



# CPaaS

The Key to Successful  
Customer Communication

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## Communications Platform as a Service

CPaaS contributes to a full customer experience and ensures that you can be in contact with your customers any time of the day. But how is CPaaS growing in the world and how can businesses benefit from this rising real-time communication framework? We will discuss it throughout the next five eBooks.

In today's world, which is full of creative minds, successful ideas won't sell themselves. As the forces of globalization, automation, and artificial intelligence combine to disrupt every business, having a good idea isn't good enough to become successful. Mastering the ancient art of communication is the key to standing out, getting ahead, and achieving greatness in the modern world. That's how Carmine Gallo describes it in his book called Five Stars and we tend to agree.

***Communication is no longer a “soft” skill—it is the human edge that will make you unstoppable, irresistible, and irreplaceable—earning you that perfect rating, [that fifth star](#).***

How can your business effectively stand out and adapt to the ever changing needs of the modern world? Customer expectations are changing – they prefer mobile as their primary communication channel, they want everything now, on their terms, and expect to interact in ways that suit them. That's no different in the way that they prefer to communicate, they expect communication to be efficient in an effort to solve queries faster. The preferred channel for this is mobile.

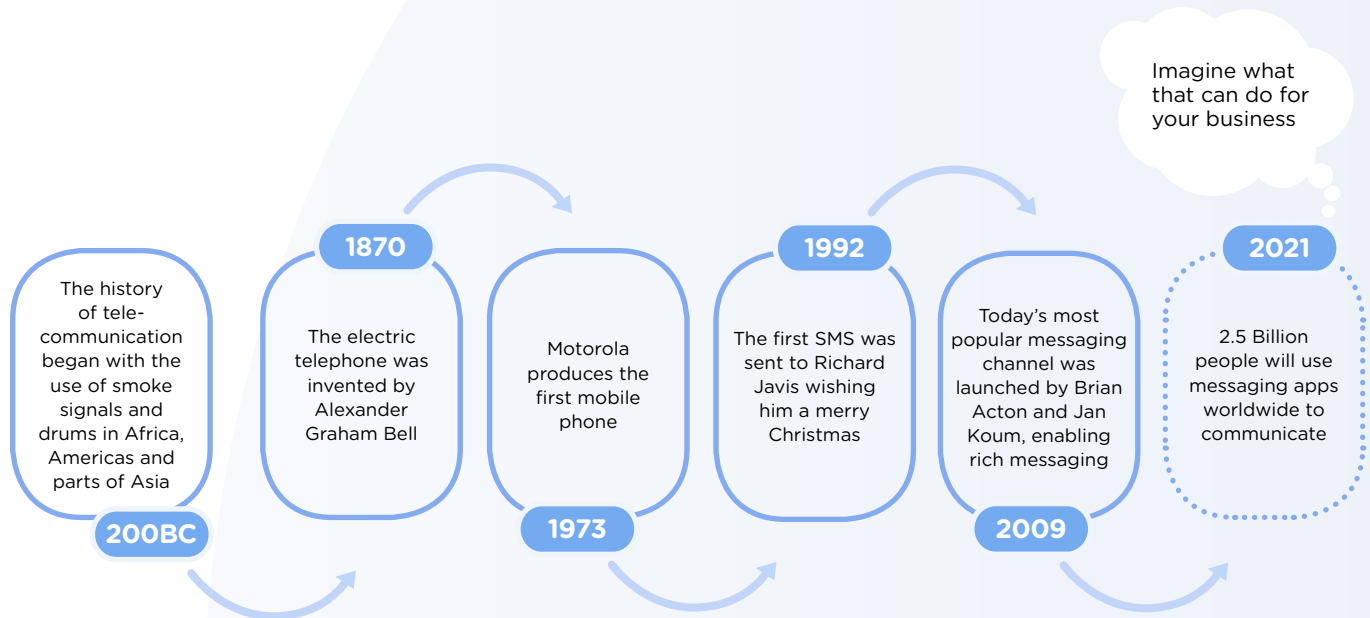
For years, businesses have relied on multiple dispersed platforms to enable them to communicate with their customers. In the past, and still today, a typical retail and e-commerce business relied on multiple providers for different services, for example, Provider A for SMS, Provider B for Email, Provider C for Voice, and no suppliers for multi-channel messaging. That way of working is changing, and the days of siloing channels are over. Businesses that consolidate their channels will be able to offer a solution that has customer-centricity at the top of mind.

That's exactly why CM.com became what it is today, because there was a shared dream between Jeroen van Glabbeek and Gilbert Gooijers. That shared dream was to help businesses reach their customers in the best way via mobile communications and to be part of people's life.

To give you a full explanation on how to fulfil your mobile communication strategy, we'll touch on five topics which we believe will give you that perfect rating in efficient communication.

# History of Communication

For as long as humans existed, they found ways to communicate with each other. Today, it is hard to imagine what we did without phones or social media. Let's travel through the history of communication to see how we got to where we are now. It all started at 200 BC.



***“Nothing great was ever achieved without communication”***

The words below, CPaaS and API are words you will read often in our eBook. To give you a clear understanding of what these words contain, we will explain their meaning in more detail first.

## What is CPaaS?

CPaaS Stands for Communications Platform as a Service. It is a cloud-based delivery platform which enables businesses to add real-time communication channels (including SMS, Voice, Email, Chat apps and more) to their applications with the use of APIs\*.

Companies such as AirBnB, Facebook and Netflix all use CPaaS within their online interfaces and smartphone applications to send SMS verifications, Push messages and more.

## What is an API?

An application programming interface (API) is a collection of definitions in which a computer program can communicate with another program or component. This means that for example a drawing program does not have to know how to control the printer, but instead calls it a specialized piece of software in a library, via a printing API (Source: [wikipedia.org](https://en.wikipedia.org/wiki/API)).

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# The Customer

# 1. The Customer

Successful business all begins with your customers. What messaging channels do they use? What messaging channels do they prefer?

In this first part of our series of five eBooks, we are going to dive into the messaging opportunities for your business. These eBooks will guide you along the way of using different channels for your business communication and how to integrate CPaaS into your business strategy.

These days, the digital transformation is unstoppable. How is your business dealing with this transformation? Worldwide, your customers spend 47 times per day, 87 hours per month, 1,044 hours per year on their mobile phones. Is omni-channel integrated in your business strategy? Are your customers able to communicate with your business 24/7, via the channels they prefer? With CPaaS you can start to meet the needs of your customers effectively.

An effective CPaaS framework means having all the messaging channels combined into one platform. CM.com offers a wide range of messaging opportunities which are beneficial for your business. Let's take a look at each communication channel individually in order to see the bigger picture of seamless communication.

## [CPaaS opportunities](#)



### **SMS**

***95% of texts are read within 3 minutes of being sent***

The first SMS was sent in 1992 by Neil Papworth with the words 'Merry Christmas' which marked the beginning of mobile messaging. Nowadays, SMS is something we all know. It has been part of our lives for many years.

Using SMS, businesses can communicate with their customers whenever they want and wherever they are. SMS has grown into much more than just text messages. With the evolution of Rich Communications Services, Two-Factor Authentication, mobile landing pages and multi-channel messaging, businesses are able to give their customers a whole new experience using SMS.

## ***“Do you want an open rate of 98% for your marketing campaigns?”***

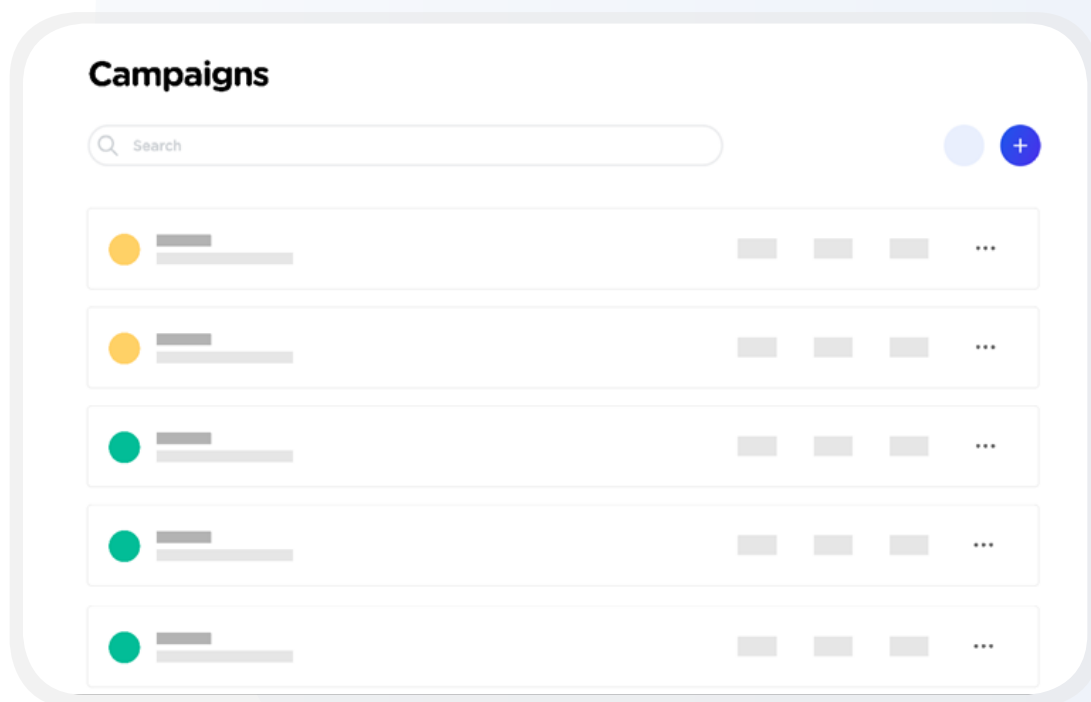
SMS can be used for many different business purposes. For example, notifications to inform your customers about a delivery, a bank overdraft, critical warnings or to send personalized and targeted marketing messages from your databases. From flash sales and birthday discounts to product launches and more, the options are endless. SMS still remains one of the most reliable solutions to get your message across with an average open rate of 98%.

Mobile has fundamentally changed how people interact with the world around them. That means successful companies will think about mobile beyond digital marketing and a mobile-friendly website. Adopting a mobile-first messaging mentality is just as critical to shaping the customer experience.

## ***“Worldwide reach in a few clicks”***

To make sending SMS easy for everyone, CM.com offers an intuitive and self-service interface which takes you through the process of creating and sending a campaign in just a few clicks. Choose to send SMS Campaigns from any database, with advanced features and engagement statistics. A solution dedicated to non tech-savvy users who want to engage customers without using an API.

Real-time delivery and analytics give you insights into who is converting. Moreover, you can also export your data for further analysis.



[Try the Campaigns app now](#)



## Rich Communication Service (RCS)

RCS is a messaging service which operates like SMS but offers more features for richer communications. These are features such as typing indication, receipt confirmations and sending media files. RCS Messaging is described as “a communication protocol between mobile-telephone carriers and between phone and carrier, aiming at replacing SMS messages with a text-message system that is richer, provide phonebook polling and transmit in-call multimedia.”

Similar to SMS, RCS will operate on telecom networks, offering the stability of the telecom network whilst features of other internet-based chat apps. Besides that, RCS is similar, in terms of features, to the popular consumer chat apps like Facebook Messenger or WhatsApp.

With RCS, businesses are able to send rich content to their customers. For example, retailers can use RCS to showcase products, add store locator tools and make coupon redemption easier.



### Food & Hospitality

Enable seamless takeaway ordering and restaurant bookings with special offers and coupons.



### Retail & eCommerce

Enable both the retailer and customer to schedule and change delivery and collection information.



### Customer Services

Efficient and quick communication with customers for reduced customer complaints.



### Travel & Tourism

Conveniently manage all travel, hotel and entertainment bookings and ticket storage.

[Learn more about RCS](#)



## Landing pages

## *Adding value to SMS with mobile landing pages*

With CM Pages, you can go beyond regular SMS with a mobile landing page solution tailored to enhance your customers' mobile experience. Get more leads, increase engagement and watch your conversion rate grow.

No longer limiting your message to a 160-character maximum, you'll add another dimension to the customer experience. Moreover, you will have more room to persuade your customers. Next to that, you will be able to add colour, moving images, form fields, CTA's, QR codes and video.

Another important benefit of adding mobile landing pages, is the multiple link tracking feature. This means you will be able to see exactly which links have been clicked, resulting in a clear overview of your campaign's engagement. Seeing the results in this overview will give you an accurate estimate of your campaign's ROI using mobile landing pages.

[Learn more about Pages](#)





## Opt-out Management

As SMS is a well-known and reliable way to reach out to your customers, it is often used for sending sensitive information, as well as sending marketing campaigns. The latter, however, is bound to regulations as end-users have to be able to opt-out from a marketing SMS.

Opt-out Management is an automated suppression list management solution embedded in the CM.com database called Address Book. Opt-out Management gives end-users the possibility to unsubscribe (opt-out) from promotional SMS or mailing lists. Opt-out Management does not affect the transactional SMS i.e. notifications or time-sensitive information. Moreover, there are more ways you can benefit from having Opt-out Management integrated into your SMS campaigns. Some of these include:

- Seamless and automated management of unsubscribes
- Compliance with the South-African WASPA code of conduct
- International opt-out option via a short and unique URL per recipient: <https://no-s.ms/123456>
- Possibility to override standard opt-out with your own message
- Available as API or a Web Application on the CM.com platform
- Opt-out Management is at company level. If someone is opting out from company A, he will no longer be reachable for marketing messages from company A but still by company B



## Two-Factor Authentication (2FA)

Even though it has major benefits, moving your business to cloud-based services makes it vulnerable to the outside world. Authentication with just a user name and password is no longer enough for online security. How can you protect your business data without having to take unfriendly user measures?

2FA is an authentication process in which two out of three factors mentioned below are necessary to recognize you as a valid user.

- Something you know - This is your password, PIN, passphrase or a similar code.
- Something you have - Something like a smart card, a pass or other hardware
- Something you “are” - This is for example your fingerprint, your iris pattern or voice recognition

The CM.com Authenticator App is an easy-to-use authentication app, it confirms the identity of your user and secures your business data in the cloud by adding an extra factor of authentication via a mobile app or SMS.

[Learn more about Two Factor Authentication](#)

## *One Time Password (OTP)*

OTP is a type of password, mostly a code, that can be used only once to log into an application or to perform a transaction. After using the password, it becomes invalid and cannot be used again.

OTP limits online threats and protects your organisation against fraudulent login attempts. By adding OTP's as a second layer of authentication to your login processes, you can be sure the login session is done by the authorised user.

CM.com offers several reliable solutions via OTP's with worldwide coverage. Depending on your users, you can choose or combine OTP via SMS, Voice and Push.

[Learn more about OTP](#)



## **WhatsApp Business**

WhatsApp is one of the most popular messaging channels out there. With 1 billion active users a day, it is no surprise many companies have been awaiting the launch of the WhatsApp Business API. .

WhatsApp is indispensable to the customer journey. In each step, consumers turn to messaging. With over 1.5 billion consumers on WhatsApp in 180 countries, WhatsApp now opens up a world of opportunities to grow revenue, reduce pressure on customer service and minimize friction on the path the purchase. The WhatsApp Business API allows you to communicate with customers on the channel they prefer. By connecting to our platform for the WhatsApp Business Solution, you're opening the world of opportunities for conversational commerce.

Creating a presence with a verified WhatsApp account, worldwide brands can connect with customers and build personal relationships. As an authorized distributor of WhatsApp Business, CM.com can connect you to this and all other messaging channels for a seamless and rich customer experience.

Using our business messaging API, you will have access to all the messaging channels, including WhatsApp. We deliver your message via the channel your customer prefers.

[Learn more about WhatsApp](#)



## **Facebook Messenger**

Facebook Messenger is a very powerful online tool for customer contact. The chat-centric feature offers a new world of opportunities for brand presence, engagement, effective customer support and increased sales conversions.

By using one of the most well-rounded apps available, you can expand your reach whilst increasing engagement. Whatever the method, Messenger lets you create a more engaging customer experience. It offers you the option to recruit, support, advertise, sell and even add a chat bot for time saving convenience.

[Learn more about Facebook Messenger](#)



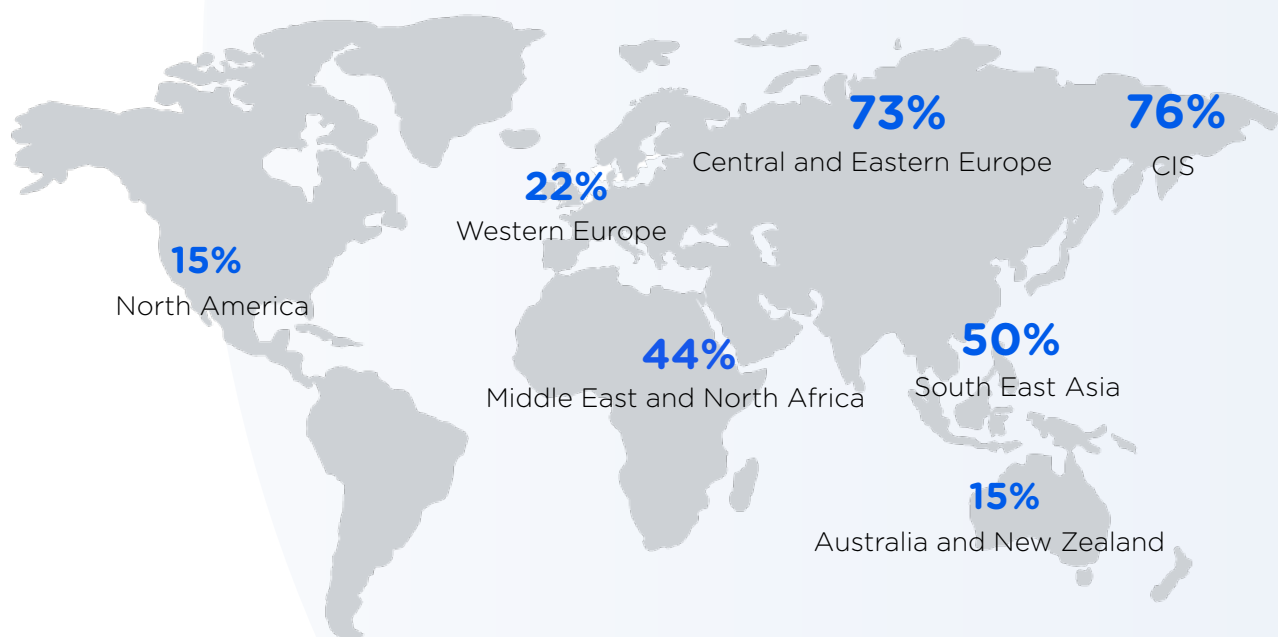
## Viber Messaging

Viber, which was founded in 2010 is a calling and messaging app that connects people no matter where they are. Over 1 billion users worldwide, are communicating through high-quality audio, video calls and messaging. It has a secure and free connection. All Viber calls and chats are protected by built-in end-to-end encryption, so you can be sure that your conversations are always secure.

Viber is used worldwide. However, there are a number of countries that stand out from the rest. In the figure below you see the global coverage of Viber. If your target group can be found here, Viber is the ideal channel to reach them.

Using Viber for Business through the CM.com Platform guarantees that you not only benefit from the advantages of Viber, but also those of CM.com. As Viber grows in popularity, this is where your customers will be.

## Viber Global Smartphone Penetration



[Learn more about Viber Messaging](#)



## Twitter for Business

People use Twitter to keep an eye on trending events and news. It is a direct connection to other people, and companies worldwide. From small to large businesses alike, Twitter is a great channel and use case, because it can be used to develop a large network of followers.

It's all about what's happening in the world right now. Similarly, it is a platform where your customers will share open and honest feedback about your brand, so why not talk with them. Discover what matters to your customers and have meaningful conversations with them.

Twitter provides the opportunity to be in direct contact with other Twitter users through public and private messages. This makes Twitter a great place to handle customer feedback publicly and show the quality of your service.

Get in touch with potential new customers and brand ambassadors.

[Learn more about Twitter for Business](#)



## Apple Business Chat

Apple Business Chat is a new tool for enterprises to offer real-time communication. It allows customers to schedule appointments, ask for information and even make purchases and more, right in the app.

Customers initiate the conversation. They can start a conversation not only from their Messages app but also open Business Chat via Safari, Maps and Siri.

They can start a conversation with you straight away. No more impediments, no waiting lines, no being put on hold. Customers can chat when it's convenient for them and will have access to all conversations they had with you previously.

Make sure you deliver seamless support so your customers loyalty will grow.





## Voice

Voice is a powerful channel to convey a message to your customers. CM.com offers competitive and transparent call rates. There is no need to pay per minute, you'll pay for your calls per second.

Using CM.com's Voice solutions, you are able to:

- Reduce the cost of your outbound voice traffic with a high-quality SIP connection.
- Send text-2-speech and audio files to your customers, completely automated using Voice Campaigns - a perfect way to give your marketing campaigns a more personal touch, without the hassle of manually calling individual contacts.
- Developer friendly APIs enabling you to create and maintain call flows and build IVR applications. Choose to build your own or use our templates.

[Learn more about our Voice solutions](#)

## Do you want to connect all of the messaging channels above for a unified communication experience?

Our Business API combines all communication channels into a single platform, offering a high-volume and two-way customer engagement solution. Choose to deliver your messages via SMS, Social Chat Apps, Voice or Push using one API.

[Learn more about Multi-channel Messaging](#)

### Key USP's per channel

	SMS	RCS	WhatsApp	Facebook Messenger	Viber	Twitter for Business	Apple Business Chat	Voice
Branding	✓	✓			✓	✓		
Customer service	✓	✓	✓	✓	✓	✓	✓	✓
Multi media	✓	✓	✓	✓	✓	✓	✓	
File transfer		✓	✓	✓			✓	
Replies	✓	✓	✓	✓	✓	✓	✓	✓
Guaranteed delivery	✓		✓	✓	✓	✓	✓	✓
Payments	✓	✓			✓		✓	
E-commerce	✓	✓			✓	✓	✓	✓
Delivery and read receipts	✓	✓		✓		✓	✓	

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## The Innovators

## 2. The Innovators

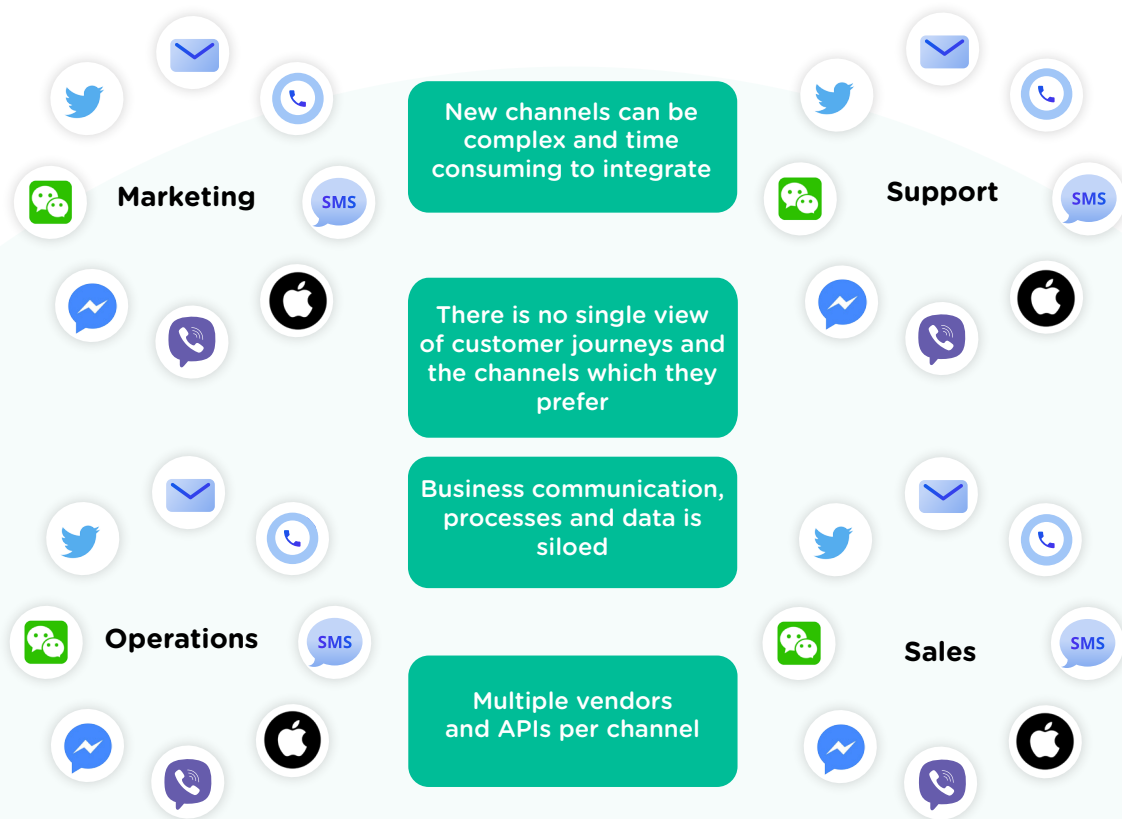
Incorporating CPaaS into your business process offers the opportunity for communication innovation. The evolution of CPaaS is a welcome development for both brands and customers alike. Beyond simply solving business processes, CPaaS offers a unique way to enhance the customer experience, boost satisfaction and contribute to a more cost-effective communication strategy when compared to that of traditional service offerings.

When you are creating your strategy or developing business applications that need to go the distance, it is important to select a CPaaS partner that will deliver the right applications, with the quality required and at a cost that doesn't inconvenience both business and customer.

The first element within that strategy is ensuring you get your message across, but more importantly, the channels which will enable you to do so effectively. This you would have learnt in our first eBook. The way customers want to communicate with brands is evolving, so brands have to keep up with their shifting behaviour.

For decades, for instance, e-mail and voice were the most well-established channels between service providers and their customers. But mobile messaging through SMS and chat apps keep growing in popularity. With a nearly 98% open rate, SMS still remains one of the more effective and easy ways to get your message across. But new age social messaging apps are transforming the way we communicate with loved ones. They are starting to dominate as the preferred way to interact, and where customers go, businesses must follow.

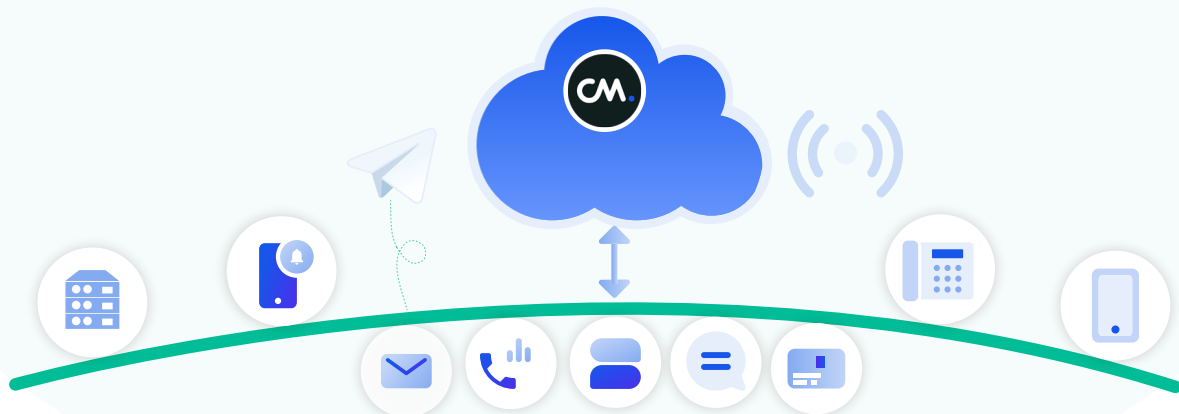
This is exactly why many successful companies that have embraced the move to CPaaS are those who see communication as an enabler and differentiator. Moreover, customer-centricity is at the heart of their business.



Channel integration is the first step, automation across business processes to improve efficiencies is where the magic happens.

***Do you want your customers to feel special and valued at every department they touch?***

Creating one central hub for customer communication and employee collaboration is crucial to success. Your customers will feel valued when employees have an overview of their last interaction, but more importantly, siloed working approaches are eliminated.





With the ease of flexibility and cost-savings, it's clear why so many companies are at CPaaS to fill the gaps in business communication. We'll focus on IT & Development in our next chapter but for now, let's look at some strategies for marketing, sales and customer service.

With customer experience being the number one factor in the success of businesses today, it has become imperative for marketers and sales to ensure that every interaction a customer has with its business is fast and effective.

***“Marketers have to embrace technology in an effort to amplify their marketing initiatives”***

From effectively tracking the source of customer calls, to adding a wide range of communication-enabled apps on all channels – that's where great customer experience starts to flourish.

***“But software implementation is not enough – no successful marketing strategy is complete without personalization”***

Creating one central hub for customer communication and employee collaboration is crucial to success. Your customers will feel valued when employees have an overview of their last interaction, but more importantly, siloed working approaches are eliminated.

It's no secret – in such competitive times, personalization is, and will continue to be at the heart of differentiation and engagement. That's because true marketing starts with knowing all there is to know about your customers, whether it be age, what they bought, what they looked at and even what they've left behind. Once this customer data is acquired, companies can create true personalized marketing campaigns, and at the same time, increase the chance of loyalty.

One of our favourite personalisation examples is from Spotify. Their level of personalisation enhances the customer experience immeasurably. They do this by deploying machine learning to drive effective personalisation in order to help its audiences navigate more than 40 million songs. Their users can always rely on highly individualized content without having to exert any effort themselves. Read about the lessons from Spotify's personalisation strategy [here](#).

CPaaS together with a CDP (more about that in our last eBook) can get you closer to this hyper-personalisation – it provides a seamless way of integrating all your customer data.



## Marketing

Create, send and analyse multi-channel campaigns that takes your customer through a personalized journey fit for each phase of the purchasing funnel. All your outreach can be connected and analysed on one platform.



## Sales and New Business Support

As a sales manager, every successful sale begins with a single point of contact, more commonly known as a lead. That makes it crucial to follow up with incoming leads as quickly as possible. Mobile gives you a great opportunity to connect with prospects quickly and reliably. Whether it be via SMS, email or WhatsApp Messenger, enable notifications which informs you as soon a new lead is received via your CRM system and automate your first response when that new lead comes in. By doing so, you are reducing the response time and increasing customer satisfaction.



## Customer Service

When was the last time you called a contact centre? Did you go through multiple transfers and have to repeat yourself each time before you finally got to the answers you were looking for? That kind of experience is enough to make you reach through the phone and strangle something.

Thanks to CPaaS APIs, businesses can capture data about their customers' inquiries and use those insights to intelligently channel that data to the relevant contact centre agents. Combine that data with multiple messaging channels and create a customer service enabler.

Messaging has become particularly valuable for customer service teams, enabling them to provide customers with a single, seamless experience across all their devices. An opportunity to engage with brands the way you engage with family and friends.

Today, technology platforms are an essential factor in providing great customer service and being a successful company. At CM.com, we can work with you to achieve your customer experience goals.

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## The Technology

# 3. The Technology

At the heart of any CPaaS vendor, you'll find one common theme - APIs. This means businesses don't need to invest in costly hardware that lacks scalability. With the help of APIs, companies can configure and add their own real-time communication solutions on a single platform, without building any complex backend infrastructure.

## But what are some key characteristics that define a good CPaaS provider?

- Seamless integration across the board:

As mentioned earlier, leading CPaaS solutions come equipped with APIs and SDKs. This offers developers to integrate their systems easily with the cloud-based platform and quickly deploy their finished enterprise-grade products. When businesses integrate communications tools into their own applications, it neutralises the need for customers to switch to a traditional telephony system to call customer service for support and thereby giving a whole new meaning to cohesive communications.

- Reachability:

When brands partner with a mature CPaaS vendor, they can benefit from immediate access to hundreds of carriers across the globe. Furthermore, it helps enterprises increase their local and global reach without having to engage with a single telecommunications carrier.

At CM.com alone we have direct connections to 1000+ carriers globally. What's more, our latest local networks in Africa and Asia is live since 2019. This means faster messaging, more safety and compliance to local legislation.

- Be where your customers are:

CPaaS vendors provide access to all next-gen communication channels and their existing business applications within minutes. Individual SaaS (Software as a Service) vendors however, do not always keep pace with customers demand for the ever-changing mobile communication trends. These vendors are chosen for their expertise in marketing, contact centre or CRM. With a CPaaS suite, there is no need for complex implementation projects based on individual SaaS vendors, and draining the enterprise IT resources. Including a CPaaS suite to your existing IT infrastructure guarantees a future proof solution for customer communication via preferred channels. Enterprises have no stress to identify the popular channel of next year, they simply have access to all channels through the CPaaS provider.



## ● Real-Time Reporting & Analytics:

A mature CPaaS platform offers real-time analytics and reporting tools, giving you a transparent view of your SMS delivery status and call usage data. At CM.com we offer all this information in one place through a user-friendly dashboard. You can view real-time data, simultaneously analyse historical reports, and user forecasting to make data-driven decisions.

## ● Multiple programming language:

Nowadays, CPaaS platforms support a multitude of programming languages. As a result, your developers can start building enterprise communications systems with the code they already know – some of these include C#/.NET, PHP and Java.

Your developers can enjoy the ease of customizing how you would like to engage with your customers, without writing a single line of code.

## ● Flexible payment models:

CPaaS offers a more affordable pricing models, where developers pay only for the services they need and use, such as SMS, Video or Voice. CPaaS also delivers the same customer benefits as other SaaS offerings, with technical support being provided in the shape of online tutorials, guides and forums, for example, or by 24/7 live agent support.

## ● Enterprise ready scalability & reliability:

Cloud-based communications solutions are highly secure, scalable, and agile. You can also scale up or down depending on present demands and only pay for what you use.

Initially, CPaaS vendors found traction with digital natives. Their shared DNA for innovation helped them growing their business. However, in a similar way as enterprises qualified CRM or Contact Centre vendors, they will seek full vendor qualification for a future CPaaS vendor. This will create a division between the Tier 1 vendors who significantly prepared their platform on par with enterprise required performance and other vendors. The enterprise ready CPaaS vendors can be identified as follows:

- Direct operator connections
- ISO certified
- Private and Public Cloud infrastructure offering
- Channel offering SMS, Voice and OTT (minimally)
- Enterprise security connections (VPN, 2WAY SSL, etc)
- Experienced working in regulated industries (Telco, Payments, Identity, etc)
- Enterprise sales, Implementation, Services and SLA

*(Source: CM.com)*

In the digital age, CPaaS will be the underlying force that will help drive businesses forward.

So, in conclusion - a mature CPaaS model offers a flexible solution that gives greater scalability while reducing time to implementation, meaning a faster route to enhanced customer experience.

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## The Enterprise

## 4. The Enterprise

More and more enterprises are discovering the value that CPaaS can add to their infrastructure, enabling them to meet the needs of today's 'always on' customers. Companies such as AirBnB, Facebook and Netflix all use CPaaS within their online interfaces, smartphone applications, SMS verifications, chatbots and more.

CPaaS contributes to a full customer experience and ensures that your business can be reachable by your customers at any time of the day. How can businesses benefit from this rising real-time communication framework? We are going to discuss this topic with industry specific examples now.

***“Create new digital business initiatives and improve the customer experience”***

### Retail & E-commerce

#### **CPaaS to boost your retail business**

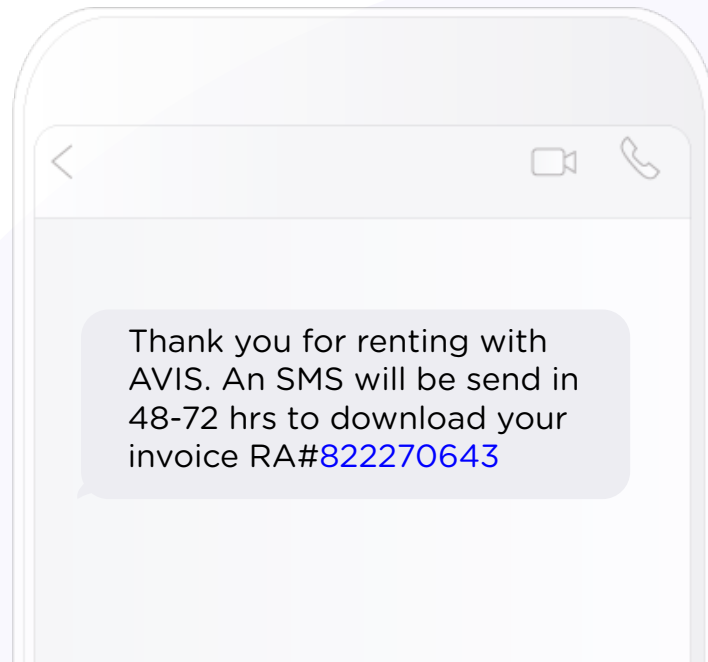
Working in retail or e-commerce means that you know a lot about your customers such as where they are from, what they are interested in, what they bought (online or offline) and what they want or need. Moreover, your customers know exactly what they want, they expect a seamless shopping experience. Not only when it comes to when or how to shop, but today's customer also expects to have a choice in how they communicate. Offering an e-commerce website or app is not enough anymore. How are retail and e-commerce businesses coping with all the demands of its customers?

Marketers working in retail are aware of the importance of communication channels. They share content via social media, websites, apps and other messaging channels to inform their customers. However, doing marketing these days is all about both sides knowing what the conversation is about — delivering personalized and relevant communication via the right channel at the right time. Having access to all of this valuable customer data gives you the opportunity to deliver relevant and personalized content, for example, the release of a new style by their favourite brand of shoes. To take hyper-personalized marketing to the next level, CM.com's Customer Data Platform is a good place to start. More about that in our fifth eBook.

Some customers prefer shopping online to in-store, but similarly, when it comes to communication – some shoppers prefer voice calls over messaging. CM.com's CPaaS enables customer communication to happen where customers want them to happen.

Without building a complex infrastructure or an interface, CPaaS allows retailers to add communication capabilities such as SMS, Voice, RCS and mobile apps to their existing applications. CPaaS platforms include standards-based APIs, SDKs, sample code and libraries which helps developers quickly build applications for retail brands to stay ahead of the innovation curve.

With CPaaS, brands improve their customer experience by keeping their customers in the loop. Based on their recent activities and interests, automated and personalized messaging campaigns can be sent. For example, when a shipping is delayed due to traffic or any other circumstances, the customer receives an alert on their mobile phones before they have to contact the company themselves. Or you can thank your customers for shopping at your store with an SMS. By offering a seamless service with the help of CPaaS, your brand will gain loyal customers and customer retention in your shop.



## Turn casual shoppers into loyal customers

### More traffic to your (online) shop

Shoppers are everywhere, but how do you get their attention? Make sure that you reach your target group with the marketing channel they prefer. Don't just think of E-mail, add SMS, Voice and Chat to your marketing mix of automated campaigns. This will result in more visitors and more sales.

### Exceed expectations

Your loyal customers are priceless. They generate the most sales and can actually promote your brand to others. Let's make sure they are happy! Stay in touch with your customers before, during and after purchase. Use SMS as a service to thank your customer or give them real time order status updates. Tempt them with relevant offers and personal marketing campaigns.

### Prevent abandoned shopping carts

74% of shoppers fill up their shopping cart, but eventually abandon your website before check out. Prevent this, offer your customer local and worldwide payments. Make the check-out simple again. Offer easy log-in in combination with our payments innovations and grow your conversion.



***“90% of travel brands said that having a mobile strategy is crucial to the future success of their organization”***

*Source: Travelport Digital Travel Mobile Trends Survey 2017*

As mentioned before, customers are always ‘on’ and want to communicate via the channels they prefer. The same can be said for the travel industry. But more than ever, customer experience is key in the travel industry. Travellers spend a lot of time and money on their trip and expect their customer experience to be perfect. As a company operating in the travel industry, how do you offer this customer experience? Is it about having direct bookings or discounts? Or having the best website? Obviously, all of these aspects are playing a part in the decision making but regarding customer experience it is about contextual communication and engagement. Be there where your customers are in every phase of their travel journey. To be present in the travel journey means you have to discover where your customers are and what communications channels they prefer to use.

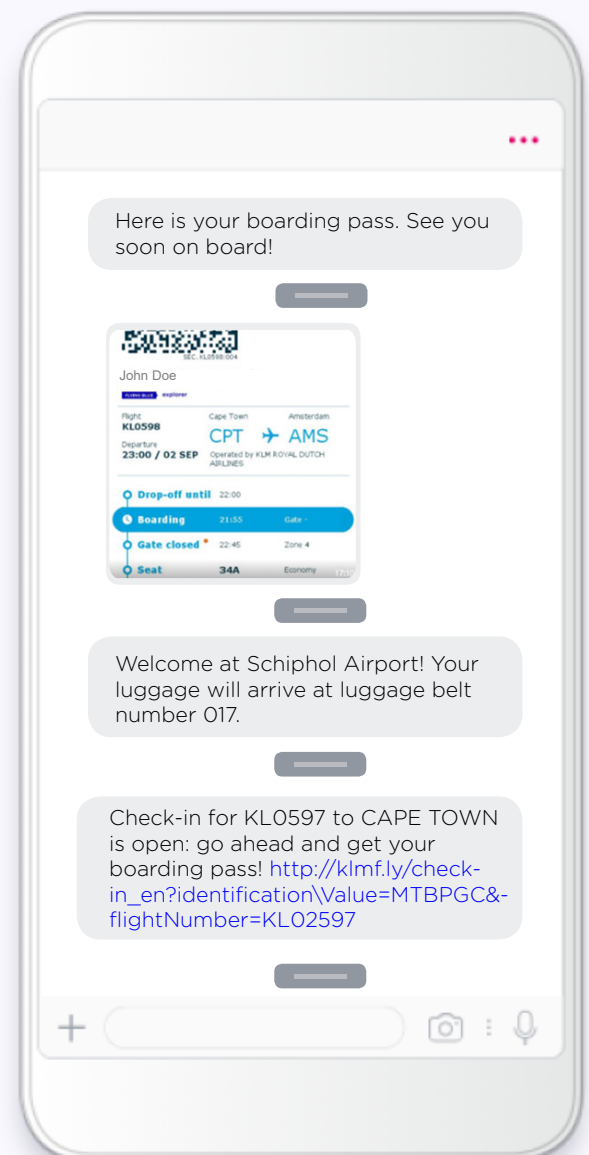
In the Passenger IT Trends Survey 2017 of Sita, almost 90% of the respondents state they book their flights via self-service technologies and 74% would use SMS or Push alerts on flight and gate send to their mobile phones if available.

SMS remains the preferred communication channel for passengers to receive notifications (42%), ahead of apps (28%) according to IATA’s Passenger Survey Report 2017.

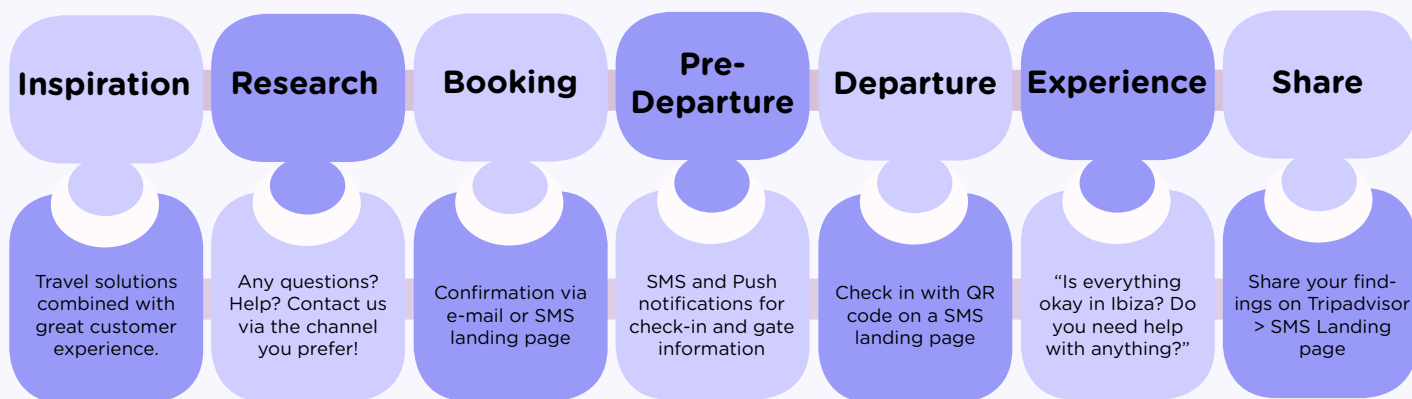
Beyond SMS, chat apps are taking messaging a step further, facilitating the interaction between travel brands and travellers. While penetration for brands’ mobile apps continue to stagnate, the use of chat apps such as Facebook Messenger, Viber, Line, WeChat and others keeps growing, reaching billions of people.

Ninety percent of users’ time on mobile is spent on messaging apps; it is natural that this channel would add relevance and immediacy to travel engagement.

With CM.com’s CPaaS solution, you can offer your customers the experience they demand by interacting with travellers, gathering preferences in this process and shaping services at the same time.



## All in One API >> CPaaS Customer Journey for Travel & Hospitality



### How Other Businesses in Travel and Hospitality Use CM.com



#### SafariNow.com

SafariNow is the largest hotel booking website in Southern Africa and uses CM's services for SMS and E-mail notifications. SafariNow notifies both customers and sellers of new booking confirmations, incoming quotes, inquiries and cancellations via SMS. CM's Platform provides them with a reliable and fast channel for rapid mobile communications.



#### Tuifly

Tuifly informs their crews whether a flight will arrive and leave on the scheduled time. Calling them could disturb them in their rest scheme therefore, they've been sending notifications via the SMS platform of CM.com and notifies them of any possible schedule changes without interfering.

[Read more about CM.com's solutions for the travel industry](#)

## Media & Advertisement

Radio, TV or newspapers are no longer the only way to reach your audience. This also applies to Facebook and LinkedIn ads.

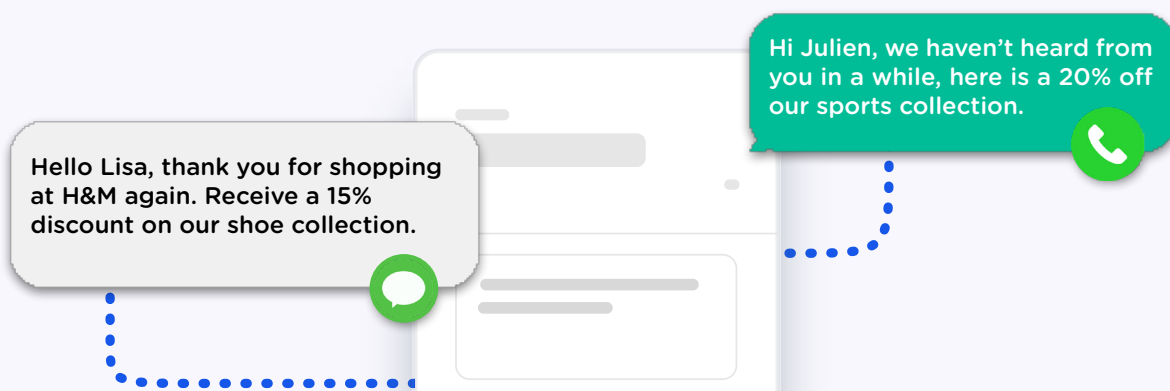
As almost 5 billion people are using a mobile phone, mobile phones are the new arena for marketers. To reach people is to reach their phones. As a business operating in the media and advertisement industry, you are mostly running or assisting the marketing activities for other businesses. This means you are in the advising role and should be up to date with all the trends regarding marketing and communication. Omni-channel is a well-known term for marketers. It is essential for the marketing strategy of a business. A report of the new Aberdeen Group study shows that companies with a strong omni-channel marketing strategy retained on average, 89% of their customers and witnessed a 9.5% year-on-year revenue growth.

## The Customer Journey

After reading the previous three parts of this e-book series, you are aware of the capabilities of CM.com's CPaaS platform. But as a media and advertising company, how do you advise your clients about their communication channels? How are you going to improve their customer experience and ROI?

To improve the current customer journey, you have to analyse it and look for the missing parts. For example, look where people are failing to complete a task or transaction, where they search for on websites and what type of question's they ask customer services. Thereafter, you can fill in the missing pieces with the right channels. A seamless customer journey increases the ROI for your clients.

By working for different businesses, you are familiarizing yourself with many different target audiences. Each of these target audiences have their own unique interests and behaviours. But you also know that certain audiences have similarities. One of the major benefits of using omni-channel in your marketing strategy, as powered by CPaaS, is segmenting your audience into groups. With CPaaS, you can easily send personalized messages based on customer behaviour, but combined with a CDP, you can further gather intelligent data about which channel each customer prefers.



The current trend in marketing is contextual communication and offering the best customer experience. For example, you can order a ride via a taxi app, but when you want to call the driver to make a change in your pick-up location, the app does not provide a call function. This is because developing and maintaining a system that handles Real Time Communication can be very expensive and complicated. Until CPaaS, that is.

**Bonus**

**5**

**Customer Data Platform**

## 5. Customer Data Platform (bonus)

During the first four parts of our eBook, we introduced you to the concept of CPaaS. How it can not only benefit your customers and various sectors but your business too. As a marketer, you are always looking to reach your customers in the right way. Using CPaaS means you can offer many different channels to get your messages across but with many channels comes a lot of data. How are you using this data in order to effectively step up your marketing game? We discussed the importance of personalisation and contextual communication in our previous chapters. A CDP is the answer to that. In this bonus part, we want to dissect it in a little more detail.

### What is a CDP?

Right now, marketers have access to various tools which allows them to analyse customer data - whether it be customer feedback, customer experience or conversion optimisation. But none of these tools work together to combine the data - A CDP fills this gap..

A CDP gathers all internal data and can enhance it with external data, to create a full 360-degree customer profile with all transactions and interactions shown in one timeline. This has been the promise of many marketing data solutions, but only since recently, using big data technology and open APIs, CM.com is able to deliver on this vision. The finer grained your understanding of a person is, the better you can target them with information that is relevant within the context they are in. Truly connecting over topics of interest - it should be a conversation instead of a marketing push and there should be an opportunity to respond conveniently. This will help us to get to the promise of a segment of one, because every conversation can be geared towards every individual, on their terms (*Source: CM.com*).

From the very beginning of business, marketers have reached out to their community to create demand for their products and services. The larger the group of people you can reach in one placement, the more value you can get from a certain channel. The reach of marketing channels has been expanding over time; starting with newspaper ads and local radio reaching a region to new ad networks such as Facebook and Google reaching half the globe. And not only is the reach expanding, the insights into the audience, as measured in actual data about the individuals, is growing. Using this information, you can create very specific segmentations that will allow marketers to target those profiles that are highly relevant and receptive to your information.

If you are able to build your own database of individuals, and keep getting to know these people, you will be able to create very focused segments. When combined with real-time data about behaviour this could lead to the holy grail of a “segment of one”. Every customer will be treated as their own segment, being informed with a completely personal message, at a personal place and time through a personal channel.



**“Every day, we process 376 newspapers of information”**

## **The more personalized the better**

Our brains are swamped with information every day, how do we manage to get by? That is because our brain incorporates some great attention filters. A good example of this was popularized by Colin Cherry’s “Cocktail Party Problem”; how can a partygoer focus on a single conversation in a noisy room? That is because your brain applies selective filtering to all information that your senses take in. And only the things that are relevant to you, because you care or it threatens you, will be noted consciously.

This filtering system also filters all the information that is presented to us in every-day life. Only the bits of information that mean something to us are kept, the others are ignored. To come full circle again, as a marketer, how can you increase the chance that your communications are not excluded by these filters? Make sure that your communication is relevant to the person that is receiving it. The more personalized the better.

## **A CDP is not a CRM or DMP**

Often, people get confused. They think their CRM or DMP can deliver on these promises which is usually not the case. A Customer Relationship Management (CRM) software contains much less data from external sources than a CDP. They are much more geared towards sales, and require sales reps reaching out to customers and prospects to take note of their conversations. A Data Management Platform (DMP) contains impersonalised data that is usually collected by large ad networks tracking online click behaviour. A DMP is used to target online ads as opposed to a CDP that contains personalized data and is used to target personal communication.

## **Store more than just names and e-mail addresses**

Theoretically, everything that is personalised can be stored and added to a specific customers profile. If it cannot be tied to a person in any way, the data cannot be added to a profile and will not increase your effectiveness. We usually see data from one of the categories below:

- Personal information such as name, address, country of residence and date of birth
- Contact information such as e-mail address, mobile phone number and Facebook id’s (PSId).
- Transactional or eCommerce data such as purchase value, previously bought products, sizes, shop location, customer value, basket abandonment and more. We can take that a step further by using the loyalty cards or coupons connecting the brick and mortar visitor to his or her clicks online.
- Web and behavioural data such as page views, clicks, apps used, buttons clicked and more.
- Satisfaction scores from reviews, inquiries, feedback forms, NPS, CSAT and more.
- Contextual information such as the weather, holidays, income based on postal codes and more.

Generally speaking this data is called first party data, or “your data”. High in value, real-time and personalised. As opposed to second or third-party data, which is usually bought or accessed through data marketplaces or ad exchanges. Such data is not personalized and can only be used for category or interest targeting.

## Creating a stadium experience

Imagine running a soccer team. You have two major revenue drivers: seats & sponsoring. As a commercial director you want to fill the stadium to capacity and get most out of sponsorship deals you set up. About 81% of your stadium is filled by seasonal ticket holders. How are you going to fill up the remaining seats?

If you know who previously visited matches, and the conditions (weather, opponent, seat type, etc.) in which they visit, you can reach out to the audience that is most likely to repeat that visit. Perhaps we know a certain John who visited the same match last year, you know that game was won, and he stayed for the after party as you can see in his bar purchases. In this case we can reach out directly to John, informing him about the match coming up again and offering a small discount and quick ticket purchase link. If you would also be able to persuade him to bring in friend and/or come early you can increase the financial value of his visit. And this can be automated to reach out to a large group of fans.

This is a great innovation in a market because usually sports teams aren't familiar with who most of their fans are. Imagine the possibilities that you can build with these types of solutions, or the benefits not only pertaining to the sports industry, but leisure, retail and e-commerce too.

To wrap up, we all have too much information to process. Therefore, our brains are on heavy filter mode. To reach our audience we need to pass through the filters by being extremely relevant. A Customer Data Platform is your tool to help you to achieve this relevance. It stores all your marketing data into profiles, so you can use these profiles to orchestrate meaningful conversations with your customers. If you want to discuss the possibilities for your organization, feel free to contact us for an introductory call.

## So, let's look at some key takeaways from all our eBooks combined

- To adapt to the ever-changing needs of the mobile first customer, you need to consider all the messaging channels, but better yet, engage your customers on the channel which they prefer most.
- CPaaS offers a flexible and cost-saving way to fill the gaps in business communication. Furthermore, having all business communication centralised offers a better opportunity for excellent customer service.
- API is the common denominator to effectively integrate communication into your existing business processes – that's because contextual communication is more important than ever.
- In order to deliver the message your customers want to read, you must analyse their demands and behaviours.
- CPaaS is well-rounded in the sense that it can be integrated into every phase of the customer journey for every sector.
- A CDP gathers all internal data and can enhance it with external data to create a full 360-degree customer profile with all transactions and interactions shown in one timeline.

**Interested?**  
**Or do you have any questions?**

**Contact us at**  
[conversational@cm.com](mailto:conversational@cm.com)