



Mobile as The Centerpiece of Modern CX and Conversational Messaging's Role

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Advertisement for McDonald's featuring a large image of a golden arches logo and a drink.

Advertisement for a phone, featuring a person holding a phone and the text "HOLD THE PHONE".

Advertisement for the movie "LOL" (Loser's on the Loose) featuring the text "THE BEST COMEDY IN 100 YEARS" and "LOL".

TOSHIBA

Advertisement for the movie "Aladdin" featuring the text "Aladdin" and "ONE LAND WHERE HEROES HAVE POSSIBILITIES".

Advertisement for UFC 200 featuring the text "UFC 200" and "CLEA SMITH VS JON JONES".

AMERICAN EAGLE OUTFITTERS

SAMSUNG



Speaker bio

Michael Ricci – Sinch, VP Strategy



- **Sinch AB** – New Technology/Cloud and ASP partnerships/ client and market strategy
- **Oracle** – Solutions Architect – Digital Center of Excellence
- **Digital Fusion** (SF Partner) - CMO and CDO
- **nGage Labs** – CMO
- **Webtrends** – VP Digital
- **Merkle** – VP of Mobile, Digital Architect
- **iLoop Mobile** – VP Strategy
- **Volantis Systems** – VP GM – Content and Brand

CX Leaders Outperform Their Peers



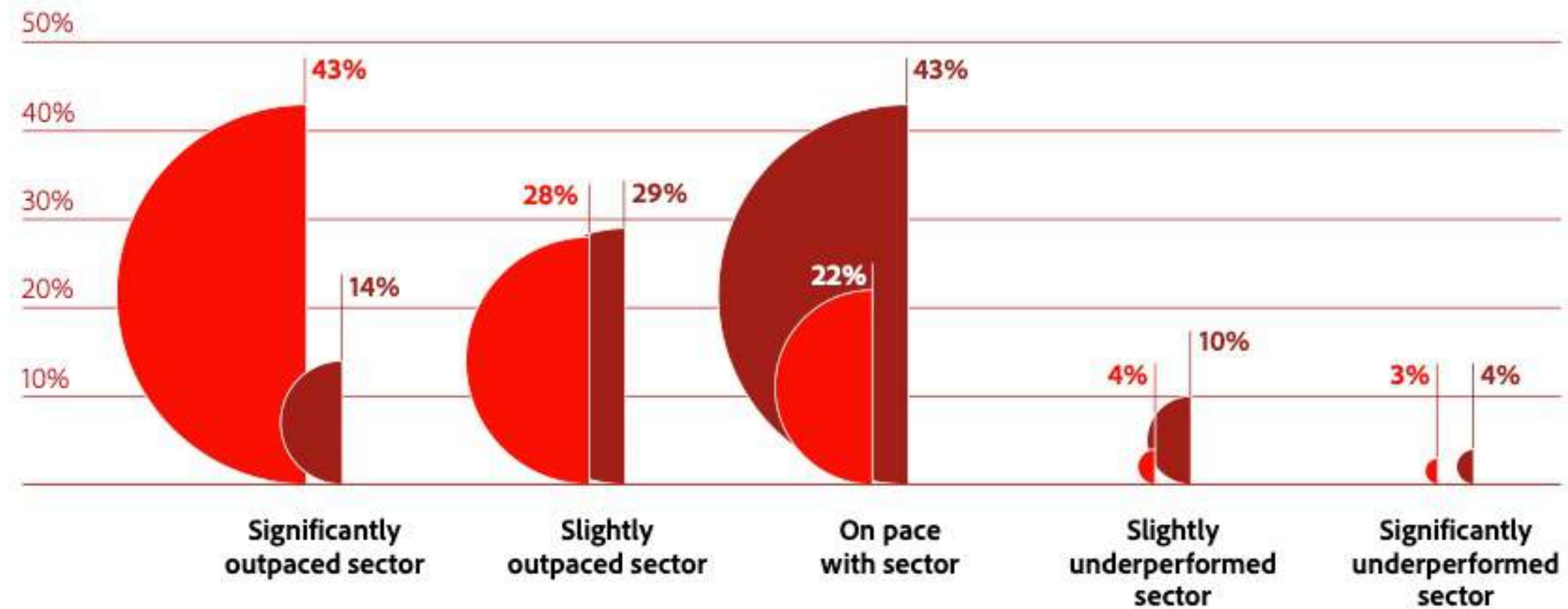
Your New Customer

- 1. Digital, Unpredictable and Easy to Lose
- 2. 2020 Proved the Customer Experience (CX) Proposition

Figure 2 **CX Leaders won 2020**

Thinking about your organisation's primary sector and competition over the last six months of 2020, how did your company perform?

 CX Leaders  CX Mainstream



Digital Trends Survey, Q4 2020, n – CX Leaders = 1,081, CX Mainstream = 4,864

CX Leaders comprise 18% of respondent organisations. They have a very advanced approach to customer experience, where strategy and technology are aligned to a successful effect. Throughout this report Leaders are compared with the Mainstream group, who range from 'immature' to 'somewhat advanced' in their CX approach and make up 82% of the sample.

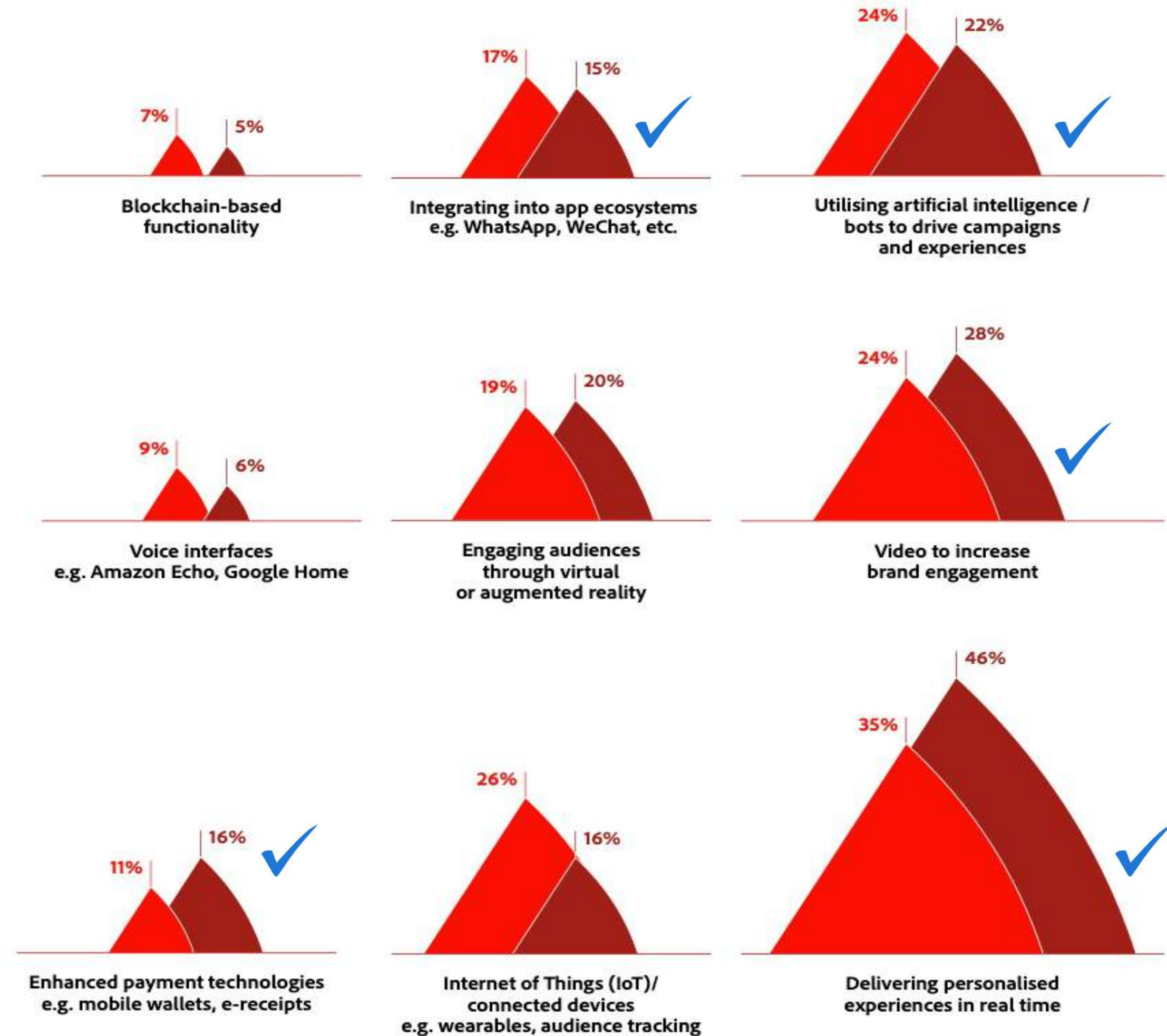


Rich Messaging, Video and Conversational AI Move The Needle

Figure 9 **Personalisation, video and AI-assisted experiences move the needle**

What emerging capabilities would make the most difference in the CX within the (selected) sector?

▲ B2B sectors ▲ Consumer sectors Mobile CX ✓




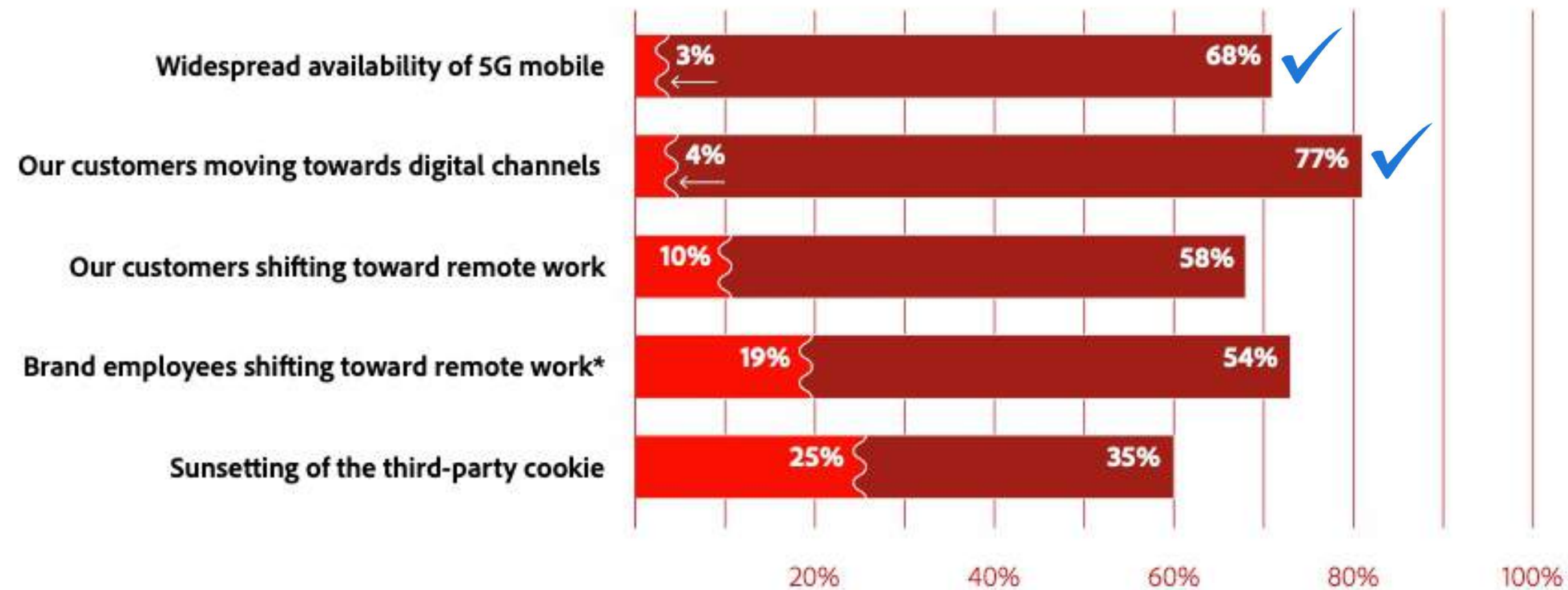
CX Focus: Challenges & Opportunities



Figure 11 **Marketing disruptions will continue through 2021 and beyond**

Do you see these coming events as disruptive, whether positively or negatively?

 Negative disruption (Challenge)  Positive disruption (Opportunity) **Mobile CX** 



Digital Trends Survey, Q4 2020, n – Agency = 2,508, n – VP + (client side) = 176

*Agency respondents commenting on disruption to client organisations.



“Mobile is the centerpiece for customer experience and consumers have come to expect personalized relevance at every touchpoint.”



98% FB traffic

80% video views

63% organic search

53% web traffic

48% email opens

A hand with red glitter nail polish is hovering over a smartphone screen. The phone is lying on a reflective surface. A leather wallet is visible to the right. The background is dark with blue lighting.

 **The future of messaging
and mobile CX**

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The new business messaging paradigm



From SMS to
Omnichannel

Expect a seamless Mobile CX on any channel



From text to
Rich media

Consumers crave images, video, and app like experiences



From generic content to
Personalization

Consumers expect data driven 1:1 connections



From one-way to
Conversations

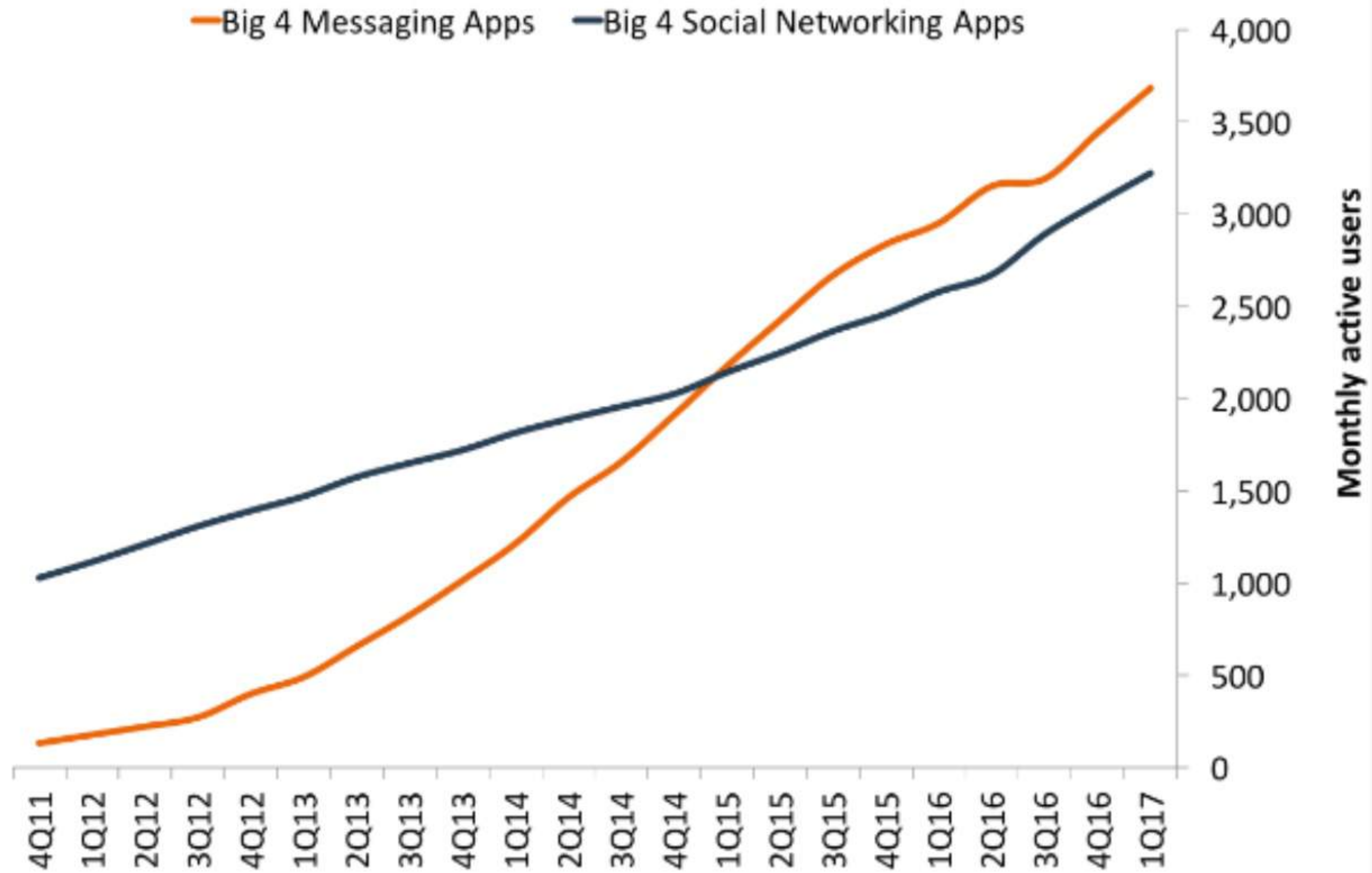
Turning off broadcast messages and craving conversations





Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks,
In millions



Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE



Conversational messaging is the single biggest **paradigm shift** taking place in the communication between brands and consumers

“From now on, 50% of businesses will spend more on Conversational Applications than on mobile apps”

Gartner.





Engage consumers on the channels they love



5b users
on messaging apps

Ref: Statista

100b messages
sent on WhatsApp, Facebook
Messenger, and Instagram every
day

Ref: Facebook

470m new users
estimated to adopt messaging
by the end of 2021

Ref: eMarketer



Consumers have spoken: They prefer chat

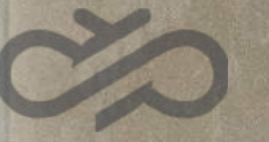
Reasons people prefer chat

56%

I find it more
convenient

46%

I expect it to be
faster



COVID accelerating adoption and investment

How have your interactions with businesses been impacted by COVID-19?

34%

I complete more transactions online

24%

I will continue to make digital interactions after the pandemic

24%

My primary method of contact has moved to digital

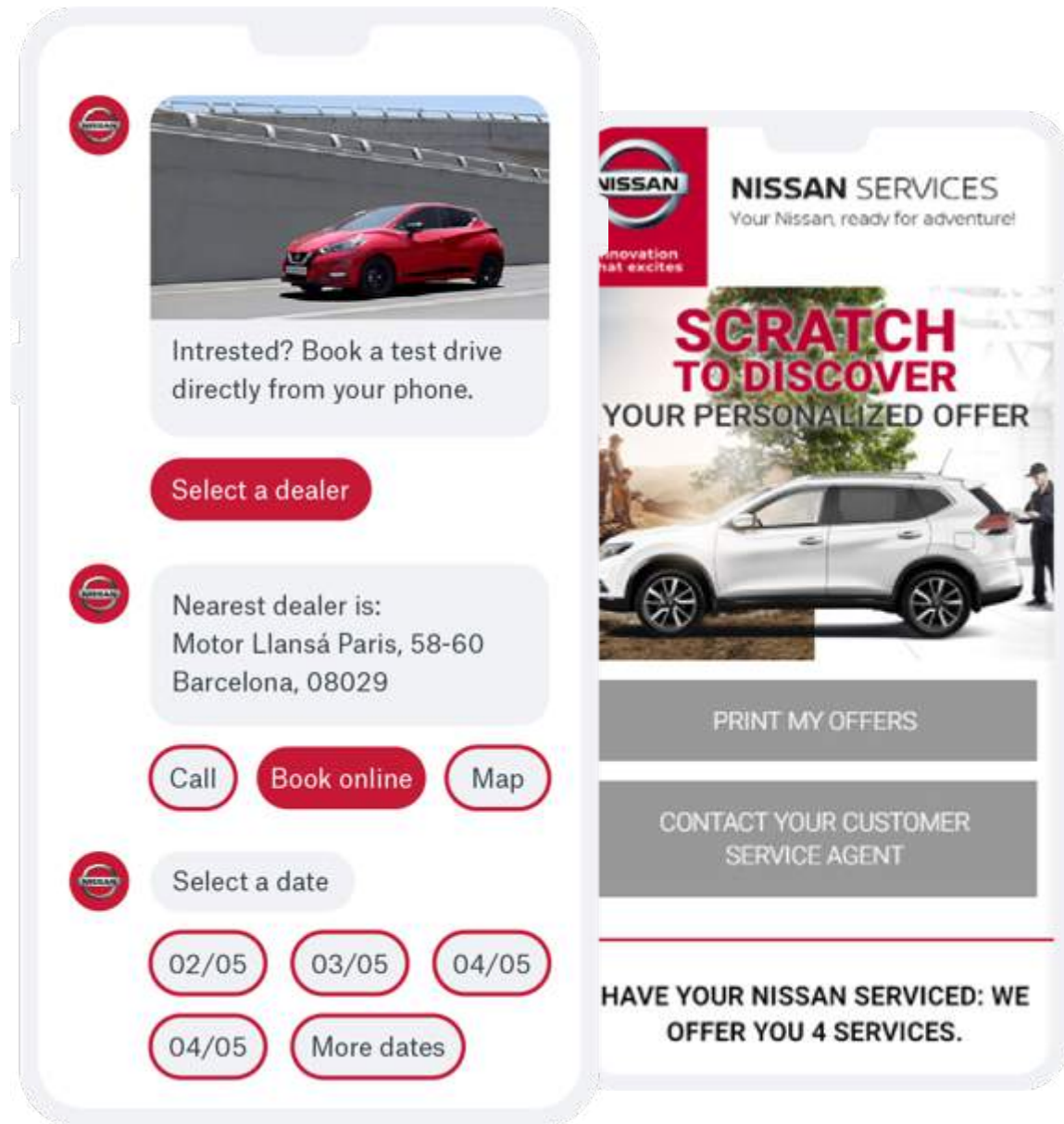
22%

I expect to be able to complete all tasks or interactions digitally





Business benefits of conversational messaging

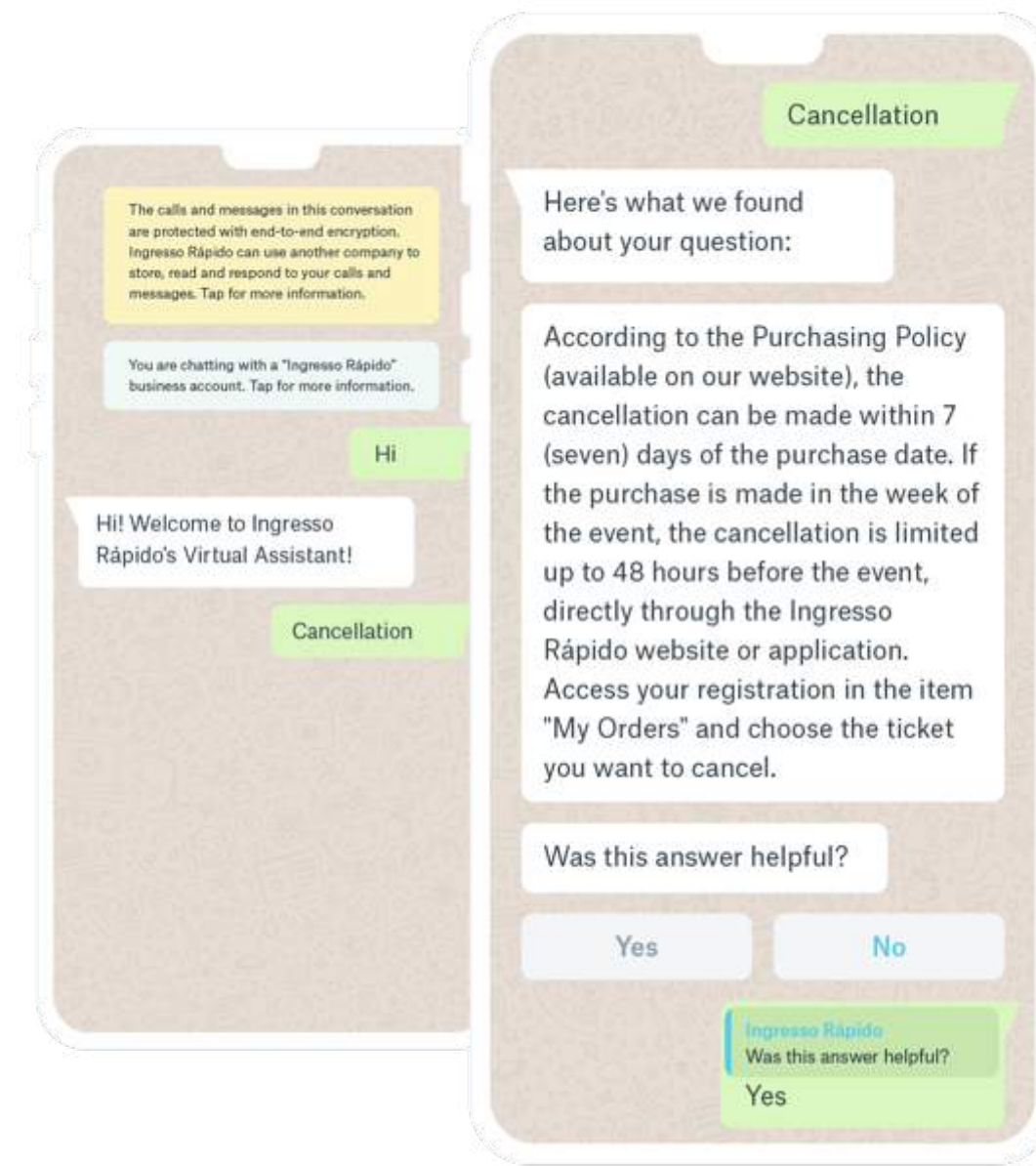


Increase revenue

30-50%

increased conversion

Increase conversion vs. email or SMS

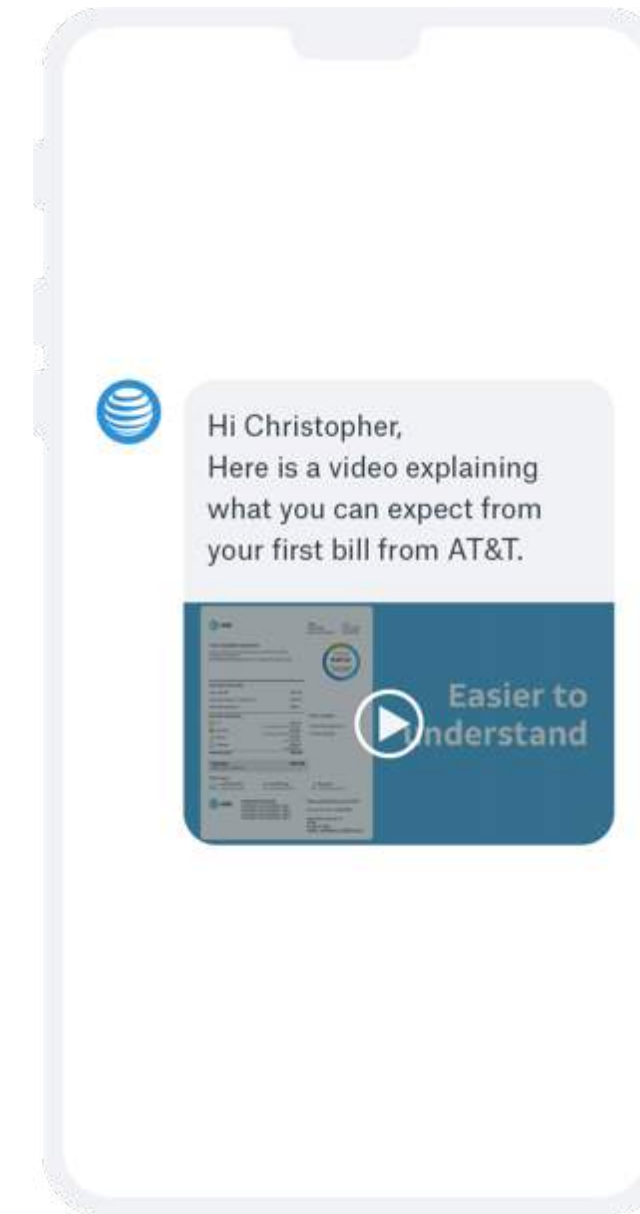


Reduce costs

20-50%

cost reduction in customer care

Automate conversations and increase agent efficiency



Improve customer experience

3x NPS

on chat vs. voice

Use the channels your customers know and love

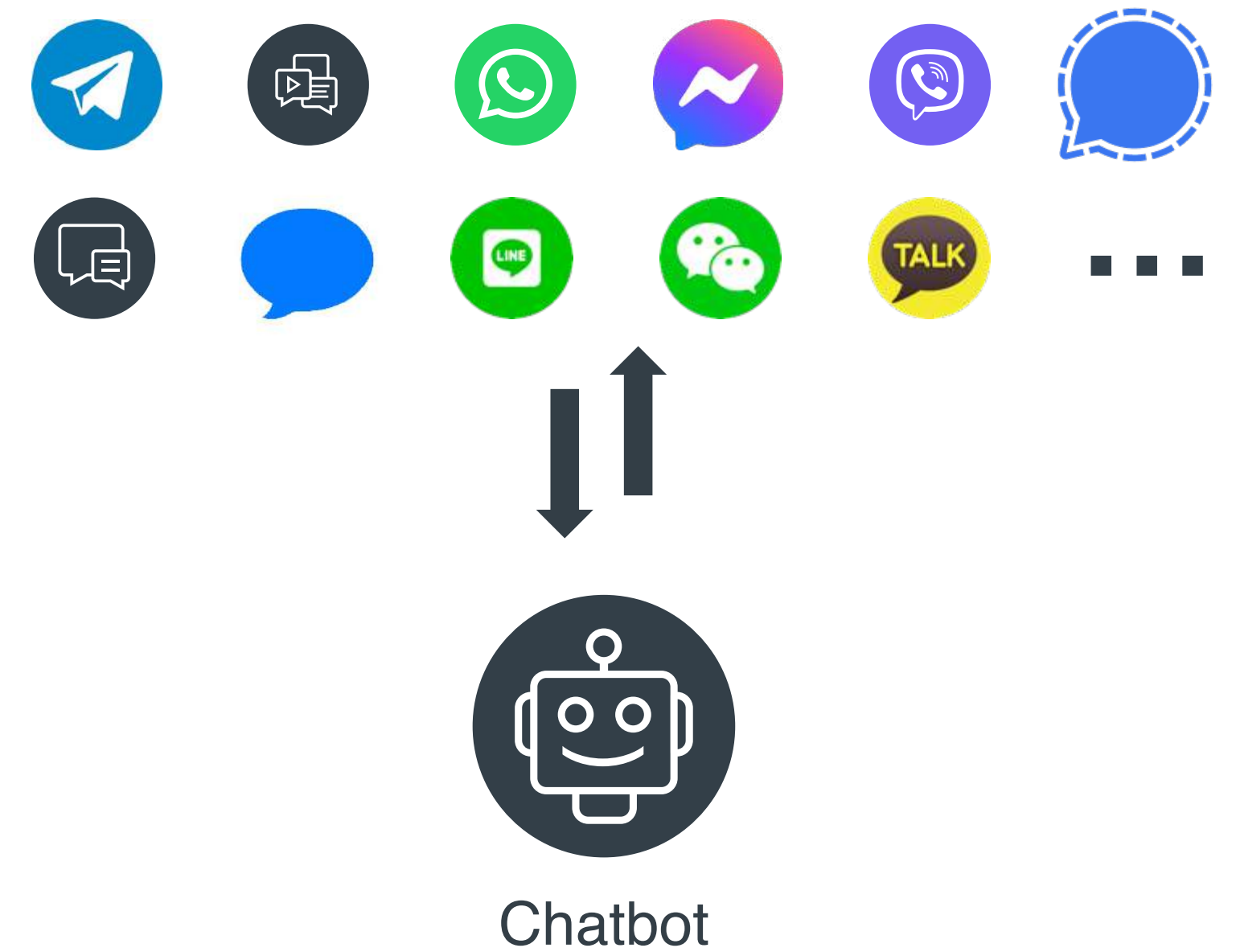
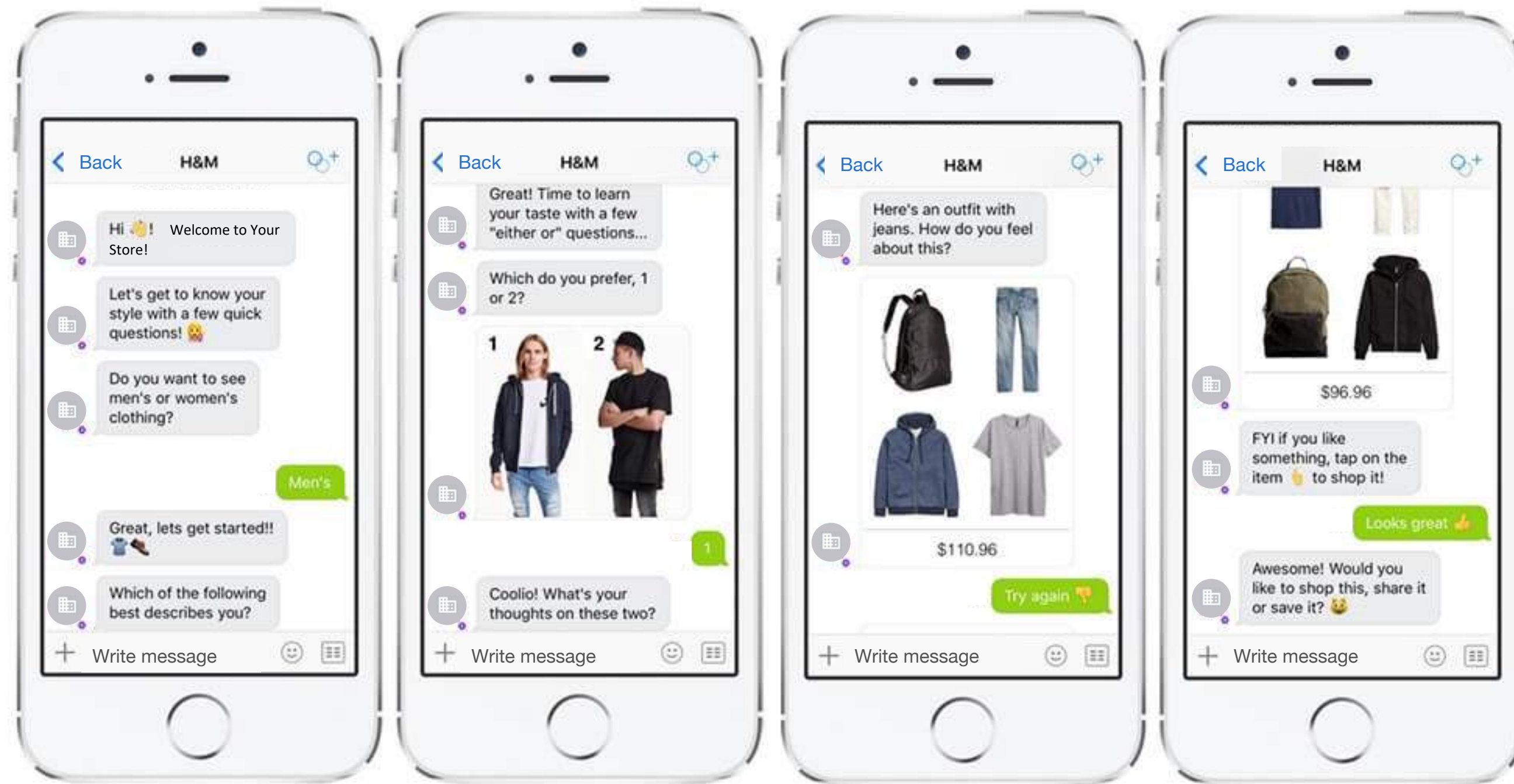


Conversational Commerce

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What is conversational commerce?





“Last holiday season, 2 in 3 people surveyed globally told us they had messaged a business.”

— Facebook



Percentage of shoppers who said they messaged a business last Holiday season

North America

35%

Latin America

58%

Europe and Middle East

42%

Asia-Pacific

63%



Why c-commerce shoppers message with brands

Product or pricing information

45%

Instant responses at any time

35%

Easy way to shop

33%

Personalized advice

31%

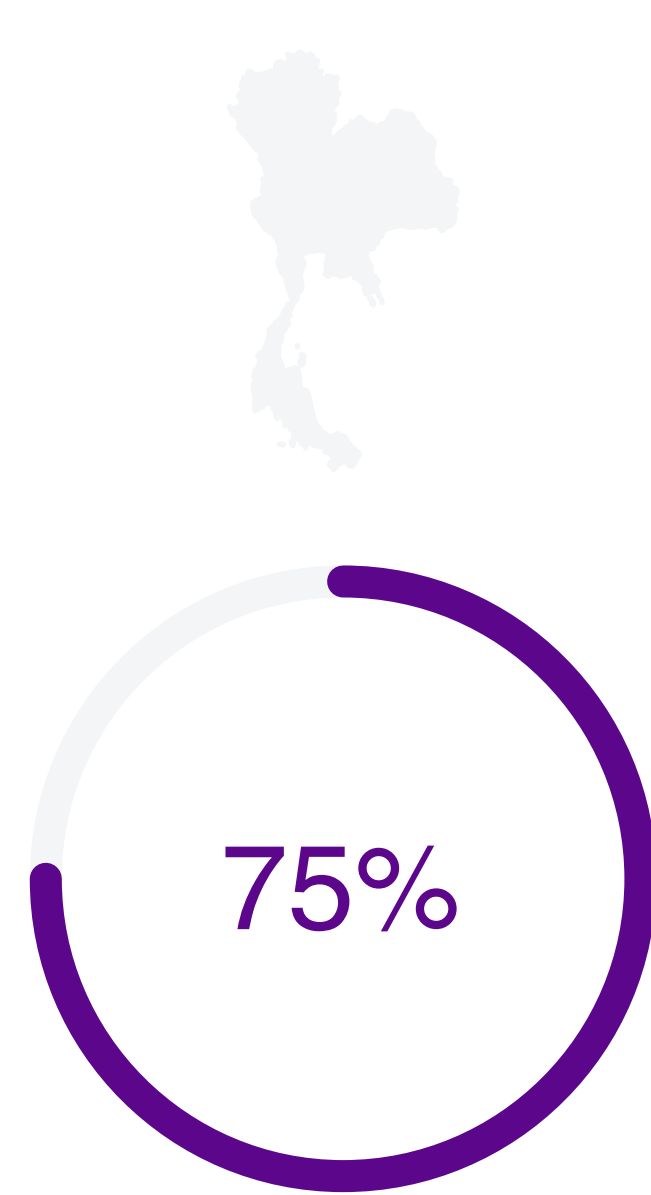
Ability to negotiate prices or offers

30%

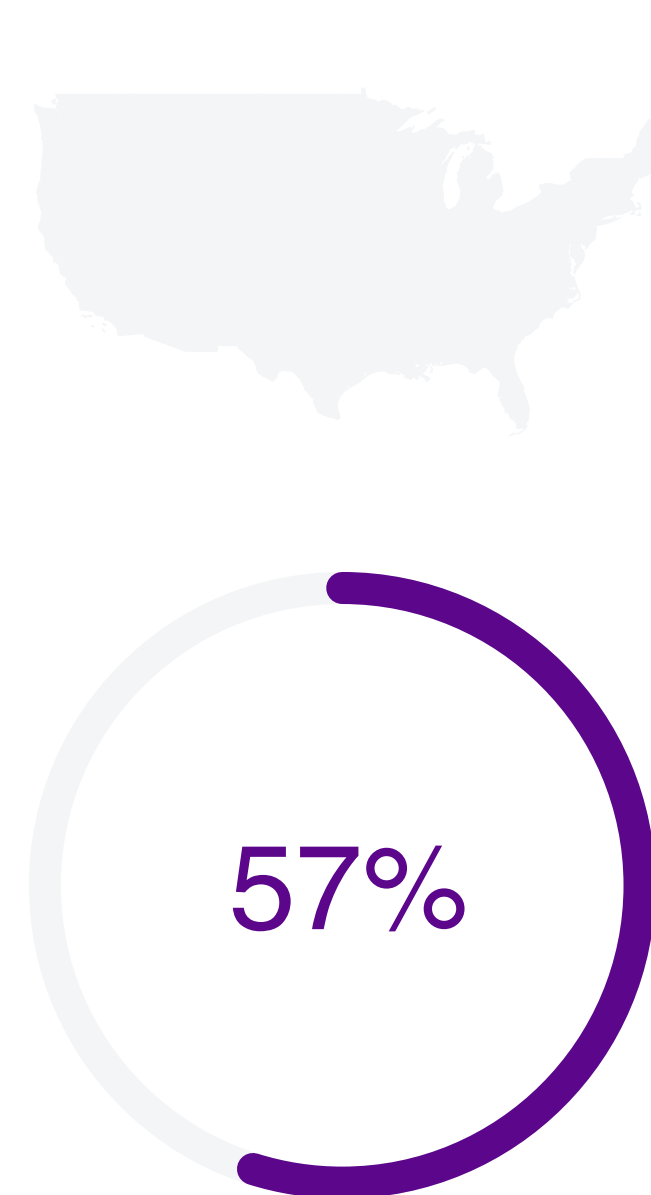




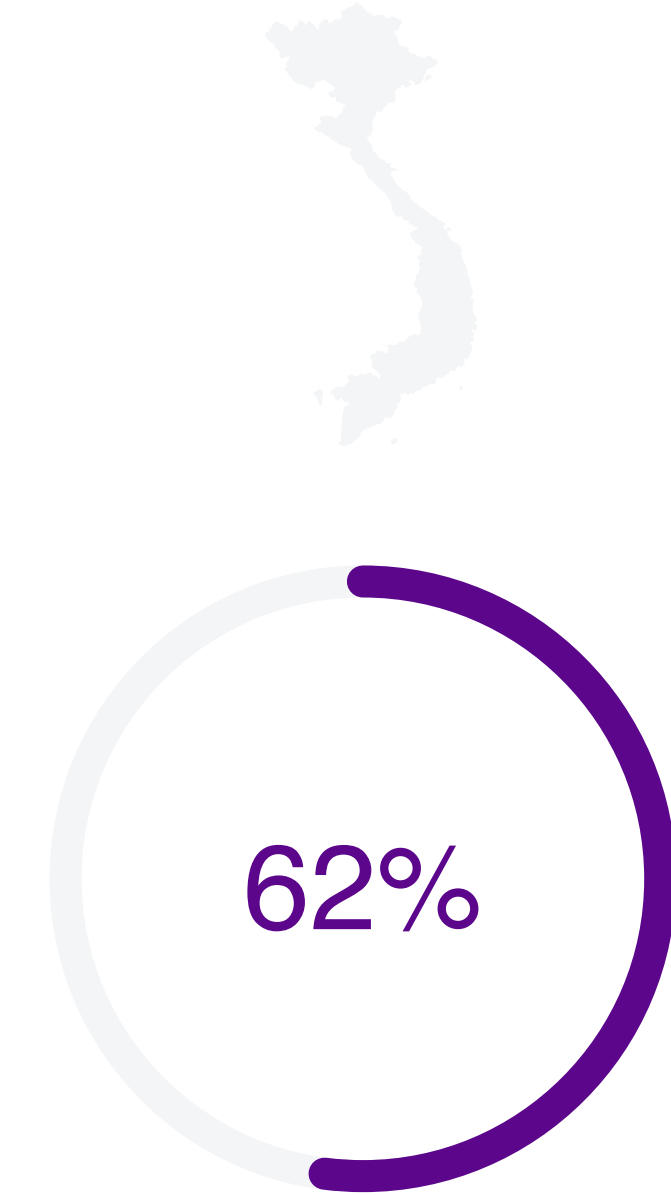
C-commerce buyers across countries plan to increase their spending



Thailand



US



Vietnam



Use Cases

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Vodafone

Improving Customer Care

The challenge

Vodafone's support call center traffic had escalated dramatically, HOLD times were increasing and client SAT was decreasing

The solution

Leverage Conversational Care to answer FAQs and off-load costly live agent interactions

Results

11%

increase in customer service efficiency, compared to phone calls in the first month

62%

of all customer interactions occurred via Conversational Care

18,000

customers served at a fraction of the cost





Eurail

Transportation – FAQ bot & ticketing

The challenge

Eurail wanted to decrease the amount of FAQ tickets and make sure agents were available for more difficult customer questions to increase their customer satisfaction score.

The solution

An AI chatbot hosted on the support page to answer several question as quick as possible



End user

Questions by end-user answered immediately

Support team

The team is able to focus more on complex questions and cases

Results

FAQ

96,000

Questions per year answered immediately

Conversion

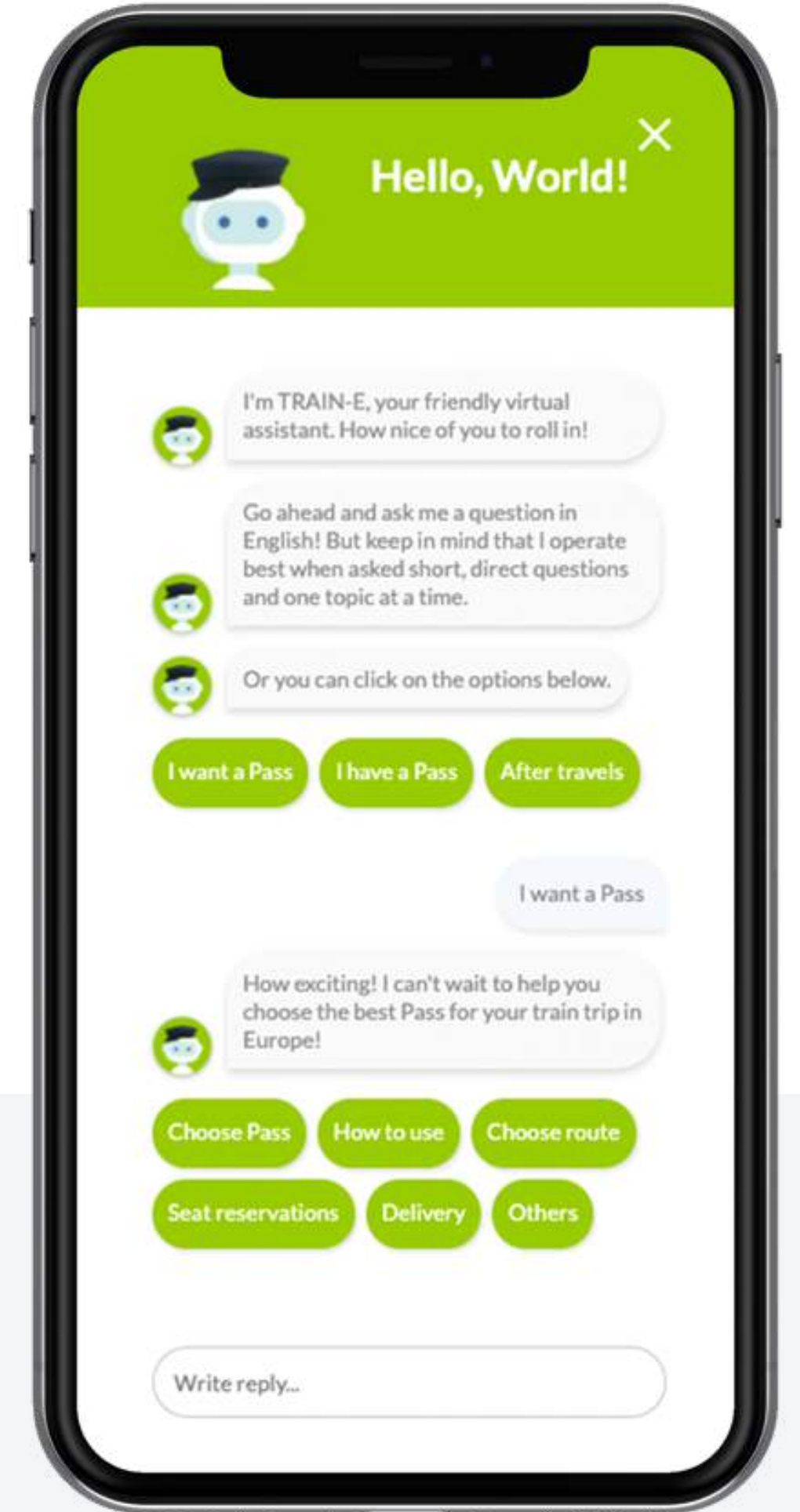
89%

Requests handled by bot

Monthly users

2,000

Users on a monthly basis



Ingresso Rápido

Media and Entertainment

Challenge

- Received a huge number of incoming calls to contact centre to process 20k tickets per month
- Very complex to scale support teams with maintained quality
- Looked to engage with customers on WhatsApp, where they already are active

Solution

- Hybrid chatbot combining scripted decision trees with AI and Natural Language Processing
- Support for multiple use cases like order status, PDF ticket delivery, and event information
- Seamless handover to live customer care agents when needed



Results

82%

Tickets answered
by bot

+70%

Satisfied users

45%

Cost reduction in
call centre

ingresso rápido



Q&A



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