



Transforming Customer Engagement for a New World with **Business Messaging**

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Agenda

- > Current Challenges
- > Brands/businesses need to reach consumers where they are
- > The messaging channel must be helpful
- > The channel must be responsive
- > Use Cases
- > Q&A

Current Challenges



IMMEDIACY

- > Consumers and brands want immediate engagement



AUTOMATION

- > Brands are trying to rely more on automation to properly scale
- > Automatic handling of customer requests



CONVERSION

- > Brands are looking for ways to increase conversion over digital channels

Messaging is Key for Conversational Commerce

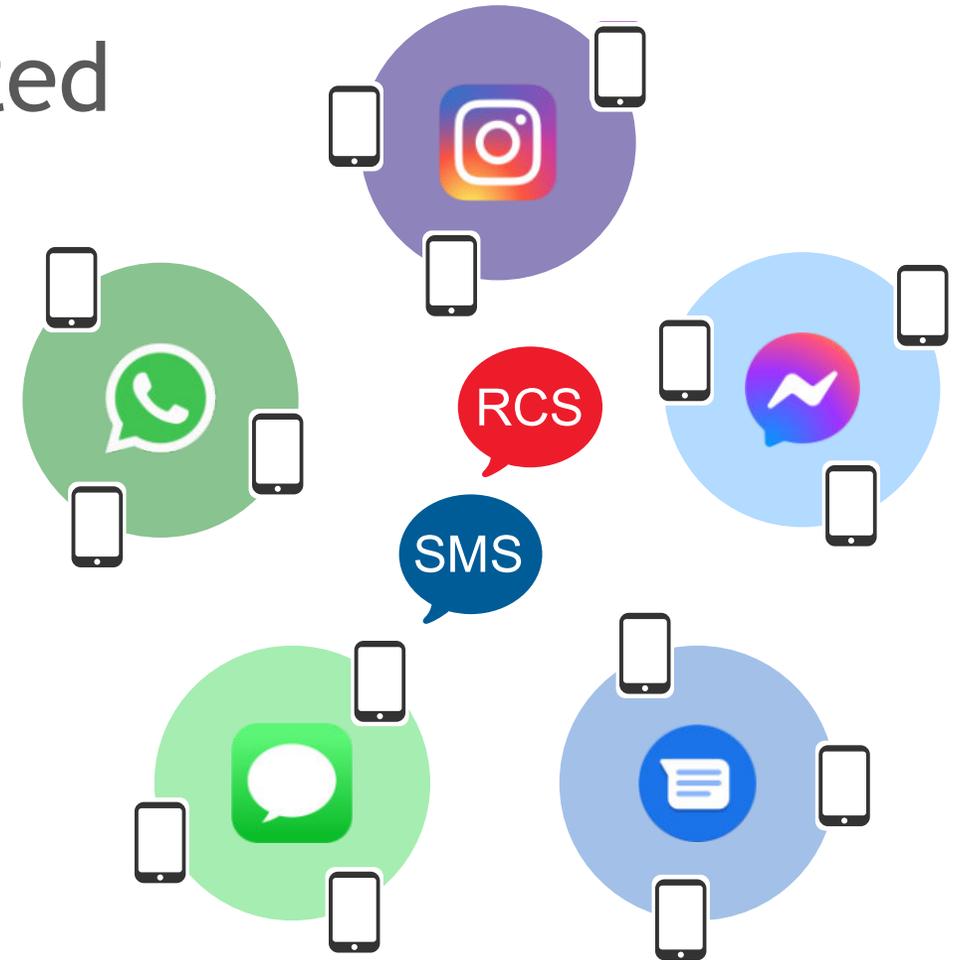
- > Messaging is where consumers live today
- > Enables fast business digital presence
- > Persistent customer engagement

But Messaging is no longer
a single channel



Messaging is Heavily Fragmented

- > Messaging has become a wild land where consumers congregate in tribes
- > Isolated islands with SMS and RCS acting as shuttles
- > Creates inconsistencies for brands
 - Consumers can be in multiple ecosystems simultaneously — cost duplication
 - Phone number vs. user ID
 - Text only vs. rich media
 - Available capabilities (rich cards, carousels, rich links, time pickers...)



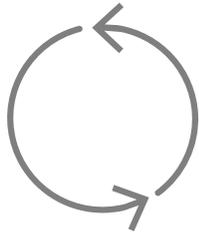
This model is complex and expensive for brands

The need for simplicity creates big opportunity for messaging service providers

A hand holding a smartphone, with a blurred background of bokeh lights. The text is centered in a white box.

The Messaging Channel
Must Be **Helpful**

The Keys to a Helpful Messaging Channel



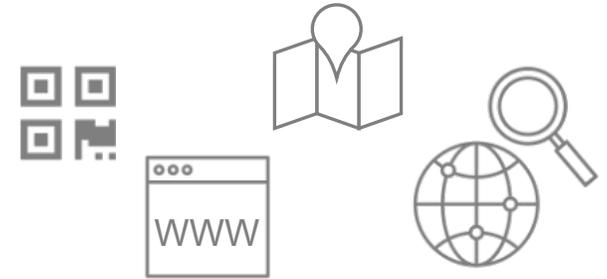
TWO-WAY COMMUNICATION

- > Always open to let the consumer reach at their own pace
- > Persistent Conversations



GET STUFF DONE

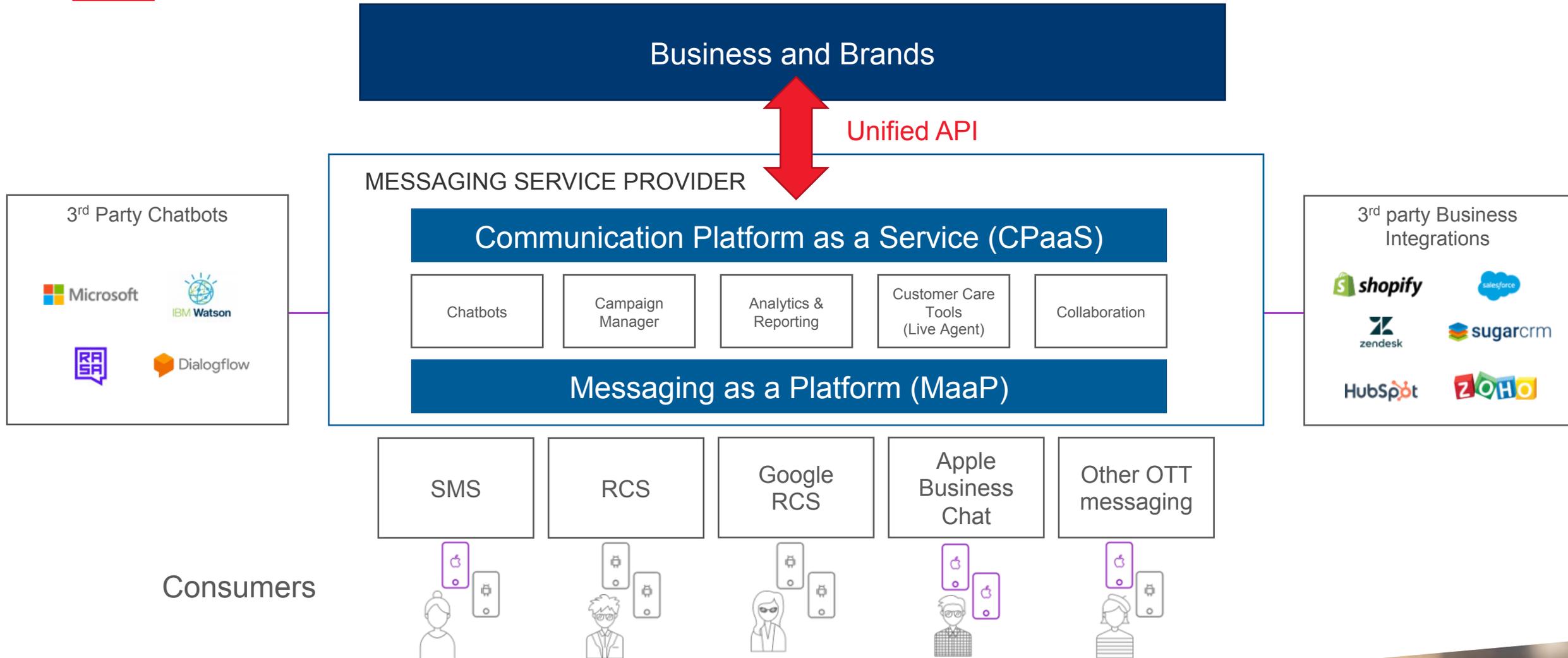
- > Move away from notification or informational channels
- > Let users fulfill tasks, purchase goods, book appointments, schedule deliveries, obtain customer care, etc.



MULTIPLE LAUNCH POINTS

- > Allow conversation to be started where the consumers are
 - > Company website
 - > Maps App
 - > Web Search
 - > QR Codes in printed media

The Future – Multi-Channel Messaging Providers



Delivering the Right Value

The Traits of the Next Generation Messaging Service Providers

CHANNEL TUNING

- > Adapt the brands content to the channel to provide the best user experience

LEVERAGE CHANNEL CAPABILITIES

- > Rich Cards
- > Carousels
- > List Pickers
- > Time Pickers
- > Templates
- > Suggested Responses
- > Notifications

NO LOWER COMMON DENOMINATOR

- > Implement workarounds to overcome channel limitations. E.g.:
 - Drive users to a web chat on SMS
 - Use time pickers on Apple Business Chat and use a web view to offer time selection on RCS

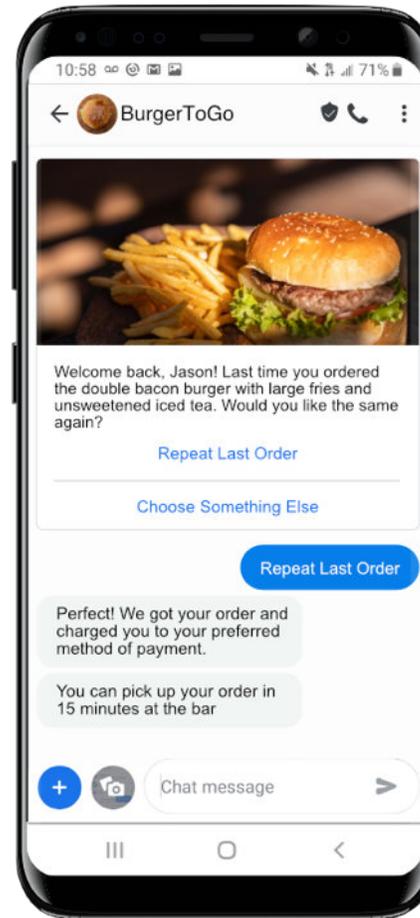
AUTOMATIZE AS MUCH AS POSSIBLE

- > Minimize per channel customizations
- > Leverage pre-built templates
- > Provide visual builders

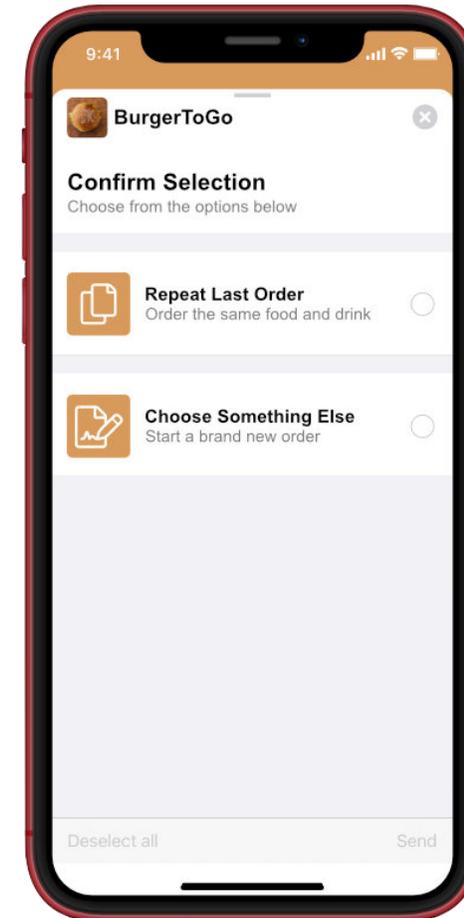
What a Multi-Channel Experience Should Look Like

- > Chatbot/campaign deployed once with the Service Provider
- > Service Provider Messaging Platform presents it in each channel, leveraging its specific features & capabilities
- > Always delivering the best customer experience

Simple for the brand,
optimal experience for
the customer



Google RCS
(Rich Card)



Apple Business Chat
(List Picker)



Facebook Messenger
(Template)

A hand holding a smartphone, with a blurred background of bokeh lights. The text is centered in a white box.

The Messaging Channel
Must Be **Responsive**

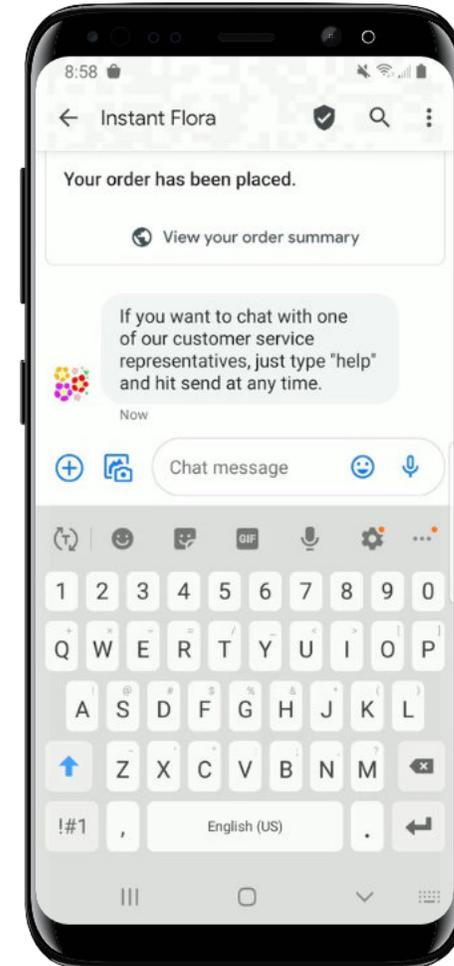


Automation that Helps

- > Start with state-based bots but evolve them to smarter customer service agents
- > AI powered knowledge bases that let consumers get answers or vital business information
- > Natural Language Processing (NLP) to better understand customer intent

Live Help

- > Built in tools to transfer chatbot conversations to a human agent
- > Triggered at the consumer's request or automatically by the chatbot
- > Leveraging all the channel capabilities (e.g., file transfer, rich links, rich cards, carousels)
- > Allowing return to the chatbot after the human interaction is over



A hand holding a smartphone with a bokeh background of colorful lights. The phone screen shows a grid of data. The text 'USE CASES' is centered in a white box.

USE CASES

Overview of Use Cases

Customer Service

Instant Flora chat interface showing a conversation with a human agent.

Municipalities

Coolville Main Menu and chat interface.

Lead Generation

Aroma Coffee mobile ad and restaurant page.

App Download Campaigns

Instant Flora app download campaign and app interface.

Event Concessions

Instant Flora chat interface for event concessions.

User Acquisition

BBVA Compass app store search results with QR code and chat button.

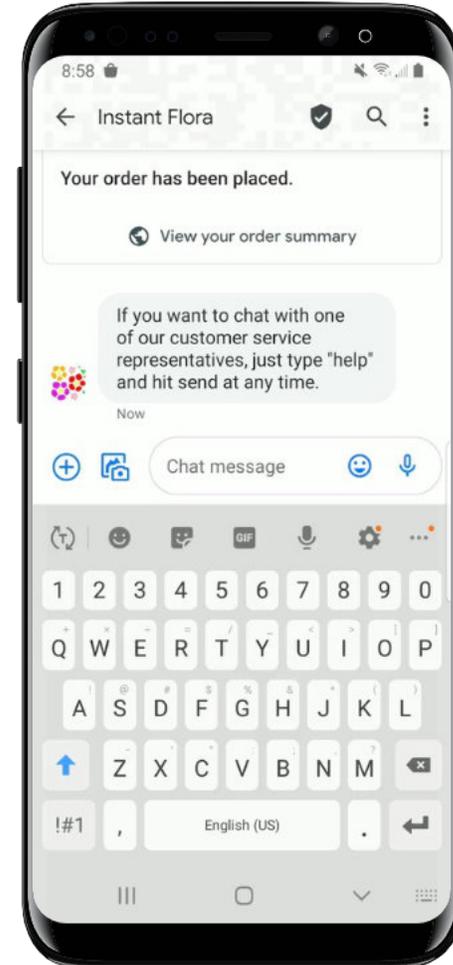
Interactive Mobile Ads

Instant Flora interactive mobile ad and chat interface.

...and many more

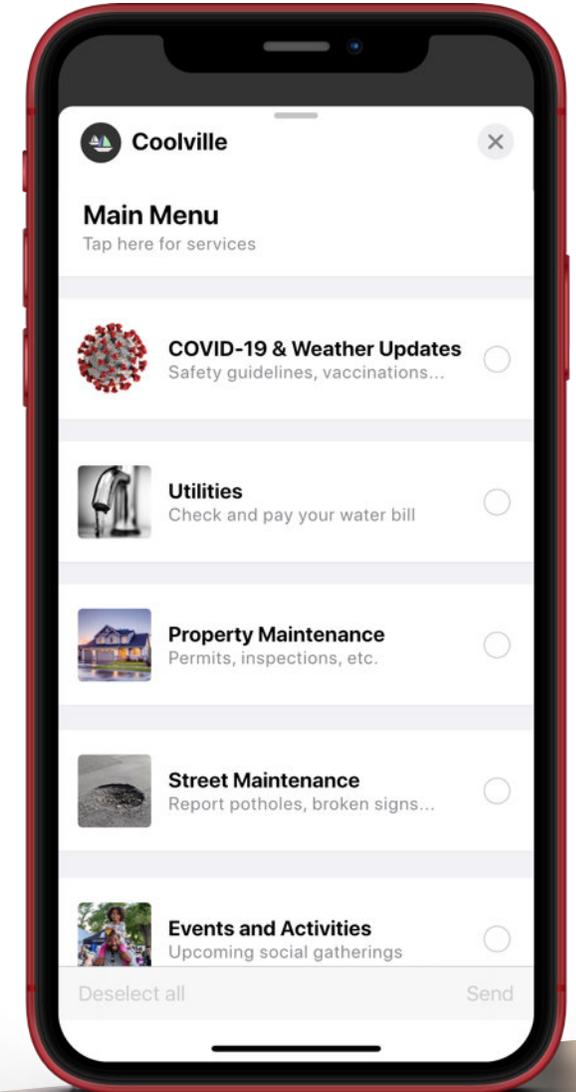
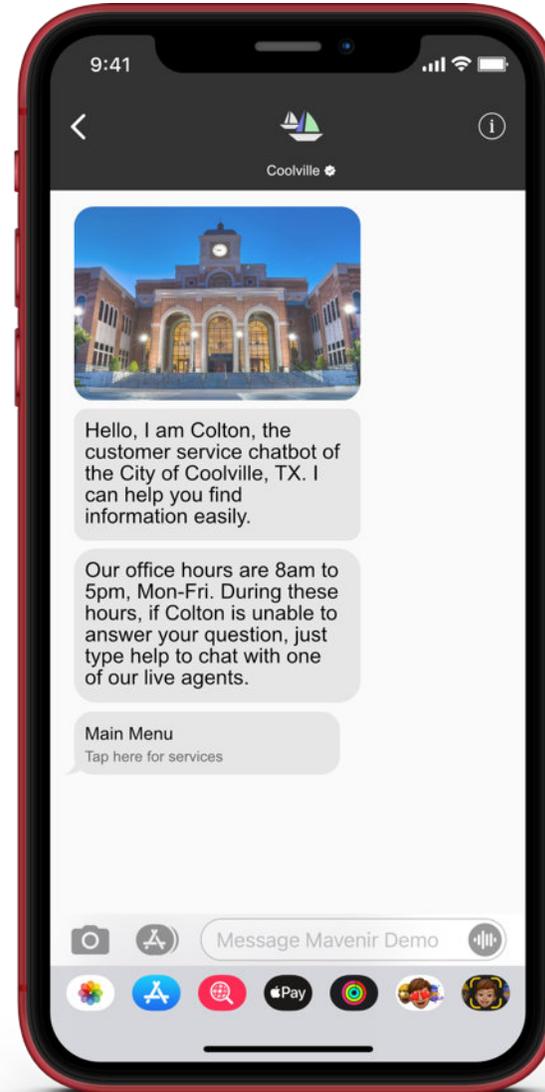
Customer Service

- > Customers obtain help about products and services
- > Rich media elements used to enhance the user experience
 - Time Pickers for appointments
 - Mobile payment trigger
 - Location and file sharing
- > Multiple entry points:
 - Scan a QR code at a store/location
 - Redirected from a chatbot conversation
 - Deflect to chat from a voice IVR

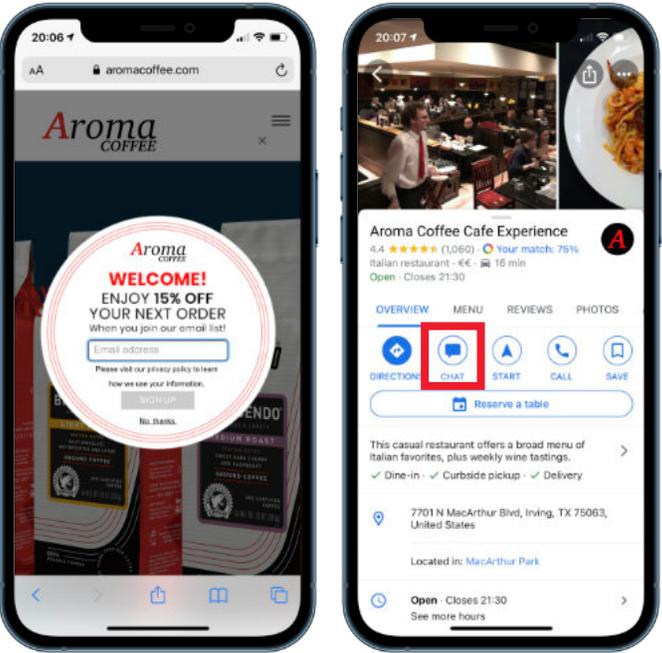


Municipality Citizen Services

- > Persistent conversations initiated from City's website
- > Automation of high demand queries and transactions
- > Self-service utility bill checking and payment
- > Easy reporting of issues with attached images (e.g., potholes, broken lights, etc.)
- > Follow up on permits and registrations



Customer Information and Lead Generation for Businesses



> Once customer, clicks, scans, etc., the brand chatbot wakes up and provides services that include:

- Product Information
- Promotional content/videos
- Scheduling appointments on calendar
- Collecting user information (opt-in, email, etc.)
- Surveys
- Product purchase



WEBSITE | SEARCH



QR CODE

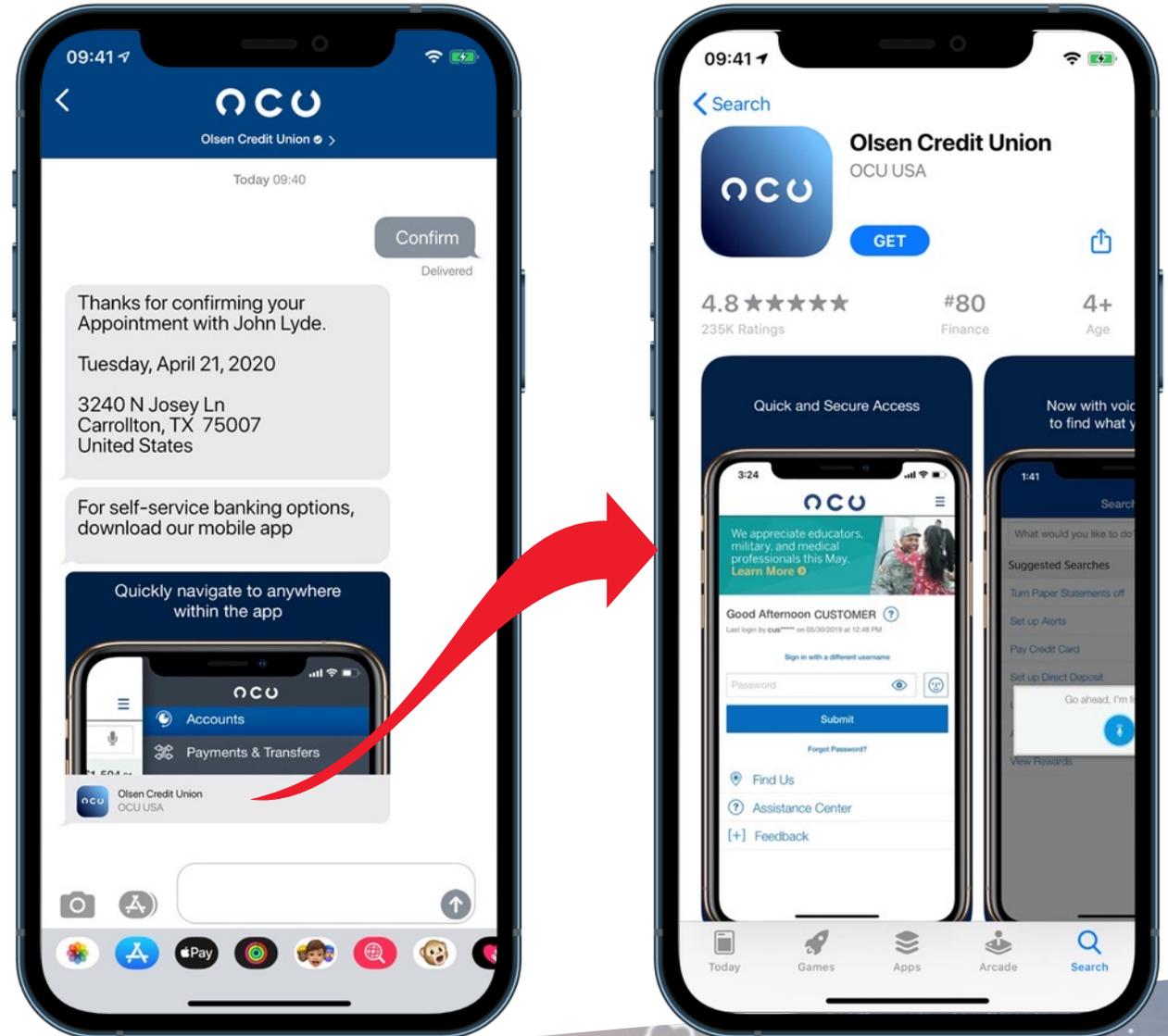


ADVERTISING / MAILING

Multiple Launch Points for Customer Engagement

App Download Campaigns

- > Customer-initiated chat sessions can be leveraged to promote mobile app for more elaborate user interactions
- > Less intrusive, not perceived as spam by users
- > Deep link chatbot into application or drive them to the app store to download app



Food/Beverage Ordering at Events



- > Users scans QR code at back of seat to start chat
- > Chatbot interacts with user, collects order, confirms it and manages payment
- > User is alerted when ordered is ready for pickup
- > NO WAITING IN LINES!

Don't miss the game!

Order your drink from your mobile and we'll alert you when it is ready to pick up.



SCAN CODE NOW

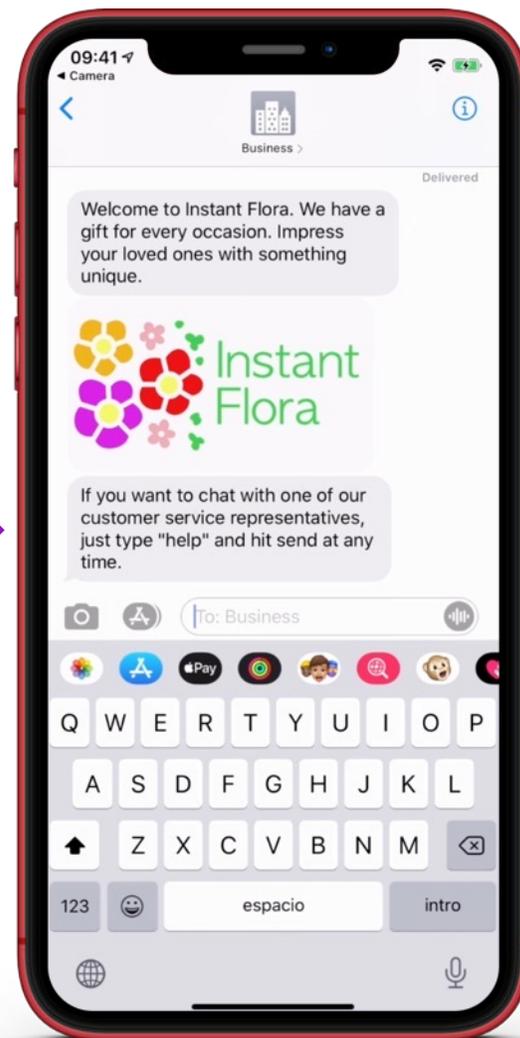
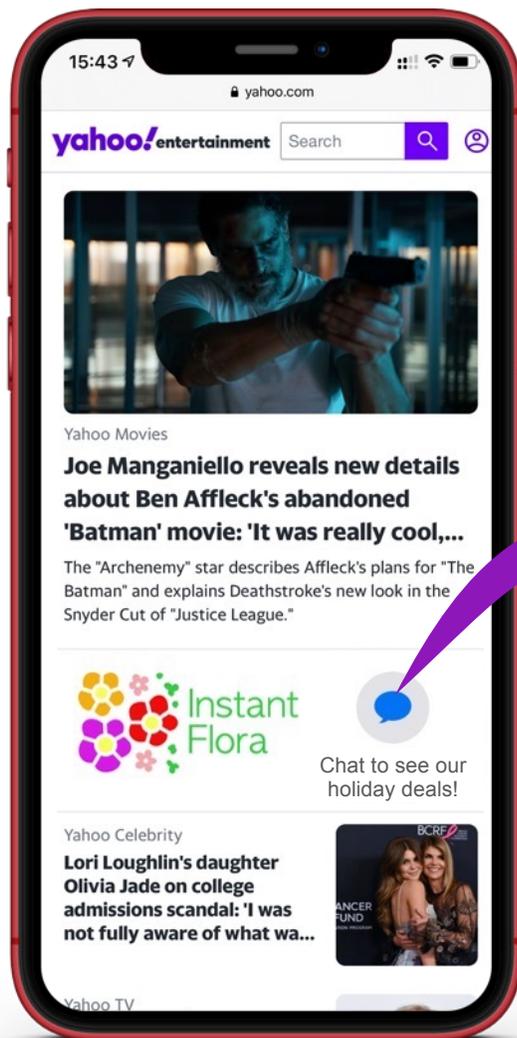
User Acquisition / Discovery

- > Users discover your brand:
 - Search on Maps, Siri, Safari, Spotlight
 - QR Code on printed ad or billboard
- > During initial conversation, request for consent to send communications to user
- > User is converted and can receive promotions, offers and other upsell opportunities

The image displays a digital advertisement for Olsen Credit Union (OCU) and a smartphone showing search results for the brand. The advertisement includes the OCU logo, a headline "Make your money work for our cause", a promotional offer: "For every \$1000 in average balance qualifying Olsen Credit Union saving investment account we will donate \$ the National Breast Cancer Foundat", and a QR code with the text "Chat with one of our associates". Below the QR code are social media icons for Facebook and Twitter. The smartphone screen shows search results for "Olsen Cred" on a mobile device, with a red box highlighting the chat icons for each result.

Interactive Mobile Ads

User discovers the chatbot in an ad unit on the media inventory.
(e.g., Yahoo site)



User taps
Messaging app opens
User engages with brand chatbot



Q&A

A close-up photograph of a person's hands holding a smartphone. The phone's screen is visible, showing a blurred image. Overlaid on the center of the image is a white rectangular box containing the text 'Thank You'. The word 'Thank' is in a dark grey font, and 'You' is in a bold blue font. A short red horizontal line is positioned below the 'T' in 'Thank'.

Thank You