



MAKE THE BUSINESS CASE FOR MESSAGING

Consumers want messaging, CX leaders understand its benefits, but only a handful of brands offer it. What gives?

Here are some ways to make the business case for messaging.

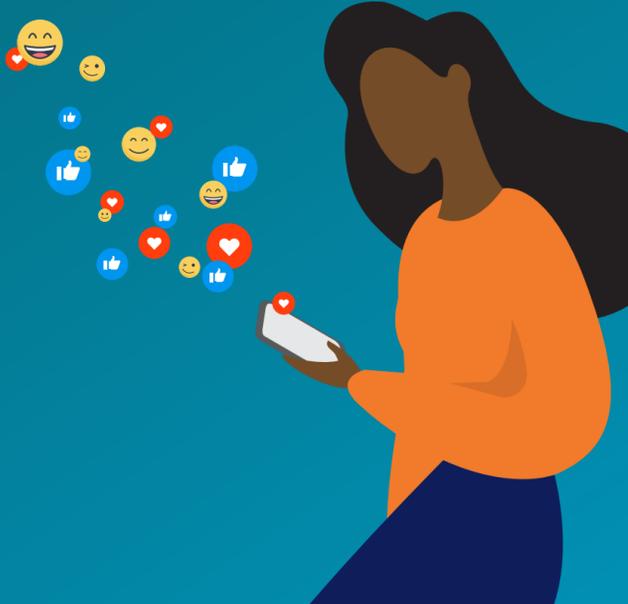


THINK YOU KNOW MESSAGING? THINK AGAIN

Messaging is a text-based, two-way personal conversation that happens on a mobile device, platform like Facebook Messenger, WhatsApp, SMS text messaging, or within a brand's app.

WITH MESSAGING, EVERYONE BENEFITS

Messaging is one of the only CX technologies that lowers cost, increases employee productivity and efficiency, and improves customer satisfaction.



FAST MOVERS CAN MAKE FAST GAINS

39% of businesses surveyed use some form of texting to communicate with customers (*ZipWhip*), which leaves a wide-open competitive field for your company to differentiate with a great messaging experience.

REMOVE THE BURDEN FROM IT

Business owners can oversee turnkey messaging implementations within current contact center systems with cloud-based, virtual technology. IT serves only as a support role.



CONSUMERS WANT IT:



More than **50%** of customers prefer contacting support through messaging



Consumers are **4X** more likely to respond to a text message than a call



Messaging averages **10** points higher CSAT/NPS than voice

BUSINESSES SEE ROI:



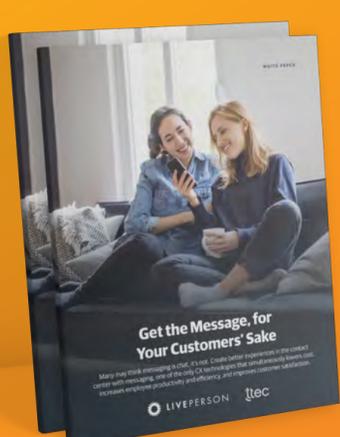
Messaging agents handle **2-3X** more volume than voice agents



Cost per contact **30-50%** less than voice



Increased average order volume by **20%**



Learn more in the TTEC white paper, "Get the Message, for Your Customers' Sake."

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