



## Omnichannel in action

Eight innovative ways  
Infobip has helped  
businesses interact with  
customers – across  
multiple channels

**Infobip helps businesses use omnichannel technology to interact more efficiently and empathetically with customers.**

Here are some examples  
– ranging from customer engagement campaigns to account security solutions.



## Customer onboarding: Enabling round-the-clock support

Working hours limitations at Nissan Saudi Arabia's call center meant customers couldn't be catered to 24/7. So the company adopted a two-way communication solution to enable round-the-clock support.

- It added an intelligent AI-based chatbot service over a verified WhatsApp for Business channel, using Infobip's API.
- Nissan could now respond to queries night and day – offering always-on support as well as real-time updates via a familiar and trusted channel.
- In the first three months, 625,000 messages were exchanged via WhatsApp. The channel registered 18,000 unique users and generated 2,400 sales leads.



## Customer service: Streamlining core processes

During the pandemic, Flamingo's call center was overwhelmed with financial services queries. The company responded by automating core processes and introducing chat channel support.

- Flamingo implemented Infobip's cloud contact center, Conversations, which gives agents a single view of customer interactions.
- A keyword chatbot in WhatsApp delivered instant responses to FAQs. Customers could complete purchases directly in the chat via payment links or be directed to a live agent for more complex queries.
- This resulted in increased customer satisfaction, improved agent productivity, reduced voice call costs, enhanced first contact resolution, faster response times and higher online conversion rates.



## **Security:** Combating fraud and safeguarding users

Leading sharing economy brands rely on Infobip to facilitate fast and simple interactions between users. Here's how:

- To increase user safety and protect personal information, brands anonymize user calls via number masking. The result? Both parties can chat without accessing each other's contact information.
- Quick and simple app registration and user verification is all important in the sharing economy. SMS connectivity with fast and reliable one-time pin (OTP) delivery does the job.
- One platform was offering \$10 referral credits to its customers. But fraudsters realized they could buy a SIM card for a few bucks to grab the credits. So we helped the platform block phone numbers registered in the previous few days. Simple.



## Customer retention: Igniting interest in content

A video-streaming platform planned to engage and retain existing customers by promoting a new show using digital channels.

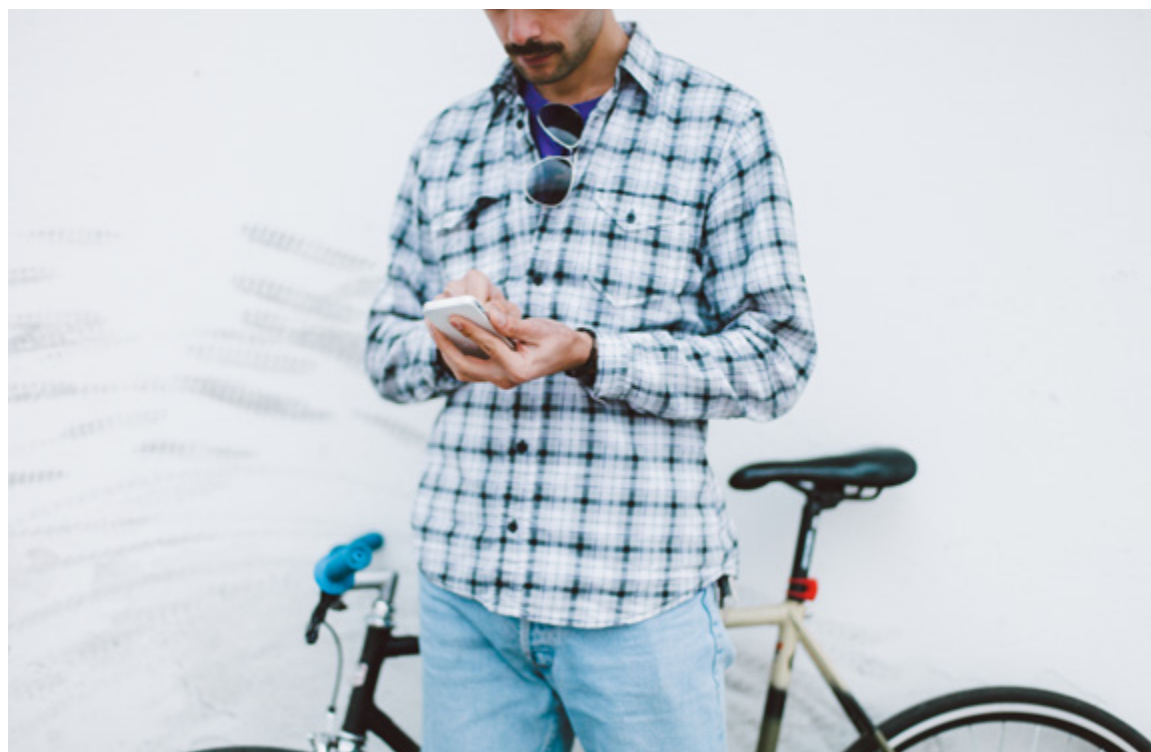
- Using our WhatsApp Business API, the provider engaged customers in conversations to build excitement about the new release.
- AI-based chatbots created and deployed through the Infobip Answers platform played the roles of four main characters from the show, engaging users in real-time discussions.
- In the first four days there were 1.6 million interactions with the chatbots, from 28,000 active users.



## Customer retention: Implementing feature-rich channels

BankBazaar primarily used SMS to communicate with its customers. But when research revealed its customers were increasingly digitally aware, it incorporated more than text into its messaging.

- It introduced Rich Communication Services (RCS), embedding elements such as logos, images, GIFs and links inviting customers to download the app and check their credit score.
- RCS was implemented through Infobip's Moments engagement hub, allowing BankBazaar to quickly and effortlessly switch to RCS campaigns.
- Click-through rates were ultimately 130% higher with RCS than with SMS.



## Customer engagement: Re-engaging one-time donors

A children's charity wanted to reconnect with its vast database of one-time donors. It also set out to unite its siloed communication channels.

- A pre-recorded voice message from the charity's celebrity ambassador was sent to one-time donors, who could engage further via an interactive voice response (IVR) on channels such as SMS or email.
- The charity also adopted a digital-first omnichannel approach, using a mix of channels including email, SMS, WhatsApp Business, and voice from a single platform.
- Donor information was centralized via Infobip's People data platform. The charity could then segment donors based on behavior, preferences, and analytics, and set up communication flows for each stage of their journey.





## Customer engagement: Driving in-store footfall

To celebrate its 18<sup>th</sup> birthday, electronics retailer Citrus used its mobile app to bridge online and offline retail and bring loyal customers into its stores to enjoy exclusive discounts.

- First, Citrus announced its birthday celebrations to relevant customers using our Moments customer engagement hub.
- On the day, it used Infobip's mobile app geo-fencing solution to target users within 200 meters of a store with a push notification offering a 30% discount. Rich media messaging was used for maximum impact.
- Over 35% of the app users that received the geo-targeted message made an in-store purchase using the discount offer.



## Operational efficiency: Leveraging IoT connectivity

Silver Monitor provides tracking devices for elderly people to monitor health. It needed a reliable method of connecting devices to its central server.

- As its smartwatch devices contain SIM cards, Silver Monitor used Infobip's IoT solution, Things, to enable interpretation of data.
- The company was able to orchestrate data and actions, enabling prompt reactions to time-critical alerts, appropriate responses to software and hardware issues, and easy activation of devices.
- All in all, Silver Monitor delivered a stable and reliable health tracking solution.



## Ready to learn more?

If these use cases have inspired you to explore customer interaction in the digital space, talk to your account manager or check out our guide to omnichannel communications.

[Get the guide](#)

### **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.

