

In a given day, over 80 billion messages are sent to friends, family, and co-workers via SMS text or messaging apps. However, when it comes time to contact a business, customers are traditionally limited to voice, email, desktop, and web chat. So why is it that businesses have been hesitant to open up their digital support channels to provide customers the opportunity to message them the way they message in their personal lives?

Customers expect to get support when they need it, wherever they are, and in the most convenient way. Gone are the days where “hold, please” is the customer service norm. To stay relevant, every business must be thinking with a customer-first mind-set and welcome new support channels – specifically mobile. The shift from voice to digital is here, and mobile messaging is at the forefront. With mobile, conversational messaging, businesses are not only able to improve customer satisfaction, but also agent productivity and ROI.

So why aren't contact centers engaging customers with mobile, conversational messaging?

1 One-way messaging is the norm.

SMS for business today typically means one-way message notifications, sometimes prompting with a simple “Y” or “N” for a basic, limited response. If customers have questions or need to speak with a person, they are forced to shift to a different channel.

3 It's hard to keep track of every messaging conversation.

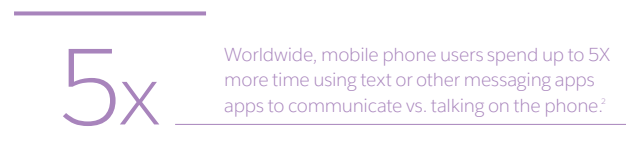
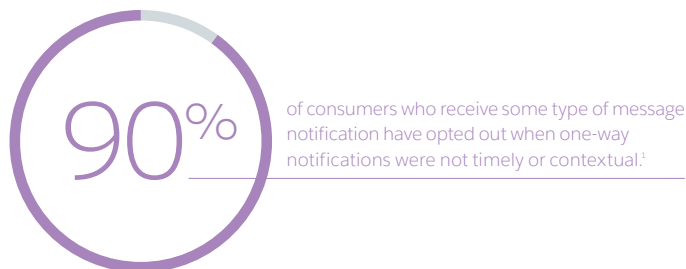
Companies that have tried to use point solutions for messaging are disconnected from CRM and other back-end systems. In addition, it's hard for agents to take advantage of all the rich customer data that is locked away in sales, marketing, and other cross-functional systems, leading to a poor agent and customer experience.

2 Voice is the most conversational channel.

While voice calls are not going away, the voice channel isn't cheap. Neither is it efficient for customers looking for quick answers. Mobile messaging offers a lower cost and more convenient way to engage in a two-way conversation, on their terms.

4 We already provide omni-channel support.

Many businesses claim to offer omni-channel support but do not actually offer two-way messaging as a support option. How many times a day do you call someone? Now, how many text messages do you send? SMS and messaging apps – like Facebook Messenger – are the new dominant form of communication. You need to meet your customers where they are.



Say goodbye to “hold, please” and hello to two-way conversational messaging with LiveMessage.



Make the shift from voice to digital with mobile messaging.

Salesforce LiveMessage is powered by Service Cloud, the world’s #1 intelligent customer service platform, allowing customers and companies to have two-way conversations on the messaging apps they prefer, such as SMS and Facebook Messenger.

Increase CSAT with two-way conversational messaging.

Allow customers to message businesses via text (SMS) or Facebook Messenger for hassle-free agent support. Use Service Cloud omnichannel routing to push conversations to the right agents at the right time. Send outbound message notifications to your customers that can be turned into conversations right in line.

Improve agent productivity with a 360-degree view of the customer.

With the power of Salesforce platform, companies can equip their agents with a complete 360-degree customer view across any channel and any back-end system, giving them the context they need to accurately and efficiently solve customers’ issues. Using the Service Cloud Agent Console, agents can handle messaging cases from text to close all from a unified desktop. From screen pop capabilities to automated customer matching, agents can view relevant customer information, purchase history, and cross-channel interactions instantly, in a single view. Since by its nature, messaging starts and stops in bursts, agents can seamlessly engage in multiple conversations, allowing them to handle up to 10 simultaneous messaging conversations versus only one phone call.

Messaging is 1/4 the cost of voice channel.

The average phone call costs support centers between \$6 to \$12. With LiveMessage, businesses can cut that cost by up to 75%. Not by cutting headcount, but by freeing up agents to handle more cases and do so more efficiently. Companies can set up automated and interactive messaging responses, built via process builder, to handle your most frequently asked questions and gather simple data prior to agent transfer.³

Set up messaging in hours, go live in days.

Unlike other service channels, LiveMessage is quick to implement. Companies can set up messaging in their contact center in just a few hours, and are able to start messaging with their customers in just a few days. Use Salesforce reporting to witness the channel value and ROI almost immediately.

Supported message types:

Text Messaging (SMS), Facebook Messenger

Supported countries:

US/Canada, Austria, Australia, Germany, Spain, and U.K.

¹ Dvorak et al., “Mobile Messaging Fails Customers Today: A Technographics® 360 Report: Using Behavioral Tracking And Survey Data,” May 23, 2016

² “International Smartphone Mobility Report,” Informatemi.com, January 2015

³ Clarkson, “Do Your Customers Want To Telephone You For Service?,” *Diane Clarkson’s Blog*, April 6, 2010

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