



Get the Message, for Your Customers' Sake

Many may think messaging is chat, it's not. Create better experiences in the contact center with messaging, one of the only CX technologies that simultaneously lowers cost, increases employee productivity and efficiency, and improves customer satisfaction.



LIVEPERSON





If it's good enough for your mom, it should be good enough for your business

When something becomes as ubiquitous as talking to your mom, it's time for brands to get on board. Messaging, via SMS text or mobile app like Facebook Messenger or WhatsApp, is becoming an essential and preferred communication method, even for a key demographic. Most moms in a survey by FiveThirtyEight said they communicate with their (out-of-the-house) children mostly by text, edging out phone calls. And yes, true to fashion, they also complained that their children don't get in touch with them often enough.

Something this pervasive should be a perfect fit for brands that say they want to meet customers where they are in the channels they prefer. Not to mention the fact that messaging is easily deployed for both brick-and-mortar and remote agents, costs less than voice over the long term, and improves take rates, productivity, and boosts employee satisfaction, just to name a few other benefits.

Yet too many companies are lagging behind when it comes to adding messaging as a preferred contact center channel. Voice still dominates, and only a minority of leading companies offer messaging for customer sales and support.

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

This white paper explores some key reasons companies haven't yet embraced messaging in the contact center: They are unsure of what messaging actually is, they need a clear business case, and they hit IT roadblocks. We discuss how to overcome uncertainty around messaging to create a successful messaging program for customer care and sales that builds customer and employee satisfaction while reducing contact center costs.

Think you know messaging?

Part of the reason many companies are hesitant to make a move to messaging is that there is no clear understanding of the term.

Let's set the record straight. Messaging is a text-based, two-way personal conversation that occurs on a mobile device or platform like Facebook Messenger, WhatsApp, SMS text messaging, or within a brand's app. Unlike web-based chat that occurs in a pop-up screen where both parties must be logged in, messaging is asynchronous, meaning you don't need to stay in a dedicated session to send or receive messages.

Messaging takes the idea of web chat, simplifies it, and moves it to where consumers already spend their time – on their phones. Messaging is convenient, provides context, and allows conversations to be more personal with emojis, gifs, and links to information. It's less rigid than chat sessions. The ideal situation is when a consumer texts a brand as comfortably as they text their friends (or mom).

Messaging works best when it's quick, authentic, and personal. Consumers respond well when they know there is another person on the other end of the message to quickly answer their question or provide information through links, videos, or images. This means that in addition to reliable technology, customer-facing associates hold the key to a successful messaging program. They must have brand knowledge and soft skills to successfully operate in this channel.

Two-way messaging adds depth and value to customer interactions beyond one-way text alerts and notifications, which are often lumped into the definition of messaging. Text notifications for upcoming appointments, delivery confirmations, or flash sales are valuable...to a point.

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They offer automated information and convenience, but can be abused by blasting customers with sales and promotions without context, relevance, or personalization. And one-way alerts don't reflect the advantage of communicating with a real person to resolve issues or confidently make a purchase. A survey from ZipWhip found that 3 out of 4 consumers get frustrated when they can't respond or take action after receiving an automated text message.

Messaging also overcomes "app fatigue" by eliminating the need for a consumer to download a dedicated brand app. A recent Google survey conducted by CleverTap found that most consumers had not downloaded an app in over three months. With millions of potential apps to download, it gets overwhelming and consumers have gotten selective. With messaging, consumers can use existing text tools and messaging apps to interact with brands.



Results make the business case for messaging

Another reason companies may not deploy messaging is that the channel is considered new and unproven.

Not anymore. There is a strong business case for messaging, supported by proof points and results. It's one of the only CX technologies that simultaneously lowers cost, increases employee productivity and efficiency, and improves customer satisfaction. Research supports that customers want it, it improves contact center operations, and there is financial and competitive upside to the business. Some highlights:

Consumer interest:

65%

of consumers worldwide would like the ability to message with brands—growing to over 70% 18-to 34-year-olds

Source: LivePerson

>50%

of customers prefer contacting support through messaging compared to other channels

Source: Smallbizdaily

98%

open rate on brand texts, far greater than email

Source: LivePerson

CONSUMERS ARE

4x

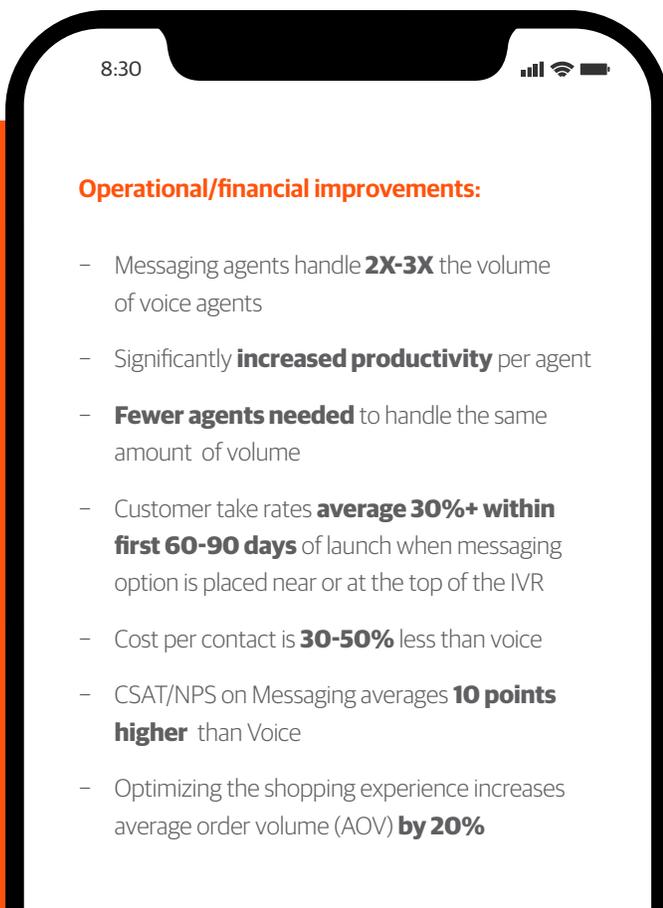
more likely to respond to a text message than call back to a voicemail

Source: ZipWhip

46%

of mobile buyers say they prefer to use their smartphones for the entire purchase process

Source: LivePerson



Operational/financial improvements:

- Messaging agents handle **2X-3X** the volume of voice agents
- Significantly **increased productivity** per agent
- **Fewer agents needed** to handle the same amount of volume
- Customer take rates **average 30%+ within first 60-90 days** of launch when messaging option is placed near or at the top of the IVR
- Cost per contact is **30-50%** less than voice
- CSAT/NPS on Messaging averages **10 points higher** than Voice
- Optimizing the shopping experience increases average order volume (AOV) **by 20%**

Competitive opportunity

>39%

of businesses surveyed use some form of texting to communicate with customers. Of those businesses who text, 13% only use one-way short code messaging

Source: ZipWhip

70%

of employees at businesses see the value of business text messaging, but don't have purchasing or decision-making authority

Source: ZipWhip

Success stories

Beyond the numbers, success stories are emerging to help make the argument for brands in nearly all industries.

Here are just a few use cases of messaging from different industries.

Faced with an overwhelmed contact center during the COVID-19 pandemic, TTEC worked with a **state agency** to add messaging options for citizens seeking unemployment assistance. Callers were given an IVR prompt option to connect to a live at-home messaging agent. For website visitors, an automated chatbot connected users to a live at-home messaging agent to answer their questions. With two weeks, the agency deflected 35% of calls to messaging, where agents closed 3.5 more calls than voice agents.

35%

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3.5

more calls closed compared to voice

And **David's Bridal** worked with LivePerson to find success with its "Zoey" mobile concierge on Apple Business Chat, where customers can book appointments, text with stylists to quickly resolve questions get advice, and place secure orders via text on their mobile device. The company reduced operating costs by over 30%, along with some other impressive results:

60 NPS

from messaging customers

30%

lower contact center operating costs

90%

first call resolution vs 73% on voice channel

30%

of appointment booking shifted from store employees to messaging agents



Get buy-in from IT and top decision makers

For technology like messaging, the IT department is often the final gatekeeper. Projects must be prioritized and budgets approved based on IT resources, time, and enterprise benefit. For companies that have stretched IT budgets and resources focused on long-term contact center system upgrades, CRM implementation, analytics, and more, there is little time to add yet another solution to the mix quickly. Messaging, especially for those not familiar with it, is something for another day.

The value in messaging, however, is the ease with which it can be deployed, often without a heavy IT lift. Business owners can oversee the addition of messaging into current contact center systems with cloud-based, virtual technology. From deployment to everyday use and reporting, IT plays only a supporting role in messaging.

And more importantly, messaging aligns to most executive priorities, which may provide an opportunity to free up budget dollars. In CEO surveys by McKinsey, Deloitte and others, executives said they are looking to be more nimble and more digital, especially in the wake of the pandemic. Company leaders are focusing on challenges that messaging can solve for, including:

Maintain business continuity – messaging is asynchronous and can be deployed in a center or remote

Avert future risk – scalability and flexibility are cornerstones of messaging

Build customer loyalty – messaging conversations are authentic and convey the best of human-to-human interactions

Keep costs in check – messaging is cheaper than voice, with more than 3x the productivity

Accelerate growth trajectory – messaging is a preferred digital tool for an increasingly digital market



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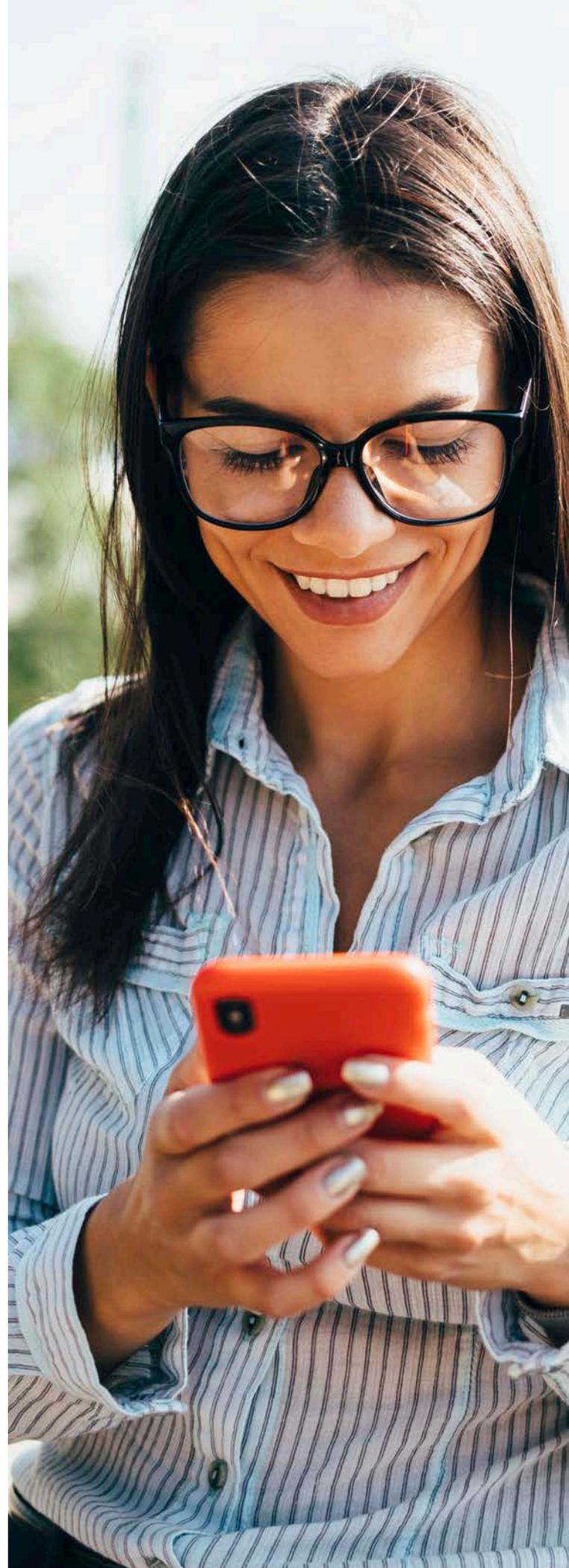
Got the message yet?

The market is waiting for companies to step up as messaging leaders. Send a clear message to your customers and competitors that you intend to win with a customer-focused, outcome-based messaging strategy.

TTEC is here to help leading brands launch and optimize at-home messaging initiatives to deliver amazing and effortless experiences.

Contact us today to learn more

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About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to 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](https://www.ttec.com).

About LivePerson, Inc.

LivePerson makes life easier for people and brands everywhere through trusted conversational AI. Our 18,000 customers, including leading brands like HSBC, Orange, GM Financial, and The Home Depot, use our conversational solutions to orchestrate humans and AI, at scale, and create a convenient, deeply personal relationship — a conversational relationship — with their millions of consumers. LivePerson was named to Fast Company's World's Most Innovative Companies list in 2020. For more information about LivePerson (NASDAQ: LPSN), please visit [liveperson.com](https://www.liveperson.com).

