

THE RISE OF SMS MESSAGING FOR CUSTOMER ENGAGEMENT

Why you should add SMS Messaging to your
Customer Engagement strategy



Customers love SMS because it's quick, easy, and simple.



We exchange more than **23 billion messages** a day worldwide, and that number is rising quickly. When you let customers text agents directly and get answers quickly using the channel they prefer, you create a real-time customer experience that skyrockets satisfaction.

- Source: SMSseagle

Reasons why people prefer to send a text to customer service:



44%

Less time consuming



42%

More convenient



30%

Less frustrating



26%

Enables call/text backs at my convenience



19%

Enables a record of the conversation



17%

Less expensive way to contact the company

22%

Average open rate for email

98%

Average open rate for SMS

90% of SMS messages are opened within three minutes



Fastest growing contact channels over the next two years

Today, companies rely primarily on phone and email for customer engagement. Primary channel of communication for customers to resolve issues:



85%
Phone



64%
Email



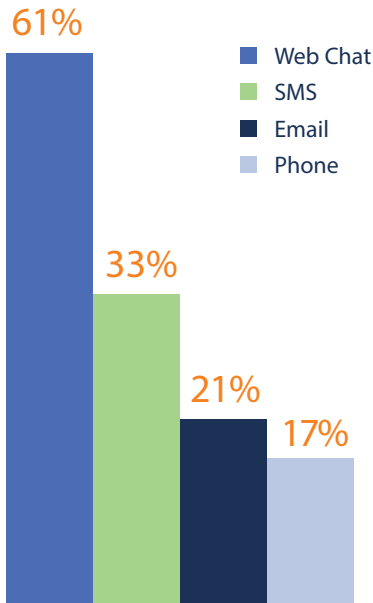
27%
Web Chat



14%
SMS/text messaging

However, Web Chat and SMS are where the growth lies in the next one to two years.

Fastest growing channels in 1 to 2 years



Key Benefits of Text Messaging for Contact Center

- ✓ **Text Messages are More Engaging than Phone or Email**
Average open rates for email are ~15-22% versus 98% for SMS
- ✓ **Text Messages are Opened Faster**
Average time to respond to emails ~90 minutes versus ~90 seconds for SMS
- ✓ **Mass or Personalized**
SMS can be sent to thousands of customers at once or one at a time
- ✓ **SMS is more cost-effective than Phone**
An SMS is 400-600% more cost-effective than a call
- ✓ **Automation**
An SMS can be combined with chatbot functionality for intelligent



The LiveVox solution

The LiveVox's Omnichannel Platform offers a simplified path for contact centers to evolve their voice-based operations to performance-driven digital engagements.

With LiveVox, contact centers can quickly expand SMS engagement avoiding any integration costs and challenges.

LiveVox SMS solution is fully integrated with other channels on the platform in addition to other contact center applications such as CRM/system of record and reporting/analytics tools. With a unified data model, all SMS interactions are automatically updated in the multichannel customer profiles, enabling seamless customer journeys and experiences.

LiveVox SMS Solutions Key Capabilities



Empowers contact center to configure templated SMS messages for mass outreach campaigns such as payment reminders, past-due notifications, or promotional upsells



Gives agents the ability to send an SMS during or directly after a customer interaction for tasks such as confirmations or consent collection



Contact centers can create a more engaging experience with a two-way SMS solution than just broadcasting an SMS where customers can't respond back



Facilitates both shortcode and long code SMS depending on the volume and purpose of the program



LIVEVOX

livevox.xom/demo

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