

## SOLUTION BRIEF

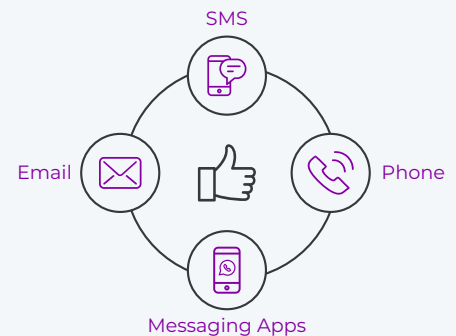
# Communication for every engagement

The impact of a great customer experience is significant. According to a recent study, customers are now 4.2x more likely to make a purchase and 6.3x more likely to recommend a company after experiencing positive customer service<sup>1</sup>. According to PWC, efficiency and convenience are the most impactful drivers of a great customer experience<sup>2</sup>. As digital transformation continues to gain momentum, the success of your customer communication will play a crucial role in determining your customers' overall satisfaction.

### Bridging the Gap: Better communication. Better performance. Better ROI.

Customer communication throughout the journey is ever-changing and dynamic. Recent research reveals that 85% of B2B buyers and 78% of B2C customers now utilize multiple communication channels during their path to purchase<sup>3</sup>. Emphasizing the significance of multichannel communication, Forrester reports that when consumers have access to their preferred communication channels, over two-thirds are likely to recommend a company, make additional purchases, or engage in a first-time purchase<sup>4</sup>. To thrive in the fiercely competitive markets of today, it is imperative to ensure that your customer communication is fast, easy, and secure to meet their evolving preferences and demands.

### Rapidly Ascending: Consumer-Favored Channels on the Rise<sup>3</sup>



## Efficient & convenient customer communication



### Be where your customers are

Easy to integrate messaging APIs, complete with channel fallback, two-way conversations, programmatic communication, and more, make customer engagement effortless.



### Reach billions worldwide

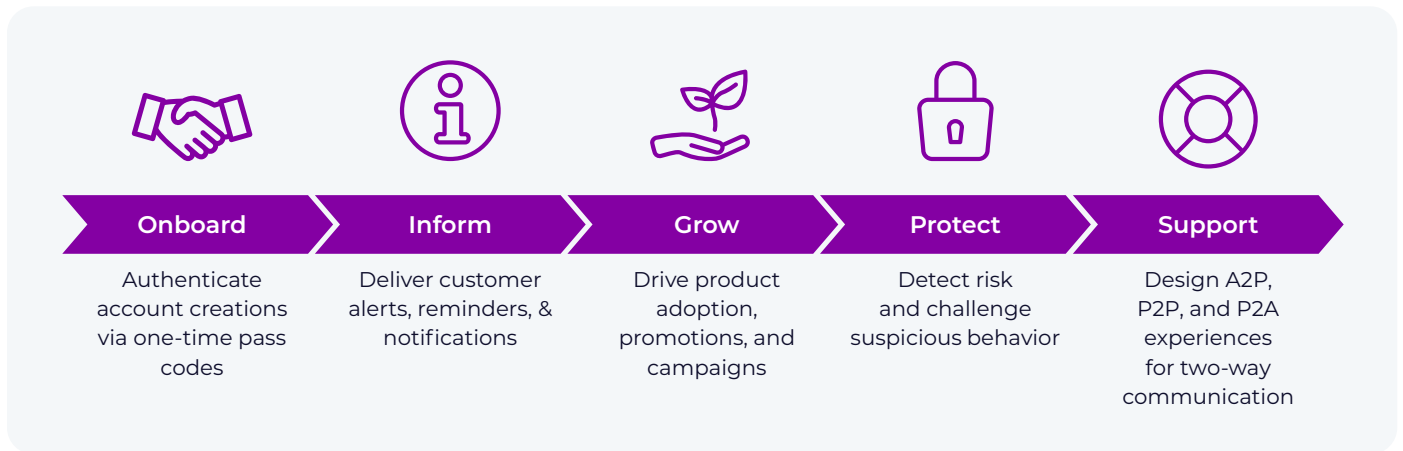
Build a reliable and scalable communication program. Reach your customers with confidence via high-quality, direct-to-carrier routes that reach more than 200 countries.



### Streamline workflows

Don't let deactivated or recycled numbers hold you back. Automatically flag deactivated numbers, cleanse improper numbers, and verify ownership before you hit send.

# Telesign delivers reliable communication across the customer journey



Establishing effective communication is crucial, and Telesign, as the pioneer of SMS verification, connects the world's most trusted brands to customers. Our programmable engagement solution enables you to integrate messaging, voice, and authentication capabilities into your application with ease through our developer-friendly APIs. Deliver a personalized, omnichannel user experience, including email, to reach your customers on their preferred communication channels. Telesign's unmatched dependability, with a global footprint, over 700 direct-to-carrier routes, and constant network traffic monitoring, ensures seamless and reliable communication for your business.

Four feature cards are displayed, each with an icon and a description:

- Omnichannel Messaging**: Reach and engage your customer across SMS, MMS, Email, RCS, WhatsApp, and Viber messages – all from a single, developer-friendly API. (Icon: A smartphone with a network diagram)
- Programmable Voice**: Build flexible and interactive calling experiences that connect you and your customers anywhere in the world. (Icon: A smartphone with a voice call icon)
- Phone Verification**: Deliver phone-based verification and two-factor authentication using a one-time passcode sent over SMS or voice message. (Icon: A smartphone with a passcode message: "Your passcode is 505050")
- Anonymous Communication**: Create and manage private conversation sessions between two parties to enable time-sensitive secure communications. (Icon: A smartphone with a private session icon: "XXXXXX X-367")

#### Sources:

1. State of the Market: Customer Experience & Engagement, Nflucence Partners
2. Experience is everything: Here's how to get it right, PwC, 2023
3. State of the Connected Customer, Salesforce
4. What Business Need to Know About Communicating with Consumers, Forrester, 2023

