer?
We believe access to insightful data is critical for you to understand how well your messaging conversations are going with your customers.

indigo Create provides immediate access to data on specific conversations, at an aggregate level within project folders – for metrics about deliverability, how your customers are responding to survey questions, and other conversation-specific data points. We're building in data visualizations to enable deeper dives into the data and allow you to view performance in a number of ways.

How will Create develop over time?
In addition to the capabilities listed earlier, we'll continually roll out new updates, including the ability to:

- *Converse with customers naturally* – using in-built natural language processing (NLP) that will allow customers to message you in normal sentences, and receive responses in real time.

- *Export data to your own BI tools* – so you can combine your messaging data with your own system data to understand and plan customer interactions better.

- *Capture data from other systems to include in messages* – so you can add customer names or order numbers for greater personalization.

- *More multi-channel messaging options* – with MMS, RCS and Apple Business Chat in the pipeline.

Who do customers contact if they need help?
You can submit a ticket to Support via the indigo home page or the Help Center.

How do I learn more?
Speak to your Account Manager if you're an existing customer, or get in touch to find out how you can benefit.

Get in touch

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