

**indigo** by OpenMarket

# Welcome to indigo Create

The interaction builder for  
empathetic mobile messaging





# The empathetic interaction builder

indigo by OpenMarket is a new multi-channel mobile messaging platform that makes it easy to deliver empathetic experiences at scale – across SMS, MMS and rich messaging formats.

Perhaps the most exciting part of this platform is indigo Create, the self-service interaction builder.

Create empowers you – and any non-technical user – to simply and quickly design then launch automated conversation workflows. Along the way, you're empowered with tools, templated campaigns and best-practice guidance.

So whether you want to send a simple announcement, or a personalized two-way interaction, Create helps you empathetically interact with your customers, prospects or employees – no technical expertise required.

**Get in touch if you'd like to speak to one of our experts.  
Or keep reading for more details.**

## Get closer to customers

Create can help you serve your customers and prospects better by conversing with them through their messaging inbox.

This is about far more than sending the odd notification or announcement. It's about rolling out mobile messaging touchpoints right across the customer journey. It's about striking up closer relationships based on care, empathy and meeting needs.





A lack of technical expertise doesn't need to hold back your ability to get closer to customers anymore. Create is a self-service mobile messaging interaction builder that is lightning quick to learn and use.

It gives you the freedom to focus on your audience, then react to their needs. To segment them into groups and automate personalized, empathetic messages that suit *them*.

It doesn't matter how big your audience is. Create allows you to set up automated conversations at huge scale. It's connected to OpenMarket's global messaging network – known for its reach, speed and reliability, and relied on by seven of the world's top ten brands.

Hundreds, thousands or millions of customers are now within your reach – no matter how small your marketing, operations or CX teams may be. And you can interact with them in almost every country.

If you haven't used mobile messaging before, it's time to get started. Then just watch your customer experience levels soar, while your costs stay low.

# The three i's

You can think of indigo Create 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



## A templated future

indigo Create is the beating heart of the [indigo multi-channel messaging platform](#). It's where you put together, organize and store conversations and interactions.

Create offers you a library of templated campaigns – all created by domain experts. There's a dozen or so in there now, but this number is growing fast. Over the coming months, dozens more interaction templates will be loaded onto the platform. In time, this will grow to hundreds, then thousands.

Here's a small selection of templates currently available:

**One-way messages.** Send a one-way message to end users who are opted in to one of your subscription lists. Examples include alerts, notifications, and reminder messages.

**Opt in via a keyword.** This is how you build up your crucial messaging contact lists. Advertise a short code (via your website, in a digital ad, or even on a billboard). End users can then send a message to this number to join a subscription list.

**Request opt-in.** Another way to build lists of people to contact. Ask audience members who are already opted-in to one type of message if they want to opt in to another.

**Yes or no questions.** Here's an example: "Thanks for being a customer. Are you satisfied with the service you received?" Based on the customer's response, you can send a follow-up message.

**Rate a product or service from 1-10.** Ask end users for a rating on a 1-10 scale. The template provides a default grouping of the numbers (e.g., 1-3 means "good"), but you can change the grouping and the label.

**Start from scratch.** A non-template template! This allows you to simply and quickly create your own message flow. Of course, if you create your own conversations, you can then store them as templates for easy use in future.

You'll find that getting started is a breeze!





## A multi-channel builder

SMS text-based messaging is front and center of Create. But this is a multi-channel messaging builder. It's going to help you create conversations on the messaging channels that suit your customers.

For example, you can choose to send Branded Messages. These are normal text messages that arrive in customer inboxes complete with your brand logo. This helps your messages get noticed and gives your audience extra trust that the message is from you.

Users need an RCS-enabled phone to receive a Branded Message. When you send out a Branded Messaging campaign, the indigo platform ensures that compatible phones get the Branded Message, and non-compatible phones get a normal SMS.

You can find out more about this new type of messaging on our [Branded Messaging hub](#).

Very soon, Create will allow you to send MMS messages too – complete with pictures, GIFs and short videos. Watch out for the update. App-like, interactive rich messaging such as RCS and Apple Business Chat are also coming soon.

Create opens up a future in which you press send on a message, then it arrives in the best supported format for the receiving handset.

## Create capabilities

Create comes furnished with a beautifully simple user interface and a list of features and capabilities that make it easy to send the right message, to the right customer, at the right time.

Let's run through that list:

**Trigger one-way and two-way automated conversations.** Different triggers can set off these conversations – including digital events, website actions, and backend systems.

**Use predesigned templates for popular messaging use cases.** These templates make it easy to create, test and deploy conversations – saving you time, helping ensure compliance with regulations, and speeding time to market.





**Get immediate feedback about message success and failure rates.** As soon as you start an automated conversation, Create tracks key metrics so you know right away whether you're reaching your audience.

**Target audience members.** Create lets you maintain profiles for all your end users. Want to only send messages to people from New York? No problem. How about people who have bought a certain product? That's easy too. Specific user details can be sourced and inputted from your systems – or obtained through a conversation.

**Personalize broadcast messages.** You can use customer names to ensure higher view and response rates.

**Manage lists.** Create lets you import lists from your system and build new lists by inviting end users to opt in to different types of messages. Using customer profiles, you can build lists that target different segments of customers with the right message.

**Purchase the numbers you need to send messages.** You can get hold of these codes via [our 10DLC tool](#). Pick between short codes, long codes, and alphanumerics.

**Get help and support whenever you need it.** Create's Help Center has educational and reference content as well as how-to videos, and an easy way to contact customer care consultants.

**Preview and test your conversations.** Make sure they appear on screens as intended and work as they should do.

**Manage the opt-in/opt-out of subscribers.** Capture new subscribers and eliminate ones that opt out. This keeps you on the right side of customers and regulations.

**Include trackable URLs on messages.** Generate unique URLs and include them in your messages to track unique clicks and link them back to specific users.

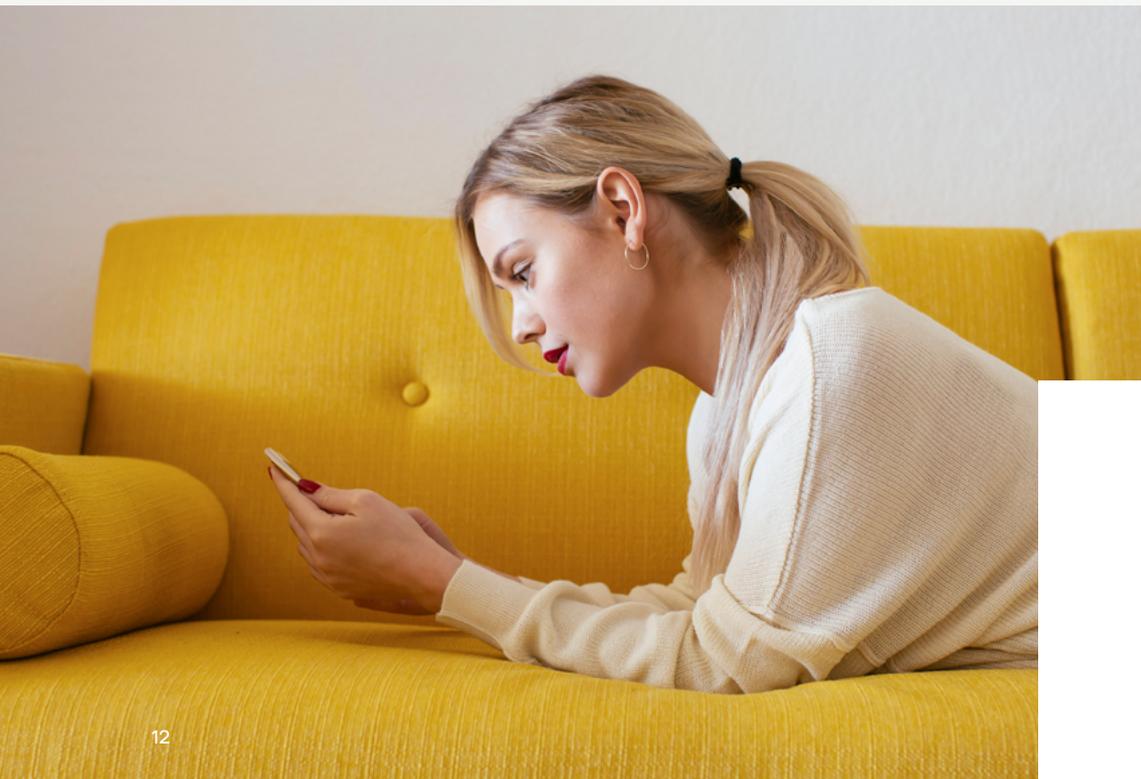
**Use sentiment analysis to detect how a customer is feeling.** AI helps determine if a customer is happy or not. Knowing this helps you take the next best step in the conversation.

**Schedule messages.** Create automated conversations then deploy them at a later time.

**Compliance management and branching logic.** Assigning keywords provides simple ways to opt in, opt out, or navigate throughout a conversation. For example, when an audience member types HELP or STOP, an action is triggered.

**Reporting of message status.** So you can easily track message deliveries and quickly spot any troubles.

The great news? There's lots more to come! Expect regular updates to Create as time goes by. This is a tool that is going to keep improving. See what's in the pipeline on the next page.



## Coming soon

Some more capabilities Create will give you in upcoming updates.

**Converse with customers naturally.** In-built natural language processing (NLP) will allow customers to message you in normal sentences. AI-powered NLP enables the intelligent processing of free-form messages from your customers, and lets you accurately respond in real time.

**Export data to your own BI tools.** Easily exporting data means you can combine your messaging data with your own system data to more completely understand your customer journey and business outcome.

**Capture data from other systems to include in messages.** An example of this could be an order number. Connecting Create to other backend systems enables real-time data sharing to make messaging more personal and contextualized.

**More multi-channel messaging options.** As we've already mentioned, MMS, RCS and Apple Business Chat are on their way!

**Be among the first to experience Create  
and make the most of the three i's.**

Give your people the tools, templates and  
resources they need to build interaction  
workflows – effortlessly.

### **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.

**indigo**

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