TOP 5 CONVERSATIONAL CX GAPS IN MESSAGING AND CHAT

Today's hyper-connected customers crave immediate, highly-relevant experiences everywhere they live, work, and play. And although many claim to

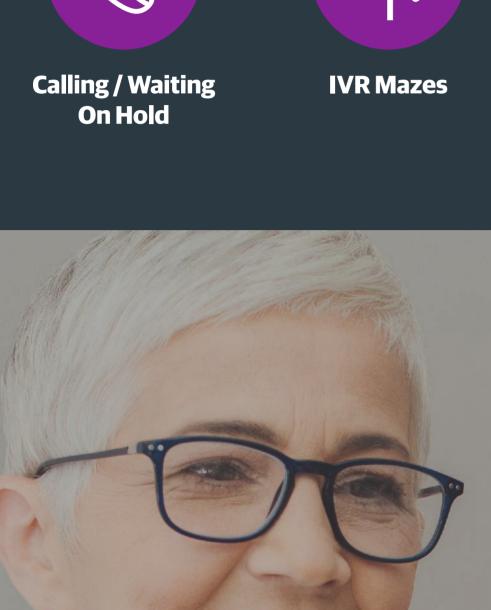
have mastered customer happiness across all channels and touchpoints – very few can prove it. We mystery shopped some famous brands, and here's what we learned about their

Chat, Messaging, and Texting conversational experiences.

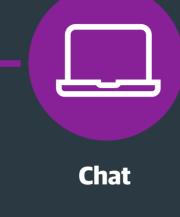


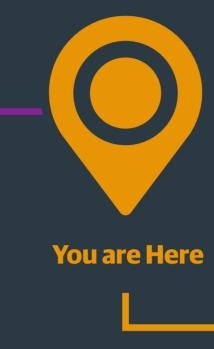
THE EVOLUTION OF CONVERSATIONAL CX

HOW DID WE GET HERE?















MESSAGING AND CHAT People across generations prefer to message more than call or email

PRESENT DAY: PEOPLE

LIVE THEIR LIVES ON

63%

Millenials & Gen Xers (Source: FacebookIQ)

Boomers

70% **People who message businesses** of a large telco company's customers increasingly say messaging is the best chose the "Message Us" button

WHICH MEANS, YOUR CUSTOMERS

DON'T WANT TO TALK TO YOU -

THEY WANT TO TYPE TO YOU

53%

rather than the "Call Us" button

spend money with a business they can contact via a chat app (Source: FacebookIQ)

of people are more likely to

want to know ask general questions store hours make a purchase make or confirm an appointment or place an order

way to engage with a business.

provide feedback about a business

products

share photos of

with messaging

EFFICIENT

Words people associate

ECONOMICAL AT MY PACE **FUN** (Source: FacebookIQ)

CONVENIENT

THEIR CUSTOMERS CRAVE.

MYSTERY SHOPPING

TTEC FINDINGS

SADLY, MOST BUSINESSES

CAN'T SUPPORT THE

CONVERSATIONAL EXPERIENCES







from the moment they first reach out (Source: Hubspot)

They also want instant, and more

importantly, constant gratification.

Consumers expect answers

within 10 minutes or less



(Source: 99firms)

allows for instant responses

+75%

of US consumers say receiving a text

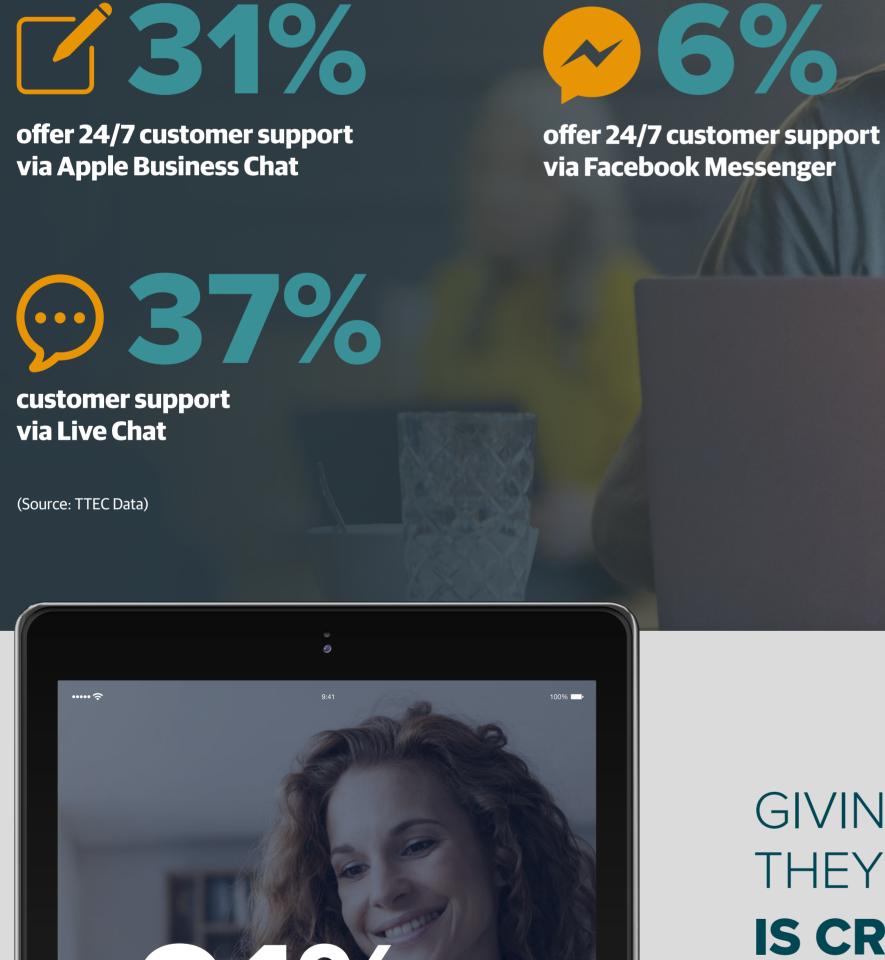
message is the fastest way to reach them for

important sevice updates and purchases

(Source: International Smartphone Mobility Report by Infomate)







GIVING CUSTOMERS WHAT THEY REALLY WANT IS CRUCIAL IN AN **ENVIRONMENT OF HIGH SWITCHING AND LOW LOYALTY**

(\$) 15% 17% Moving from chat to messaging Possible to realize annual

Leading brands are wow-ing, woo-ing,

and winning customers with messaging.

of consumers that are not satisfied with the

customer support team never come back

(Source: 1st Financial Training)

quality of service they receive from a company's

can increase NPS by

(Source: LivePerson)

TTEC'S HUMANIFY® MESSAGING PLATFORM POWERED BY LIVEPERSON, DRIVES REAL-WORLD RESULTS.*

savings on contact center costs

20%

increase in online

conversions

30%

Companies can deflect of calls

from voice to digital messaging

89% customer

satisfaction

20% reduction in transfers in first 6 months

\$7.5M projected cost savings

realized in first year

2_X

more closed

conversions

30% deflection to

Results from LiveEngage clients. Results may vary.

self-resolution

4x

more sessions

handled

PARTNER WITH TTEC FOR LONG-TERM CX SUCCESS



People



Process



Let's earn true customer loyalty together.



Technology

