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# Recipe Card

## Talk to your customers in Apple Business Chat

Chat to your Apple-using customers directly inside iMessage. They can start conversations from your website or app, or from Maps, Search and Siri.

### What it is

Apple Business Chat (ABC) is Apple's messaging channel for customer care.

### What it does

ABC lets you talk to your customers via iMessage. You cannot send unsolicited marketing messages. Instead, customers can start them by clicking the messaging icon on your website, via Spotlight search, Siri, Maps or in an email.

### Why you need it

Apple has an installed base of 1.65 billion. You can reach them all via ABC.

### Where you can use it

ABC is available to iOS users worldwide.

### What you can do with it

With ABC set up, your customers can do the following inside iMessage:

- Ask questions via website, app, email, Maps, Spotlight search and Siri
- View videos, images and links
- Process transactions via Apple Pay
- Authenticate securely
- Schedule appointments and deliveries inside the iOS calendar
- Pick from a list of options without leaving the conversation

### Method

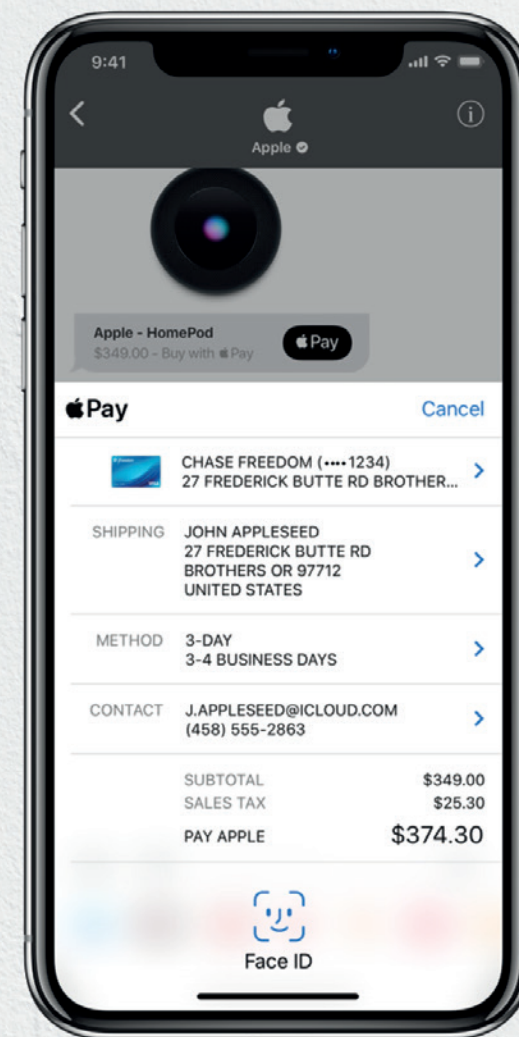
To set up ABC for your customers, you need to create a Business Chat account via the Apple Business Register. A Messaging Service Provider (MSP) can connect you, and give you tools so that your agents can respond to customer messages. Note: your agents must be human! Apple doesn't permit a limited or bot-only solution. And no unsolicited marketing messages. Your customer should start all conversations.

### Set up Apple Business Chat in these easy steps

1. Create an Apple ID specific to your organisation.
2. Register a profile for the Business Chat service.
3. Submit your Business Chat account for Apple to review.
4. Connect to your Messaging Service Platform.
5. Add Business Chat buttons to your website and app.
6. Contact your Apple rep to start a User Experience review.
7. Get the OK from Apple that your service meets the standards for customer interaction.
8. Enable your Business Chat entry points (on website, app, Maps, search etc)
9. Launch Business Chat to your customers.
10. Refine and iterate. Review your metrics to see where customers are coming from and how they are using ABC.

### Want a taster?

Scan the QR code with your smartphone camera to get a taste of the experience



Cooking Time

START

Week 1

Week 2

Week 3

LAUNCH

You can be live with Apple Business Chat in as little as three weeks

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## Get customers talking via Google Business Messages

**Google Business Messages is different from other rich channels. There's no single inbox. Instead, it hosts chats inside Maps, Search and your own website.**

### What it is

Google Business Messages (GBM) is essentially a kind of interactive 'contact us' option. Customers can start messaging from inside organic search and Google Maps.

### What it does

Google Business Messages lets you handle customer service queries – from automated information to smart replies to Q&A with live agents.

### Why you need it

The channel removes friction from the messaging experience. Google Business Messages lives where your customers already are: Search, Maps, your website.

### Where you can use it

All over the world. Any company with a Google My Business account can switch it on. On iOS, the channel is available only via the Google Maps app.

### What you can do with it

With Google Business Messages, you can take messaging out of its silo in an app or inbox. You can:

- Deliver customised welcome information
- Link to your customer service systems to help with order queries, appointments and more.
- Answer questions when it's convenient. Customers can leave a session and come back to find it still open.
- Gather insights. The service is part of Google My Business, so it collects data on visits, sessions etc.

### Method

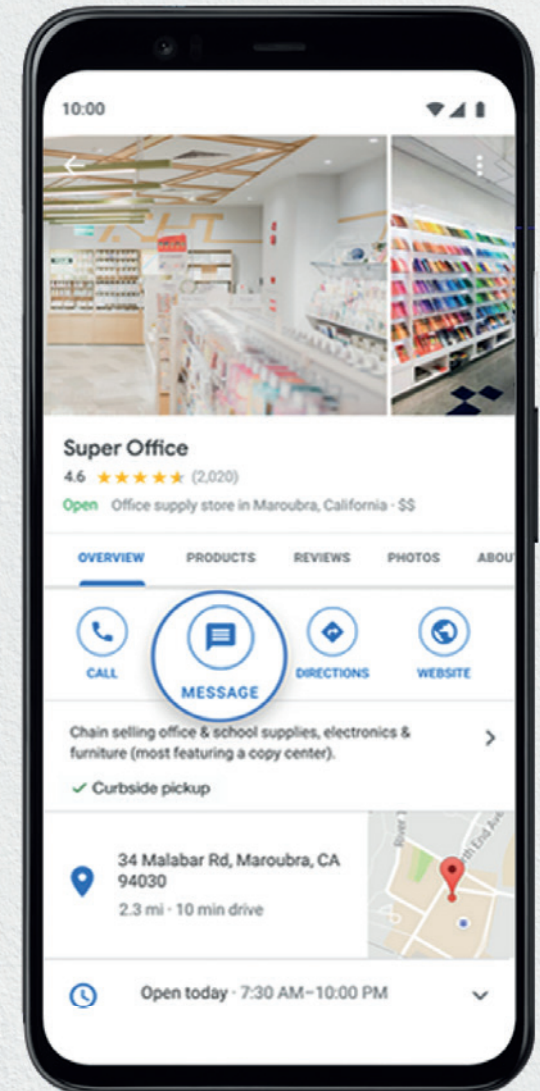
Registration takes less than five minutes, if your Google My Business account is already verified. Most companies use a specialist messaging partner to get GBM set up. Your partner can help you create a bot to handle customers queries with smart replies and rich media content.

### Set up RCS for Business in these easy steps

1. Find a partner who supports GBM.
2. Register GBM with your partner ready to test.
3. Build your experience. Integrate bots and configure when to hand over to your chat teams. Optimise the outcomes.
4. Submit your GBM experience for verification by Google. Your partner will be able to confirm this for you.
5. Enable your GBM entry points (on website, Maps, search etc).
6. Refine and iterate. Review your metrics to see how best to improve the service for your customers.

### Want a taster?

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Cooking Time

START

Week 1

Week 2

Week 3

LAUNCH

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# Recipe Card

## Make trusted voice calls with Google Verified Calling

Scam calls are chipping away at consumer confidence. With Google Verified Calling, you can make voice calls your customers will trust.

### What it is

Google Verified Calling is a service that ensures your customers can trust the calls you make to them.

### What it does

Google Verified Calling will present your calls with verification tick badge, branding, and reasons for the call.

### Why you need it

It's getting easier for scammers to impersonate legitimate businesses. As a result, consumers either risk being defrauded or they stop taking business calls – even legitimate ones. Google Verified Calling helps you establish trust by confirming the identity of your business.

### Where you can use it

Google Verified Calling launched in 2020 in the US, Mexico, Brazil, Spain and India, with more countries to follow. It is available in the Google Phone app, which comes pre-loaded on many Android phones.

### What you can do with it

With Google Verified Calling, you can:

- Make verified calls that include your business name and logo, verified tick badge and reason for calling to users with Google's Phone app installed.
- Significantly increase customer contact rates for important outbound calls made by your customer care agents.
- Establish consumer trust and avoid having your calls viewed as suspicious.

### Method

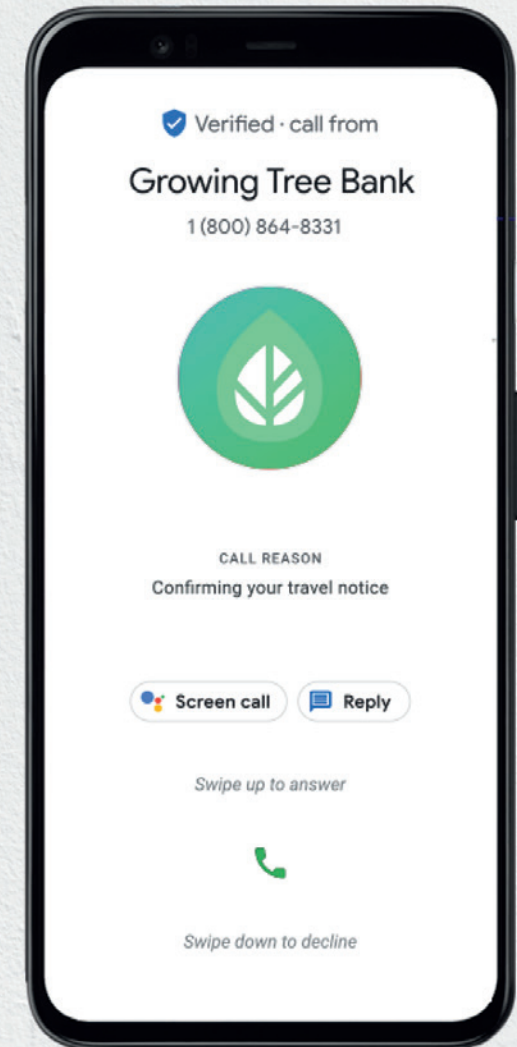
Google Verified Calling only works with those businesses that sign up with an authorized messaging specialist. Your partner will create an agent, which represents your brand. When you wish to make a call, Google will check this agent ID and send it to the Google Phone app. The device will compare incoming call information with the agent ID. If there's a match, the Phone app displays the call as "Verified."

### Set up Google Verified Calling in these easy steps

1. Find a partner that supports Google Verified Calling through the Google Partnerships programme.
2. Register your existing call services so you can offer them via Google Verified Calling.
3. Create a verified agent with your partner through the Google platform, following best practice and branding guidelines.
4. Complete the exchange of secure keys to finalise set up.
5. Create a new calling campaign for your partner to test.

### Want a taster?

Scan the QR code with your smartphone camera to get a taste of the experience



Cooking Time

START

Week 1

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# Recipe Card

## Send trusted messages via Google Verified SMS

**Spam and phishing make consumers suspicious of unsolicited texts. Google Verified SMS solves the problem with a branded verification badge.**

### What it is

Google Verified SMS is a service that ensures your customers can trust the messages you send them.

### What it does

Google Verified SMS will send only verified messages, which are displayed with your business name and logo, as well as a verified tick badge.

### Why you need it

Smishing for sensitive texts is on the rise. As a result, consumers either lose out, or they ignore all messages – even legitimate ones. Google Verified SMS helps brands regain control.

### Where you can use it

Google Verified SMS is currently available only in Android, to users of Google's own Message app in US, India, Mexico, Brazil, UK, France, Philippines, Spain and Canada.

### What you can do with it

With Google Verified SMS, you can:

- Send verified messages with your business name and logo, as well as a verified badge to users with Google's Message app installed
- Include images, videos and files (when the recipient uses RCS)
- Improve the delivery of one-time passwords, account alerts or appointment confirmations
- Build trust and avoid having your messages labelled as spam

### Method

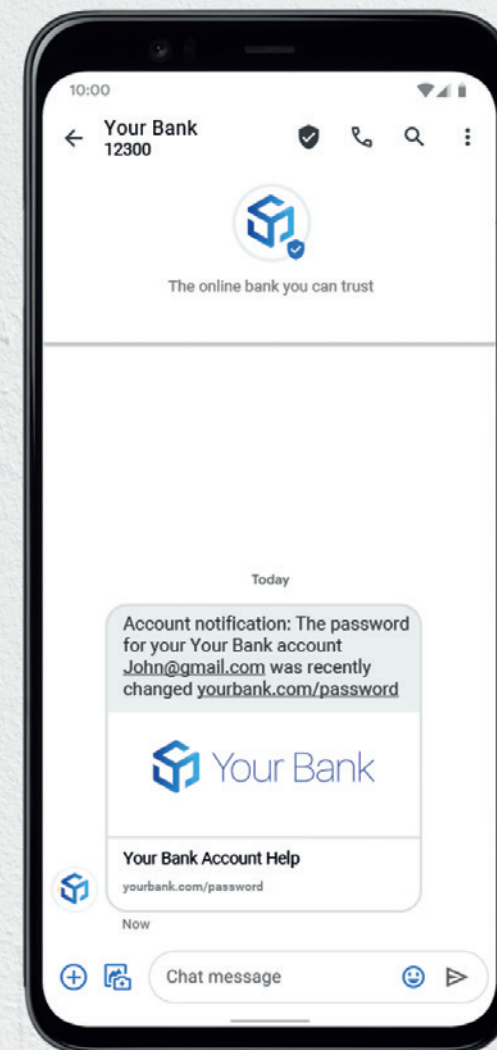
The first task is to register your business with Google. Your messaging specialist can help you with this. It will create an agent, which represents your brand. Google will check this agent ID when you wish to send a message, and then display it with your logo, name and badge.

### Set up Google Verified SMS in these easy steps

1. Find a partner that supports Google Verified SMS through the Google Partnerships programme.
2. Register your existing SMS services so you can offer them via Google Verified SMS.
3. Create a verified agent with your partner through the Google platform, following best practice and branding guidelines.
4. Complete the exchange of secure keys to finalise set up.
5. Create a new SMS campaign for your partner to run.

### Want a taster?

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Cooking Time

START

Week 1

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# Recipe Card

## Host two-way chats with customers in RCS

RCS has been adopted by many of the world's operators, so it's like the default (rich) messaging inbox for millions of your customers.

### What it is

RCS is often called SMS v2. Why? Because it's the global operator standard for rich messaging. RCS is now the default messaging option on millions of handsets.

### What it does

RCS lets you start rich two-way customer conversations using carousels, GIFs, videos, calendar appointments, maps and more. You can also talk to customers using bots.

### Why you need it

Nearly 900 million people use RCS. Experts believe its 'standard' nature (RCS is not owned by a single entity) will help it to grow further.

### Where you can use it

Around 90 operators have launched RCS. It is only available on Android devices. Apple has yet to commit.

### What you can do with it

With an RCS option set up, your customers can get an app-like experience inside their default messaging inbox. They can:

- Have two-way conversations in a branded and verified message session
- View videos and images inside 'rich cards'
- Click on suggested replies
- See appointment reminders that are deep linked into their calendar apps
- Scroll through product carousels
- Save offers to a mobile wallet, and click to payment pages
- Receive order and delivery updates

### Method

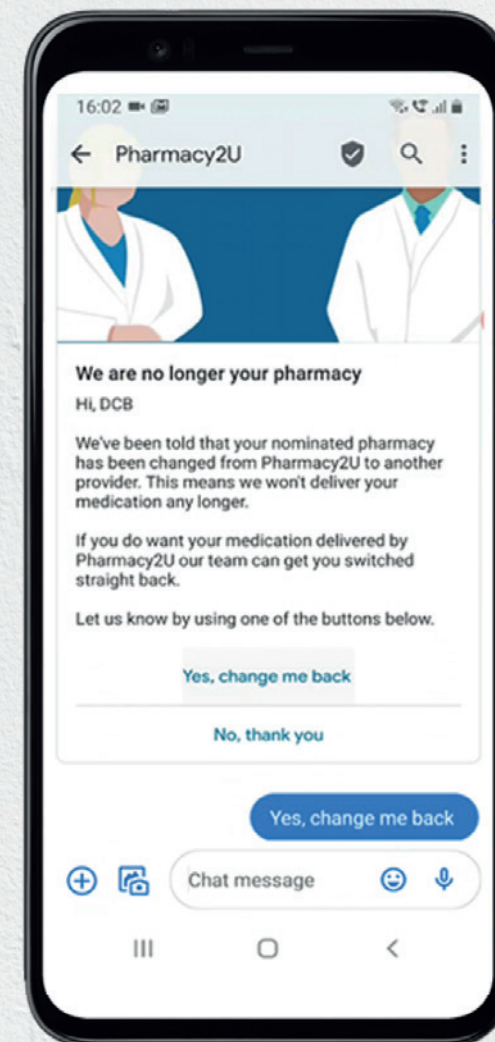
Setting up RCS as an option for your customers is pretty straightforward. You will need the help of a messaging specialist to access and integrate the RCS APIs and tools – and be sure that they work across all regions and mobile network operators (MNOs).

### Set up RCS for Business in these easy steps

1. Find a partner who supports cross-network RCS delivery
2. Register your RCS test agent on an RBM platform provided either by Google or your local network partner.
3. Build your RCS experience with the support of your partner.
4. Submit your RCS experience for verification by Google and/or the MNOs you wish to cover. Your partner will be able to confirm this for you.
5. Launch your outbound campaigns.
6. Refine and iterate. Review your metrics to see how best to improve the service for your customers.

### Want a taster?

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Cooking Time

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Week 1

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## Host your customer conversations in **WhatsApp Business**

**WhatsApp has blazed across the world to give more than two billion people a taste of rich messaging. Now, it's a channel for your business conversations too.**

### What it is

The WhatsApp Business API is a tool designed for use by businesses. It's great for customer-initiated service and approved outbound communications.

### What it does

The WhatsApp Business API gives you a verified profile (with checkmark badge), from which your agents – or bots – can send messages using images, attachments, maps and more.

### Why you need it

Reach! WhatsApp has two billion users who each check it, on average, 23 times a day.

### Where you can use it

Basically everywhere. WhatsApp is available across 180 countries and in 60 languages.

### What you can do with it

With a verified WhatsApp Business account, you can create a profile with helpful information such as address, business description, URL and contact details. Then you can start two-way chats incorporating:

- Conversations with human agents or bots
- Images, videos and files
- Delivery and read receipts
- End-to-end encryption
- Pre-built templates

### Method

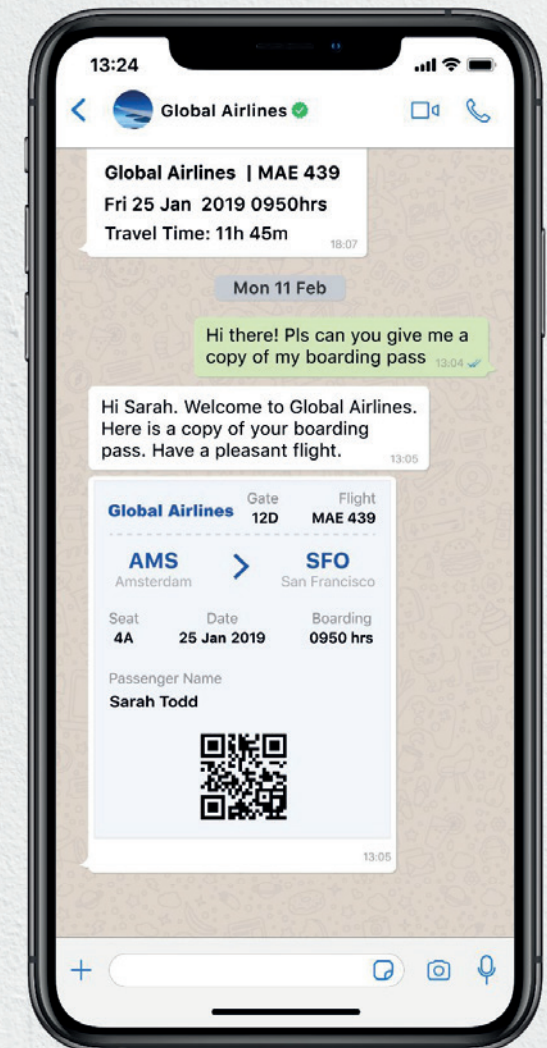
To start, you'll need: a Facebook Business Manager account; a verified business; a WhatsApp business account and a line of credit. Business solution providers (BSPs) can help you with this. Remember, you must have explicit consent before sending the first message. Customers can opt-in via a visual element shown next to the WhatsApp name and logo.

### Set up WhatsApp Business in these easy steps

1. Register for the WhatsApp Business API.
2. Create a Facebook Business Manager account and submit registration for WhatsApp through your partner.
3. Approve your partner through the Facebook account.
4. Register your WhatsApp number. You can also request a green tick verification if your business meets the criteria.
5. If the use case involves notifications, submit your outbound template for approval by Facebook.
6. Use the issued certificate to complete the WhatsApp Business set up.
7. Enable your entry points (on website, QR code etc..)
8. Launch WhatsApp to your customers.
9. Refine and iterate.

### Want a taster?

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**Cooking Time**

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Week 1

Week 2

**LAUNCH**

You can be live with WhatsApp Business in as little as two weeks

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