




Optimizing the Customer Experience with Programmable Communications

eBook



In today's digital-first economy, whether you're in e-commerce, entertainment, on-demand service delivery or banking, it's vital to connect with customers wherever they are. Customers want to connect with businesses on familiar communication channels that are easy and convenient for them to use. Here's another way to look at it – if customers are already familiar with text messaging or a certain messaging app that they use to stay in touch with friends and family, it will be much easier for your brand to reach them there.

As chaotic and terrible as 2020 was for all of us, it really sparked a reawakening for mobile business communications, from curbside pickup order ready notices, to contactless delivery and notification, seems like just about everything was mobile. As we look ahead to the next twelve months and beyond mobile communications are going to continue to evolve into the customary way of doing business. So how can businesses continue with digital transformation and still provide a frictionless experience for their customers – through multichannel messaging with programmable communications. No matter where your customers are, a multichannel messaging strategy can streamline communications and reinforce the brand experience.





Why a multichannel messaging strategy?

Multichannel messaging really started with the formation of omnichannel marketing in the early 1990's integrating all physical channels (offline) and digital channels (online) to offer a unified customer experience.^{1,2} Fast forward to 2021 and we now have omnichannel communications. Omnichannel communication is a multichannel approach to customer communications that focuses on providing an integrated customer experience throughout each and every channel – this includes multichannel mobile messaging.

How to Get Started with Multichannel Messaging

First let's start by asking the question – where are my customers?

Things to consider:



Geography – country, region, time-zone. People in different parts of the world have differing preferences for how brands should reach them.



What social channels are they likely to engage with?



How do they shop, through desktop, mobile or both?



Are they loyal to services that deliver a mobile experience?



Demographics – what is the age breakdown of a typical customer?



Are they frequent users of mobile applications to make purchases or to communicate with you?

Second, what does the customer journey look like?

A consumer who needs something— whether its information on a product, availability of food delivery, or when their power will be back on - might know who to talk to, but may not want to download an app in order to get informed.

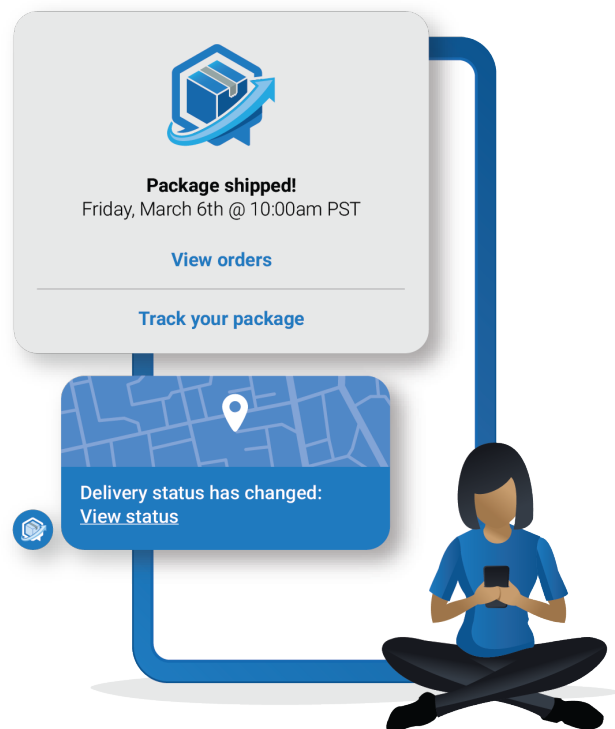
Apps may limit the frequency and relevance of people's interactions with you. For example, if your business just launched a new delivery service, your customer might only learn about it if they've downloaded your app and enabled push notifications.

But what if a customer's entire relationship with your business, from shopping and transactions to delivery and feedback, was one easy conversation in a format they're already familiar with?

If they're already messaging you on SMS about a scheduled delivery, a ping about the delivery status would be informative and most likely welcomed.

So, one size doesn't fit all and this is why understanding your customer's journey is so important. To keep in touch and remain customer-focused, brands must adapt including updating their messaging strategies and their methods of interacting with customers.

Companies that adopt a multichannel mobile messaging strategy, and do not rely on a single communication channel will be ready to meet today's and tomorrow's challenges.



How Programmable Communications Make Multichannel Messaging Easy

Programmable communications allow you to embed messaging, voice and other communication capabilities into your business applications via easy-to-use APIs. Communication Platform as a Service (CPaaS) providers like TeleSign offer these APIs and a service layer to help you facilitate the management of your communications flows on popular messaging channels like SMS, RCS and WhatsApp. With this combination, you can integrate these messaging channels into any business application or process. Programmable Communications allows you to optimize your customer experience and see real results.



By 2024, \$33.4B of spend will be generated from these three channels⁴



Choosing the Right Messaging API

Here's a checklist of considerations when looking for which messaging API to choose:



Are you able to integrate a single API for multiple channels or do you have to spend additional development time and money to maintain individual APIs?



Are the most popular messaging channels like SMS, RCS and WhatsApp included, and can you add more channels as you grow?



Does the API have fallback programming to defer messaging to another channel when one message type fails (e.g., RCS to SMS) and provide message translation for the different channels? Having this feature ensures that your communication will always reach your customer, and that you are not overpaying for messages not delivered.



Do you need to use pre-set templates, or can you customize your own?



Does your API vendor offer wide international coverage with direct connections to provide fast message delivery speed & high completion rates?



Other Things to Consider

First your messaging APIs should be next-gen ready. When you are ready to scale as more channels become available, you will want an API that scales with you and a trusted vendor that will keep all your integrations up-to-date.

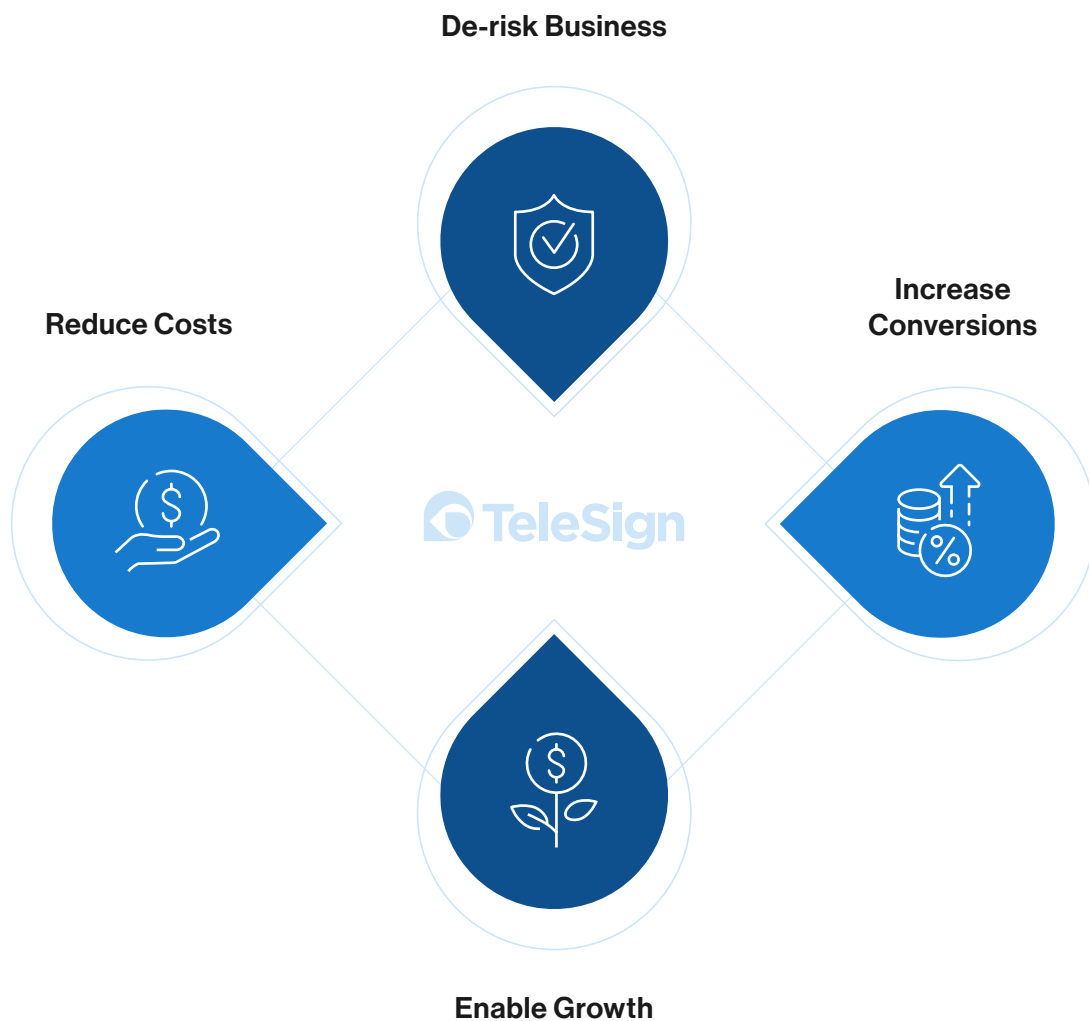
Second, compliance is always top of mind for any digital communications. There are so many rules and regulations to keep track of. With messaging for example, you can't just send promotional blasts or mass messages on WhatsApp. Customers need to register their phone number with your business in order for you to connect with them. Certain formats like carousels and reply buttons work best with RCS. More importantly, each country and or region has specific policies on provisioning phone numbers, channel-specific regulations, and complex guidelines for opt-in, and opt-out.

Your development team doesn't need to become experts in all these channels. With expert knowledge of the communications industry, TeleSign supports and guides businesses through the complexities of sending mobile messages globally. We can help you reduce compliance risks with knowledge of best practices that include country-level and mobile operator specific requirements.



Brands have seen up to 800%⁵ lift of clickthrough rates on alerts, reminders and notifications through RCS correspondence.

Finally, with more channels comes more risk of fraud. The myth is that less security drives a better customer experience, but in reality, NOT protecting your users will negatively impact customer experience. It's important that you work with a vendor that can provide insight and access to ongoing and accurate key phone number and user identity data attributes to help you make better decisions about new registrations, user activity and potential fraud risks. At TeleSign, we built SMS messaging from the ground up and are the trusted leader in two-factor authentication and fraud security for mobile communications. We can help you provide the most secure and seamless end-user experience in real-time.



For modern brands looking to grow in a digital-first economy, optimizing your customer experience with programmable communications is essential.

Protecting your business from fraudulent transactions and suspicious user-behavior is necessary.

To see how you can level up your customer messaging and build lasting relationships with programmable communications, [contact us](#) for a free evaluation.



-
- 1 Information-age.com [Why omnichannel retail is more than just a buzzword](#)
 - 2 [A briefing on managing omnichannel retail](#)
 - 3 Source: adweek
 - 4 [Mobilesquared](#)
 - 5 Source: GSM
-

www.telesign.com | @TeleSign

© 2021 TeleSign. All rights reserved. TeleSign and PhoneID are trademarks of TeleSign Corporation. The TeleSign logo, images and other creative assets are owned or licensed by TeleSign. This document is for information purposes only. TeleSign makes no warranties, express, implied, or statutory about the information in this document.