



## CHEAT SHEET

# 5 Tips for Messaging Success

Be ready for Apple Business Chat and more

Consumers live on their phones, which is why the messaging channel is growing so much. And it will get bigger as Apple Business Chat is rolled out. This massive release is capturing the fascination of consumers and businesses alike. Using iMessage texts, Apple users can connect to a brand at a moment's notice to have conversations, share multimedia, schedule appointments, and make purchases.

With an estimated reach of 1.3 billion devices worldwide, experts predict that Apple Business Chat will propel messaging into a top customer interaction channel.

## 5 primers for messaging

To prepare for the messaging revolution, a brand's customer operations will have to refit itself to handle higher volumes of chat and recruit the right kind of talent to fit modern expectations. Here are some key considerations as you prep your business for messaging.

### 1. Messaging $\neq$ Chat

Chat is a dedicated interaction session that pops up where users must wait with the window open for the other person to respond. Information may not save on the customer side or the brand side. Messaging, on the other hand, allows for asynchronous, personal, and immediate communication between a customer and associate via a mobile phone SMS platform like iMessage. Links, photos, and emojis are welcome.

### 2. Test and learn

Analyze and test systems, processes, and interaction flows thoroughly before deployment to make sure they are integrated and user friendly. Prioritize your messaging channels to set up iteratively, not all at once. You do not need to be on Facebook Messenger, in-app, Apple Business Chat, WhatsApp, WeChat, Snap, and Instagram at the same time. Each has its own unique user experience, so roll out to new ones slowly.

## Who's Messaging?

**1.3 billion** iOS devices

**1.5 billion** WhatsApp users

**1.3 billion** Facebook  
Messenger users

## Benefits of Messaging

**98%** open rates, greater than email

**3X** increase in sales conversion

**20%** increase in CSAT

**50%** reduction in associate attrition

**30%** voice deflection to messaging in 3-6 months

### 3. Recruit and train the right talent

Apple Business Chat is in beta, but as it rolls out, expect messaging volume to exponentially increase. Be prepared with cross-functional associates who are ready to answer many different types of questions and work in many concurrent sessions. New types of training must mirror what they will experience with messaging communications, and scalability is critical. Working with a CX partner will speed up the process and allow for quick scalability.

### 4. Prepare your know-how

Associates will need information at their fingertips to help consumers with questions about products and services, as well as how to use messaging and potentially even iPhone tech questions. Leverage your robust knowledgebase to best serve customers who are unfamiliar with iMessage, want location specific services, or need multi-media content.

### 5. Map out the journey

Take the time to consider what your brand's customer journeys will look like on messaging. Customers will expect a greater deal of personalization in one-to-one conversations. Do research to determine and plan for common customer messaging topics, such as store locations, product pricing, or scheduling.

### Make the most of messaging

TTEC sits at the intersection of humanity and technology to help leading brands launch and optimize their messaging initiatives.

Learn more at

[www.ttec.com/messaging](http://www.ttec.com/messaging)

#### About us

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading digital global customer experience (CX) technology and services company focused on the design, implementation and delivery of transformative customer experience, engagement and growth solutions. The Company's TTEC Digital business provides insight-driven, outcome-based and AI-enabled omnichannel cloud platforms and CX consulting solutions and its TTEC Engage business delivers operational excellence through customer care, acquisition, retention, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 48,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](http://ttec.com).