

The 2020 guide to messaging with customers.

Learn how to optimize service quality, improve brand engagement, and reduce pressure on customer care agents using popular messaging channels.

Optimize your customer service level in a few easy steps

The basis of customer service, of course, is being reachable. So let's start there. Use popular messaging channels to optimize your reach while improving service level with a rich customer experience and minimized friction on the path to purchase.

For the majority of companies, the most requested channel they want to start with is WhatsApp. And there's good reason for that. WhatsApp is indispensable to the customer journey. In each step, consumers turn to messaging. With over 2 billion consumers on WhatsApp in 180 countries,

WhatsApp opens up a world of opportunities to communicate with customers, reduce pressure on customer service, and minimize friction on the path to purchase. WhatsApp Business allows you to communicate with customers on the channel they prefer.

In this guide to great customer care, you'll learn just how to optimize customer care, using the WhatsApp Business solution as a starting point. But in the end, it's up to your brand and your customers which channels you'll want to connect.

Tip!

Whatever your target audience is, we can connect you to them via their favorite messaging channels! CM.com offers many more channels than just WhatsApp Business. Apple Business chat, Facebook Messenger, SMS, Email, Viber, Twitter, it's all in your reach! Typically, a set of 2 to 3 channels, is a good starting point.

This is not the time to meet expectations. Exceed them!

Regardless of the channel you choose, your customer service should meet the rising consumer expectations.

- 89% of consumers expect brands to respond within 24 hours.
- 80% of consumers consider customer experience as crucial as goods or services.
- 52% of consumers switched brands because of poor customer service.
- The ability to message a business on WhatsApp boosts customer confidence.
- 74 % of consumers have repeatedly used WhatsApp to message a company.

Many brands around the world are already using a mix of messaging channels to connect with customers worldwide and build personal relationships. By offering popular messaging channels such as WhatsApp, you can start to meet and even exceed customer expectations.

How other brands use messaging apps to engage customers

Companies worldwide are turning to messaging apps like WhatsApp Business, FB Messenger and Apple Business Chat to interact with their customers, guests, and fans. This relatively new take on customer care is changing the world of brand engagement across sectors.

Travel | NS (Dutch Railways)

“Feeling unsafe while traveling? Simply enter the phone number and you will be in direct contact with the emergency room. Because reports are received there via CM.com’s Customer Contact tool, the NS emergency room can respond immediately and escalate where necessary. The security staff at NS Security will continue to talk to the traveler and, if necessary, signal the conductor, driver, an intervention team, or teams at the stations or 112. Thanks to quick replies and a clear overview of incoming reports the consumer can always count on an immediate response.”



Retail | MBO Webshop



In 2019, MBOwebshop.nl grew by 25%. MBOwebshop.nl: “With this growth, it is important to firmly organize the foundations of your service provision. Good service is one of our foundations. Our clients are students, and they like to chat! Students prefer WhatsApp over a phone call. That’s why MBOwebshop.nl looked into the possibilities of adding WhatsApp as a channel. The WhatsApp Business solution is still quite new, so there aren’t many companies we could learn from. Sometimes it’s just a matter of trial and error. It’s from my instinct and experience with students that I said that we should use WhatsApp.”

Leisure | Dept Festival

If you’ve ever visited an event, you’re bound to recognize this. There is so much to do and see. Time flies so fast, that you forgot your favorite performance is about to start. Which stage was it at? And where did you leave that flyer with the timetable? For the visitors of the last edition of Dept Festival, this situation won’t be familiar. They received program updates via WhatsApp so they wouldn’t miss a thing. Dept also offered the possibility to respond to these WhatsApp updates. Behind the scenes, someone was ready to answer any incoming message.



A Multichannel approach to customer care

So, you're looking for ways to optimize service quality, improve brand engagement, and reduce pressure on customer care agents? The answer can be found in using popular messaging channels.

These days, it is all about your presence on different communication channels. Consumers are using numerous platforms and chat apps. Where you need to be present on which channel is the first question that needs to be answered. To help you answer that question, we're comparing some of the main channels and their use cases.



Select your preferred messaging channels

SMS With an open rate of 98%, SMS is still one of the best solutions to get your message across. All phones can receive SMS regardless of the operating system, so you can be reassured that your message will be received. Perfect for time-critical updates, for example, delivery updates or ticket resolution.



Email Send updates and share important documents such as order confirmations or bills. Still highly popular amongst consumers ages 40 and up. Use Email Campaigns in combination with CM Data for proactive customer care and build intuitive workflows based on previously set triggers.



WhatsApp Business WhatsApp is indispensable to the customer journey. From getting to know your company and its services, to coming back with a question about the tenth product they bought from you, customers turn to this familiar messaging channel in every step of the buying process.



Apple Business Chat Connect up to 1.4 billion active users of Apple devices with iOS 11.3. or higher and handle chats via Apple Business Chat. Enable easy and secure customer contact to help, schedule appointments, and complete purchases with Apple Pay.



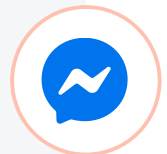
Viber Highly popular in the southern hemisphere, but globally as well Viber is growing in popularity. Keep your conversations going no matter where your customers are.



RCS RCS is like modern-day messaging apps, with one big difference. RCS uses telco operators instead of the internet. It allows brands to enhance how they engage with customers on many different levels. RCS, also called SMS 2.0, is going to change the way we use SMS and takes communication with customers to a whole new level.



Facebook Messenger Offer more than just support with Facebook Messenger, one of the most powerful online tools for customer contact today. With 2 billion active users each month, Messenger is used in more countries than any other chat app in the world.



Telegram Telegram has 100 million active users and is used to send 15 billion messages daily. Telegram for Business Messaging is well known for being highly secure, but also has the flexibility to share a diversity of rich content.



Twitter Twitter is all about what's happening in the world right now. Your customers will be talking about you, so why not talk with them directly? With their in-app messenger functionality, you can redirect all conversations to a private conversation.



Why do many brands start with WhatsApp Business for customer care?

From the data mentioned earlier, the added value of messaging channels to consumers is clear. WhatsApp is the one messaging channel most companies couldn't wait to get access to for getting in touch with their customers. Why is that? When talking about the WhatsApp Business solution for companies, we're talking about 3 main benefits: Reach, Engagement, and Preference.

1 The WhatsApp Business Solution's Reach

WhatsApp's global reach is probably the most obvious benefit for many companies. With over 2 billion users in over 180 countries, it is no wonder many companies have long anticipated the launch of the WhatsApp Business solution. What better channel is there to reach customers than on the channel they're already using to communicate each day? By disclosing the WhatsApp Business solution, your (global) reach, as well as reachability, could sky-rocket.

2 Unprecedented engagement

Because of the popularity of this messaging channel, the use of the WhatsApp Business solution will help drive higher delivery and open rates than other channels. Consumers frequently open their

WhatsApp app to check for messages from their friends or send out messages themselves. This means your message won't be overlooked. And because they are used to WhatsApp, sending a reply to you is quick and easy.

WhatsApp has an engagement rate of over 70%. This makes WhatsApp an exceptionally valuable channel to build a relationship with your customers.



3 Be where your customers are

In addition to the beforementioned benefits of the WhatsApp Business solution for businesses, being available on WhatsApp allows you to be on one of your customer's preferred channel. People like to start the conversation with businesses via WhatsApp. It is direct, fast and easy.

Build a rich multichannel experience

Just as important as encouraging the use of messaging channels is considering how you'll handle the rise in incoming messages. Luckily, you won't need to worry about that, as the Conversational Cloud's tools let you handle all conversations on all channels with the same ease as just one channel.

Choose the channels your customers prefer and combine them into one interface for your employees. This makes customer service easy for you and your customer.

Connecting to all desired messaging apps via one interface allows you to switch between channels and easily continue conversations with multiple customers through multiple channels. Benefit from built-in features like quick replies and chatbots for a more efficient yet personal experience.

Add rich media to the conversation, amplify your communication with pictures, videos, locations, opening hours, and more.



When you decided on which channels your company should be available, you can start communicating your availability on those channels to your customer. For example, you can start the conversation via your website, contact page, in ads, on order confirmations, and so on.

Regardless of the channel characteristics, your communication style should always be consistent throughout the entire customer journey.

With many popular messaging channels, how do you ensure an efficient and personalized experience for your customers and handle communications smoothly?

CM.com provides one inbox to manage it all: multi-channel support for your customers on a single interface for all your agents: Customer Contact helps you to handle multiple conversations with great ease.

With all channels in one clear overview, allowing you to use each channel's specific features in optima forma, you're off to a great start.

But to continue a conversation with your customer, regardless of channel or time, you'll need to know your customer. That means using smart customer data tooling is paramount.

Connect all your channels to make life easier for your customer care team, save costs, and improve your service quality all at the same time.

Tip!

Sometimes, people confuse customer care via messaging apps for webchat. Webchat has been around almost as long as websites. For years, customer care teams used live chat on their websites to offer low-threshold support for their customers. Now, using chat through messaging channels allows your customer to continue the conversation whenever they want. The chat won't be removed when they leave the browser, but they can always go back to it to get in touch with you via their favorite messaging channels. And so can you!

Optimise customer care: better service while saving time

By adding the channels your customers prefer, you've got the first step covered. But a channel is worthless if they're not used. Throughout each step of the customer journey, customers may want to contact you for all kinds of questions.

Tip!

Won't increased reachability put extra stress on your customer care team? Our smart Customer Contact solution actually promises to help save them time. You'll find more about Customer Contact further on in this guide.

Identify the consumer's pain points

Here are some tips to help grow your reach and make it easier for customers to get in contact with you. Let's define your main goals in customer care., For many customer care agents, the main KPI's are:

- Increase Customer Satisfaction (CSAT)
- Increase First Contact Resolution (FCR)
- Reduce Average Handling Time (AHT)
- Increase the Net Promotor Score (NPS)
- And wouldn't it be great if you could reduce pressure on your customer care team at the same time?

Regardless of your KPI, it all comes down to using the chosen messaging channels to best guide your customers through the customer journey. That means you need to identify the customer journey and common frictions in each phase. By identifying the pain points of your customers in their path to purchase and beyond, you can start helping them on their way as quickly and successfully as possible. Here, we'll share some common pain points within the customer journey that are easily solved with channels such as WhatsApp.



Discovery

- Too much or too little information online
- No price information
- Difficult to compare product/price
- Can't chat or ask for help

Purchase

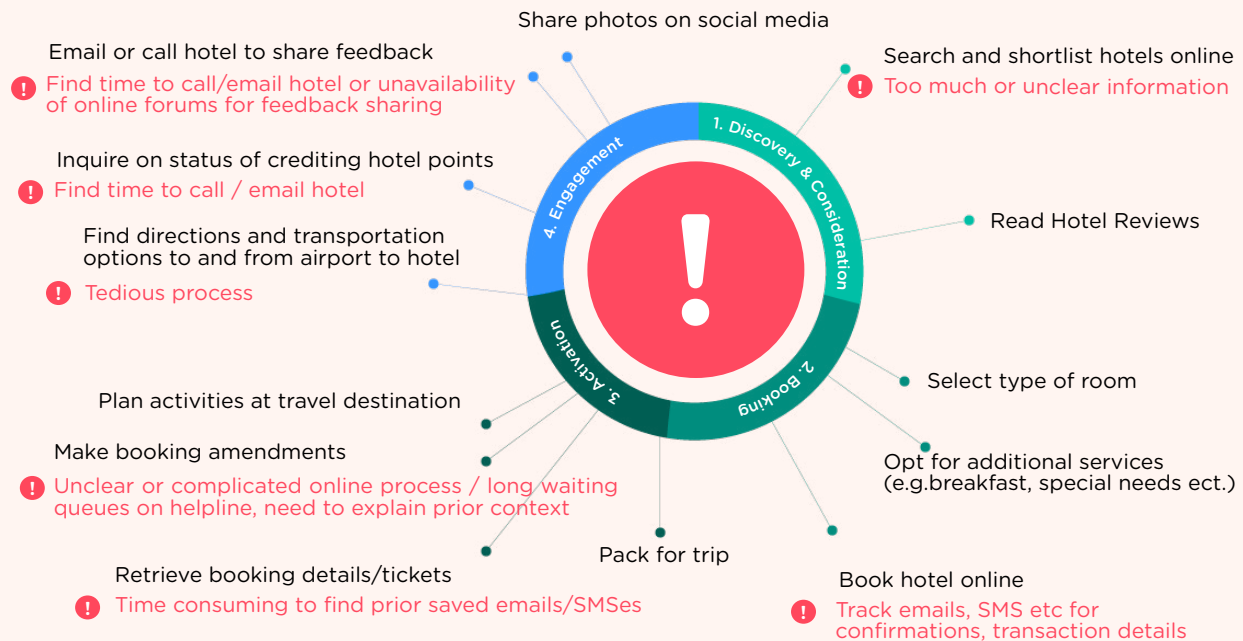
- Problems during checkout process
- Unable to identify the correct item
- Not able to find the store
- Don't know where to buy product

Post Purchase

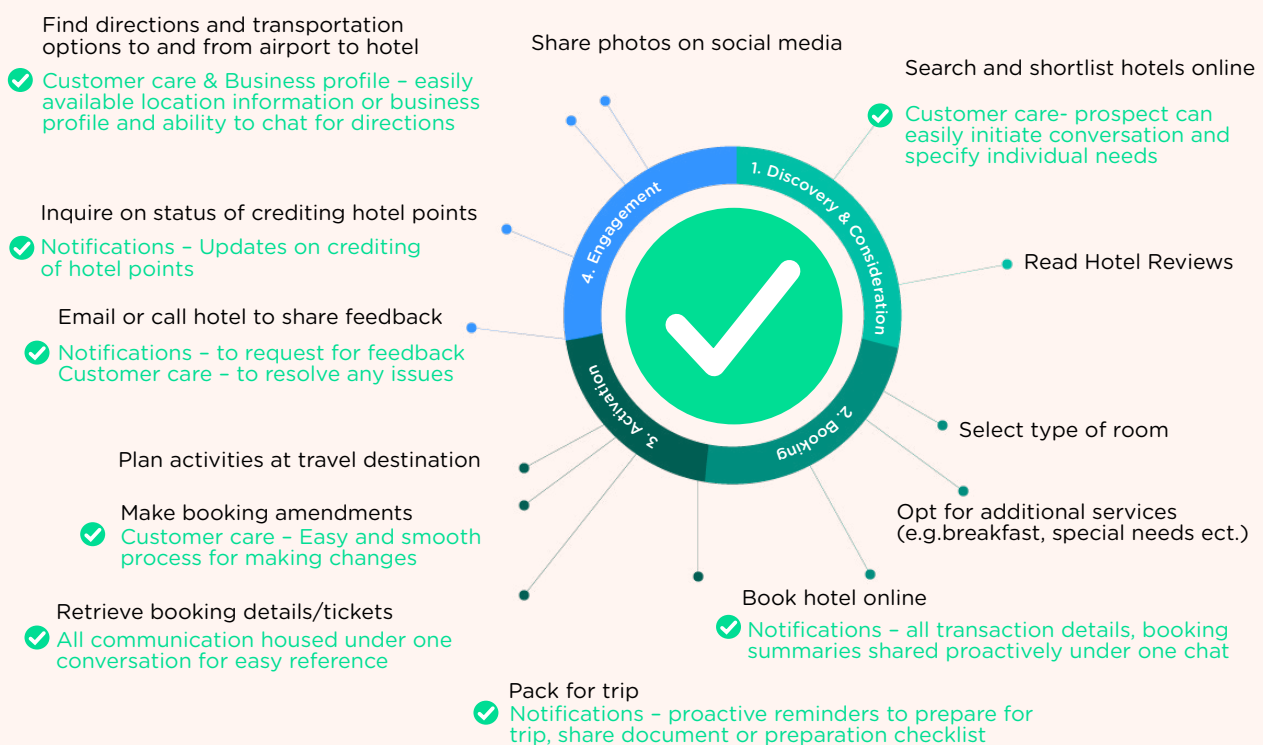
- Item doesn't meet expectations
- Need to change size/model
- No channel for feedback
- No advice available on set up/installation
- No updates on delivery

The following example might give some ideas on how to solve these problems via messaging channels within our Customer Contact tool.

Map out your customers' journey and identify pain points



Identify opportunities to reduce frictions with notifications and customer care



How to reduce pressure on customer care? Start with Customer Contact

So, we now know customers turn to a multitude of chat apps to reach out to you for support. Availability on WhatsApp Business, Apple Business Chat, Viber, and SMS is the new standard. Let's get to the key question: how do you support all those channels, while efficiently handling queries on this multitude of channels?

By adding Customer Contact, you'll handle all conversations with the greatest ease. Customer Contact removes all thresholds and repetitive processes. Connect to your chosen channels to make life easier on your customer care team, and improve your service quality.

What is customer contact?

All conversations across all channels combined into one inbox

Have you decided which channels you want to start with? Start receiving messages within Customer Contact. Customer Contact tool, designed especially to make the life of the customer care agent easier. Combine SMS, Viber, WhatsApp, Telegram, Twitter, Facebook Messenger, Email, and Voice in one customer contact dashboard.

This dashboard creates order in the overload of communication channels and saves valuable time from your employees. Handle 1-on-1 conversations, shielded and secured. Integrate customer profiles in your own CRM and use quick replies, virtual assistants and out-of-office notifications for happy customers.

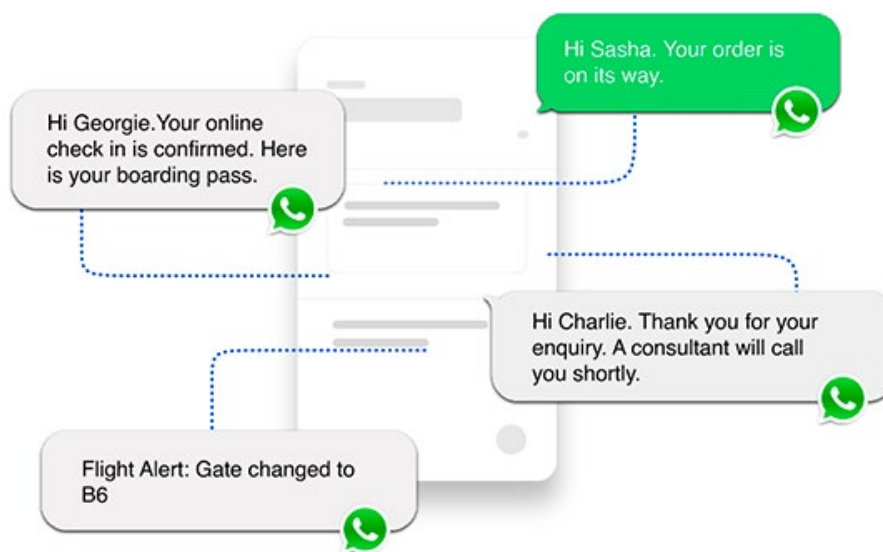
Need another team to handle this question? Seamlessly transfer chats to other departments.

Make time for personalized and expert customer care

Being reachable for your customer via different preferred channels such as WhatsApp allows you to dedicate precious time on personalized customer care. By saving time on simple requests that can be answered quickly via messaging channels, you free time for your team to handle more complex enquiries via an in-depth phone call. And as a bonus, you empower your customers by giving them the choice on where and how they want to be helped!

Quick replies

Within Customer Contact, you're able to set up quick replies for those recurring questions, for example when a customer reaches out to you with a question about a lost package. The sense of being helped quickly is an important factor in customer satisfaction. Quick replies help you accomplish that.



Enrich your service, grow brand engagement

Customer Contact offers built-in features to manage and reply to messages. Manage customer expectations with custom out-of-office messages. Improve service by creating quick replies for answers to frequently asked questions. Or set up a chatbot to help save valuable time.

And because of the CM Data tool, you can connect to Customer Contact, your rich customer profiles will give you instant insight into your conversation partner, including previous interactions and key characteristics. This way, your customer will feel heard and understood, as if he was talking to a friend. The perfect way to build a long-lasting relationship.

Sell products directly within your conversation

Helping your customer consists of more than just answering questions, sending supporting files, or sharing locations. If your customer is searching for a specific product, and you can help him find what he needs, why not let him buy that product right in the chat? Just add a payment link to the conversation. And for optimized support in the future, update the customer data with their payment preferences.

Haven't seen it before? Well, from our Customer Contact solution, it now is possible. Connect the payment solutions you need and start offering in-channel payments. Helping your customers make purchases in your store was never this easy!

Tip!

Did you know that, when starting with Customer Contact, you'll get Facebook Messenger added for free? This way, you can get familiar with the many features within our customer care solution while we setup any other messaging channel you want to add for your brand!

Not to miss features of Customer Contact

Customer Contact is part of the Conversational Cloud, brought to you by CM.com. That means you can further enrich this customer contact software with all features you need to offer the best customer support possible.

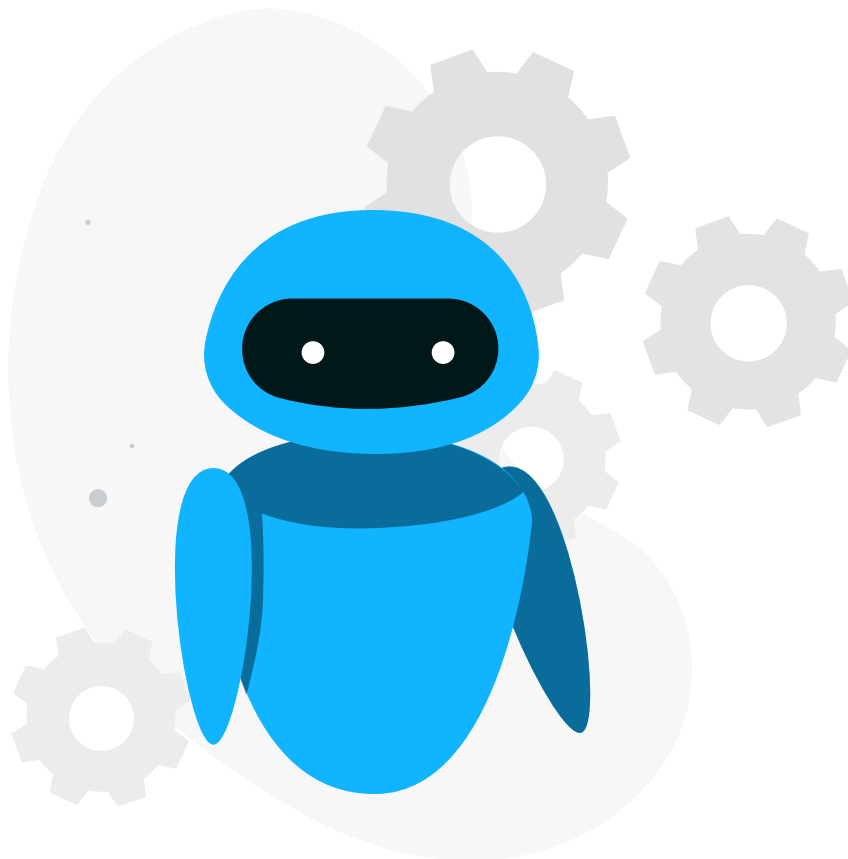


A helping hand from the CM Chatbot

90% of customers say an immediate response as an important part of the customer experience. Luckily, the CM Bot gives customer service teams the ability to give a quick response to those questions the Bot can easily handle, and hand over conversations that require human interaction. This gives your agents a chance to properly handle their conversations, and customers a quick response on those recurring questions.

- Let CM Bot handle a strict script of sending messages
- Stimulate interaction with selection menus and answer flows
- Hand over the conversation to a human agent whenever necessary, of course containing all the bot's gathered info and its conversation with your customer..

New to chat bots? We're here to help you build, improve, and maintain your bot.



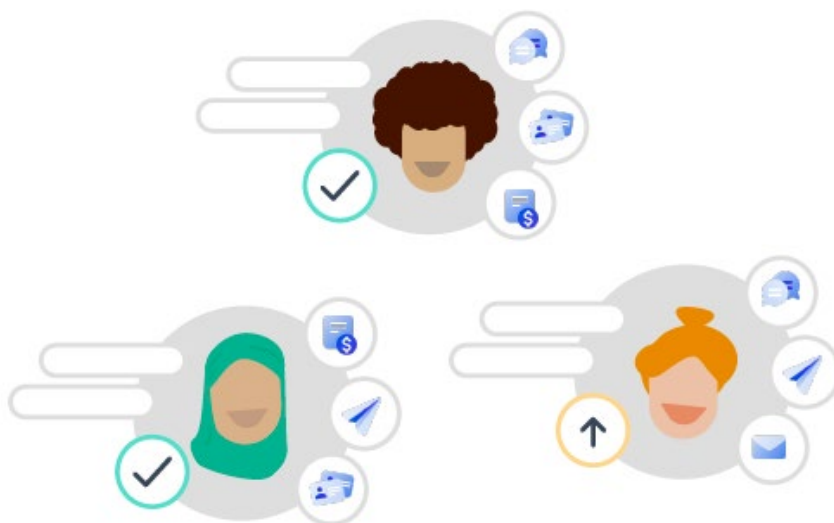
More than chat | From conversation to sales opportunity

Of course, offering great customer service is indispensable for your business' success. But what if we told you that customer conversations allow for a whole new way of selling your products?

Is a customer asking to return a product? Why not offer an alternative he can pay for right in the chat? Or how about consumers looking for product recommendations? Or up- or cross selling products starting from a conversation in a previous sale? Thank to the in-app payment solutions, you can easily turn each conversation into a successful conversion.

Know your customer | CM Data

Regardless of the channels you choose to interact with your customers, each interaction should hold value to your customer. That means anticipating their needs, and definitely not asking them to repeat themselves over and over. Customers can now continue their conversations whenever they want, as if a chat never ended.



For starters, that means you need to have a clear insight in previous conversations. Has the customer complained previously? What does he usually buy? How long has he been a customer? By building rich, 360 degree customer profiles, you can anticipate on your customer's needs and offer them the service to turn them into happy, returning customers.

Get started with Customer Contact

If you're looking to get started with the Customer Contact solution, just register for a free account on CM.com, and discover its numerous useful features. Easily setup your Customer Contact account with the amount of users you will be needing and start offering the best customer care to your customers, clients or guests. By connecting to the CM.com platform, you can request additional channels such as a WhatsApp Business account to use via our Customer Contact tool. And did you know you'll have free access to FB Messenger for free from the get go?

But CM.com offers more than just the WhatsApp Business solution. We can help you set up and manage a complete, multi-channel platform to support your customers and send them notifications globally. We are specialized in handling large loads of messages. We make sure you can have secure conversations and use and analyze the data you need to improve your own services.

Now, you know the basics of improving customer care. By creating a multichannel presence, worldwide brands can connect with customers and build personal relationships. As an authorized distributor of the WhatsApp Business API, CM.com can connect you to this and all other messaging channels for a seamless and rich customer experience. Request a free demo of Customer Contact today, or get started right away!

[Register Now](#)

The CM.com platform connects brands and enterprises to mobile phones worldwide. Amongst our Messaging, Voice, Payments, and Identity solutions, we provide a smart combination of messaging channels, interactive voice solutions, and Europe's most innovative payment solutions. By connecting to our platform for the WhatsApp Business solution, you're opening the world of opportunities for Conversational Commerce.

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