Omnichannel Messaging – The future of customer communications

Neil Stone | dotdigital

dotdigital

What is CPaaS?

Communications platform as a service

Embed real time cloud based communications into existing systems through APIs to communicate with customers on a global scale on multiple channels

Who uses CPaaS?

collect+
parcels made easy

Camelot | GLOBAL

TalkTalk Group

ebay

Dixons Carphone

amigo loans.co.uk

GAP

Loyalty app

50% read rate

46% ongoing app engagement and retention

High adoption rates

Increased offer redemption instore

BRITISH AIRWAYS

SMS surveys

Over 800,000 messages deployed a month to over 40 countries

Surveys triggered automatically, with two way surveys conducted in real-time

99.997% platform uptime for continuity of service

NHS Blood and Transplant

Service app & SMS journeys

App engagement rates boosted by over 300%

Reduced missed appointments by 25%

99.997% platform uptime for mission critical messaging

M&Co

ESTĒE LAUDER

HAVAS | helia.

Chi Chi LONDON

Vets4Pets Putting your pet first **pets at home**

EURO TUNNEL

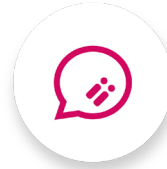**Virgin games**

Superdry.

Omnichannel

SMS

Web chat

App messaging

Email

Push notifications

Facebook Messenger

Twitter DM

WhatsApp

Coming soon....

Apple Business Messaging
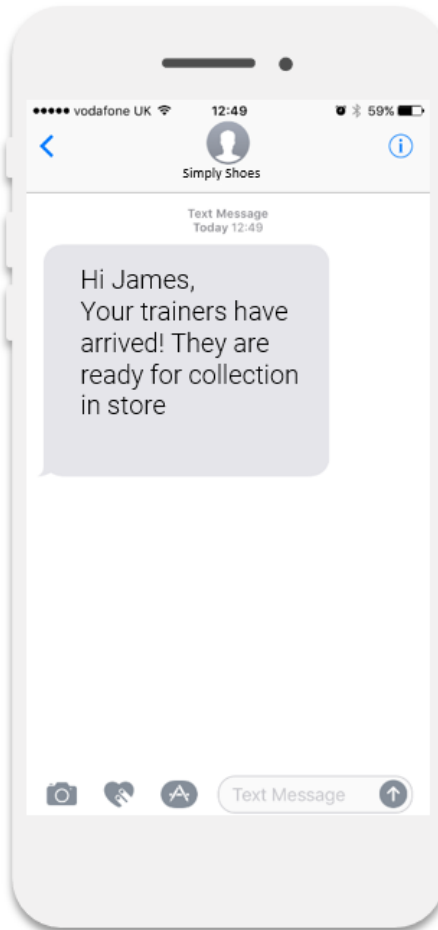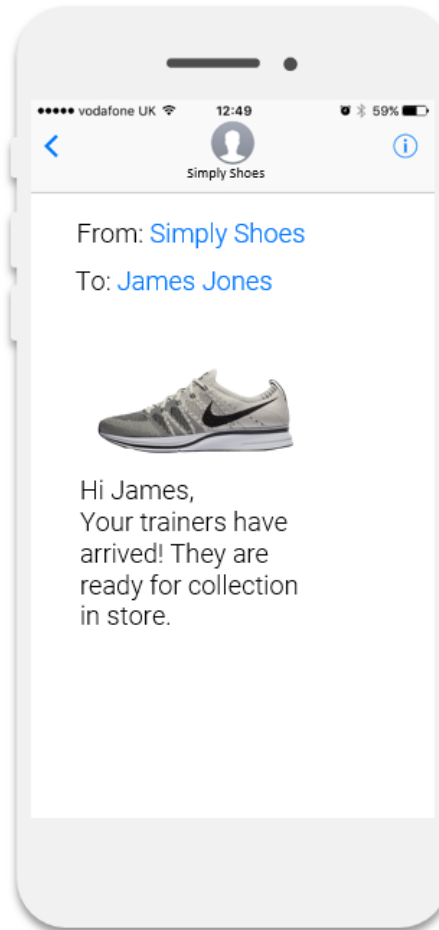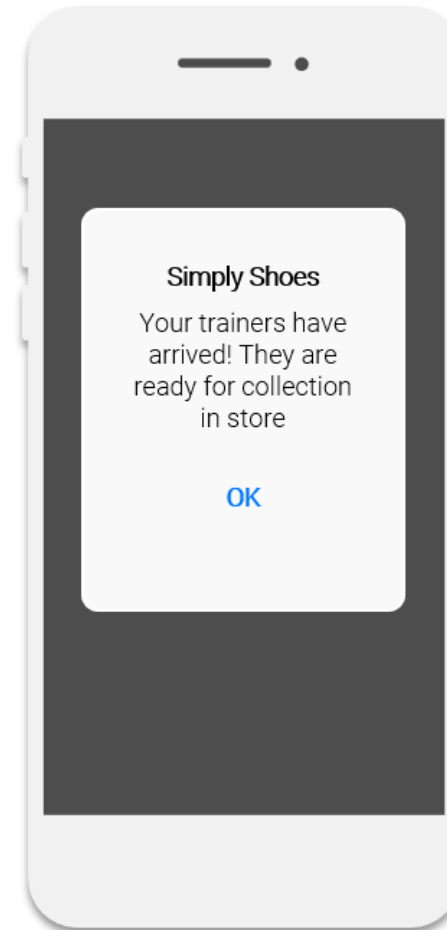
We Chat

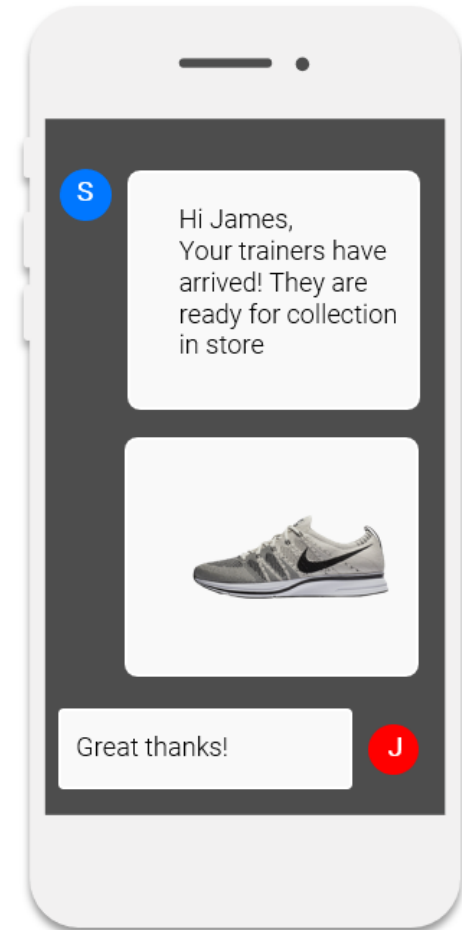RCS Business messaging

Omnichannel examples

SMS

Simply Shoes

Text Message
Today 12:49

Hi James,
Your trainers have arrived! They are ready for collection in store

Text Message

Email

Simply Shoes

From: Simply Shoes

To: James Jones

Hi James,
Your trainers have arrived! They are ready for collection in store.

Push

Simply Shoes

Your trainers have arrived! They are ready for collection in store

OK

Chat App

Hi James,
Your trainers have arrived! They are ready for collection in store

Great thanks!

Omnichannel examples

UK

📞 **0330 024 1235**

Monday to Friday: 8am - 8pm
Saturday: 9am - 5pm
Sunday: 9am - 3pm
Bank Holiday opening times
may vary

💬 **FACEBOOK MESSENGER**	f **ASK ON FACEBOOK**
🐦 **TWEET US**	✉ **SEND US AN EMAIL**

If you contact us via social media, we ask that you only share your personal information via private message.

Our privacy policy explains how we use your information.

Contact about flight bookings

Contact us

📞 Call the KLM Customer Contact Centre : +44 20 7660 0293 ›

🟢 Send KLM 24/7 a text message via WhatsApp to +31206490787 ›

f Contact KLM 24/7 via Facebook ›

💬 Contact KLM 24/7 via Messenger ›

🐦 Contact KLM 24/7 via Twitter ›

✉ Send an e-mail to the KLM Customer Contact Centre ›

The current messaging landscape

The average customer now communicates via 10 channels

(Salesforce 2018)

89% of adults in mature markets own a smartphone

(Gartner 2016)

Average of 3.3 hours screen time on mobile per day

(Kleiner Perkins Internet Trends 2018)

5.7 billion messaging users worldwide January 2018

(Statista 2018)

Over 1 billion monthly active users each

(Adweek 2018)

Global A2P SMS Market to touch 72.00 Billion by 2022

(Market Research Engine 2018)

500 million live chat customer conversations

(Intercom 2018)

100 million smart speakers have now been sold

(Canalys 2018)

Changing behaviour

- **Consumer habits**

- **new technology**

- **new set of expectations**

- **competitive advantage**

Mobile and static consumers

Mobile consumers

In App Messaging

SMS

Twitter

Facebook

Whats App

Webchat

iMessage

Static consumers

Video Calling

Webchat

Voice

Voice notifications

Does omnichannel really matter?

72% of adults prefer communication with companies digitally (MarketingSherpa)

90% of customers expect consistent interactions across channels. (SDL)

Does omnichannel really matter?

87% of retailers agree that an omni-channel strategy is critical or very important to their success (Brightpearl)

47% of customers would switch to a competitor within a day of a poor customer experience ([24]7)
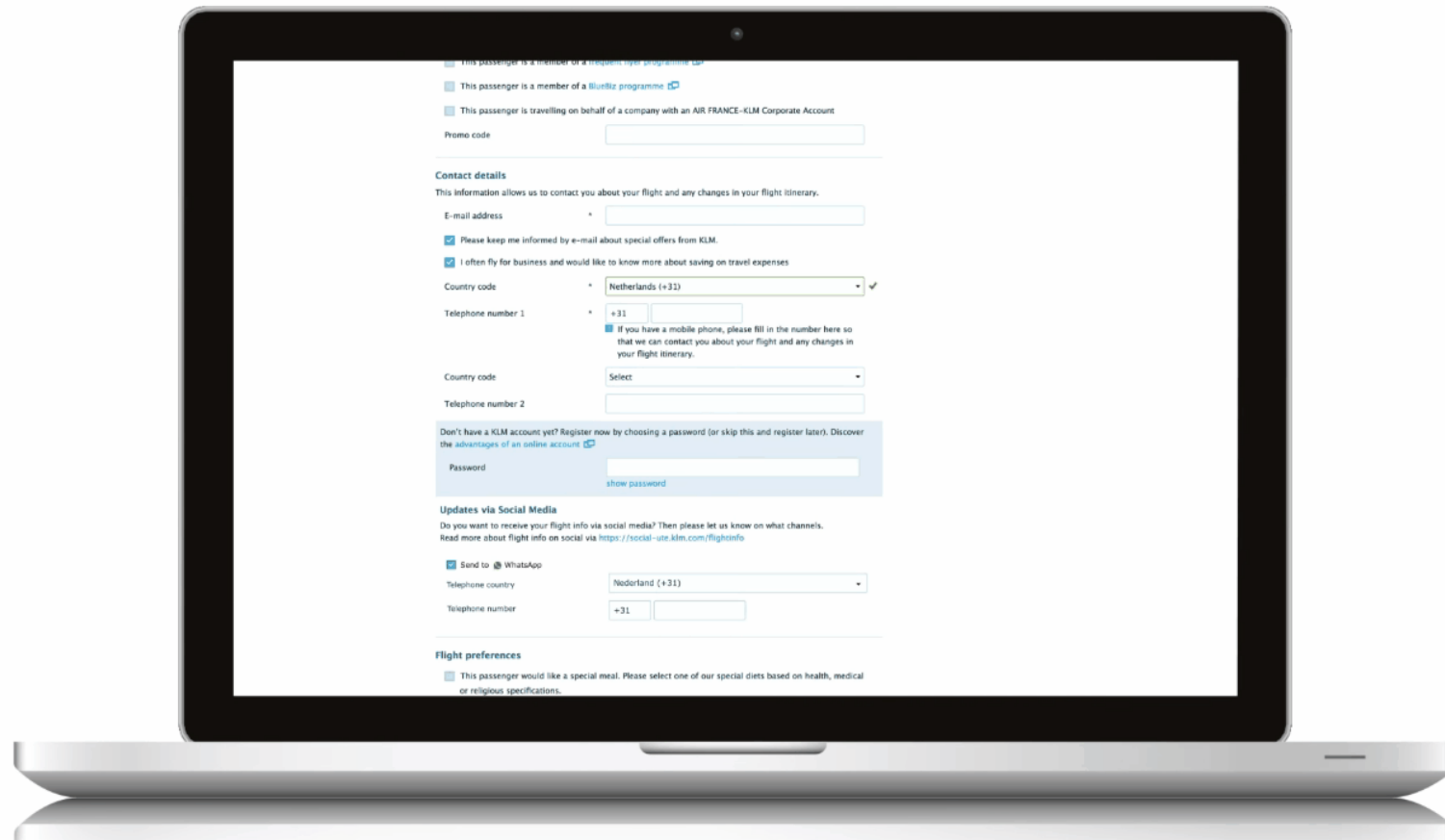
The future of messaging

What can you do with RCS?
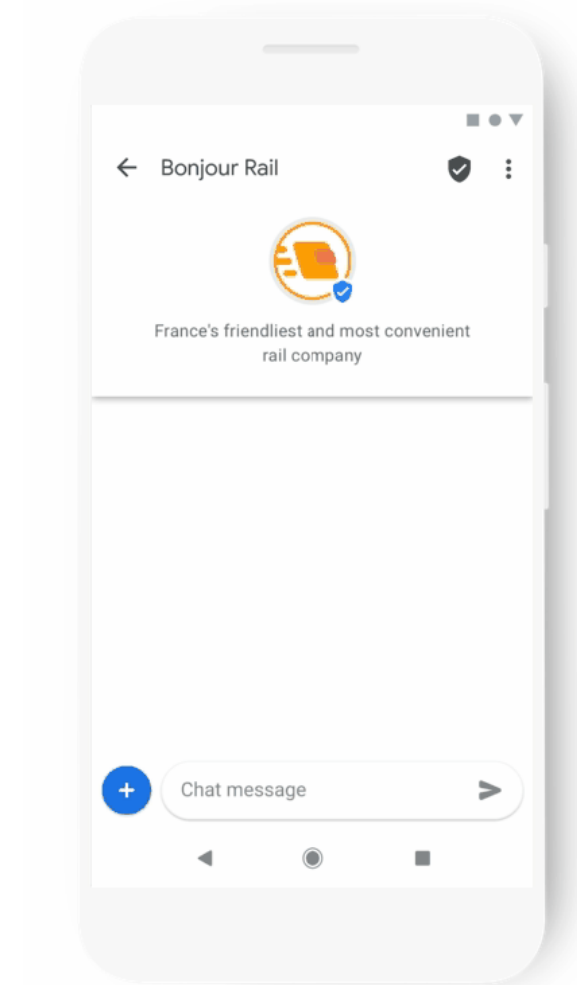
What can you do with WhatsApp?

Messaging strategy 2019

- Valued communications on any channel that drive conversations and positive outcomes for both the business and consumer

- **Keeping pace** with your customer

- **How are you communicating with your customers now and in the future?**

Thanks

Want to find out more about omnichannel messaging?
Speak to one of our team.