

2019

Contact Center Trends: What's Next?

2019

2019 saw a huge uptick in digital channel adoption and usage. Asynchronous modes like SMS and webchat dramatically grew in popularity.

44% of people like to text because it's fast

76% of people would like to text with brands

5x SMS open rates are 5X higher than email

2020

48% of consumers prefer SMS over email and app notifications. In 2020, the number of people texting will rise to 3.5 billion. By 2025 the number of texters will double to 6 billion.

98% of smartphone users text daily. 60% of them respond to text's sent by brands.

THE RISE OF SMS

KEY BUSINESS DRIVERS



70% of the global population will have a smartphone by 2025



4 out of 5 of those users will send multiple texts daily

- DIFFERENTIATING EXPERIENCE**
Meet the growing demands of a digital-first consumer.
- EFFICIENCY GAINS**
Take agent-to-consumer handle time from 1 to 1 to 1 to 5.
- TCPA RISK MITIGATION**
Embedded channel preference capabilities enables compliance focused digital engagement.

SMS IS AN OPPORTUNITY LAUNCHPAD



Of texts are responded to in minutes



Of brands don't have a bidirectional SMS strategy in place



Of smartphones are within arms reach



Of businesses plan to expand their SMS budgets in 2020



Average length of time in which text responses are sent



Length of time it takes to send a text



SMS campaigns are far more cost-effective than other channels. They also have greater reach and take less time to execute. This translates into higher contact rates and even greater workforce productivity.



SMS messaging is a great way to get instant visibility with your customers. Bidirectional SMS interactions provides more opportunities to get to know their preferences, build brand loyalty, and even attract new customers to your business.

LiveVox simplifies the path to customer success in a digital environment with a one-stop-shop for true omnichannel engagement without the traditional integration costs and complexities.

Want more details?
Great! How about a demo?

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