



O₂
business

Business Messaging from O₂



Communicating well with customers means doing it on their terms

Did you know that almost half of all UK customers prefer to talk over text message, rather than phone?¹ If you're not providing that service, that's a lot of thumbs dialling numbers that would rather be texting.

To help, our managed messaging service allows private and public organisations to send automated messaging alerts and marketing messages to people in the way they prefer.

This means you can:



Ensure critical messages are transmitted on time, while also meeting government legislation like GDPR



View every message, channel and interaction in one place



Make sure that only people who have opted in get your messages



Analyse and report on messaging effectiveness and engagement rates across your customer base



Get important messages out on all of your channels



Protect your customer data, complying with ISO27001 & ISO9001 policies

The result?

A consistent, multi-channel customer experience, which means they receive the right message, in the right way, at the right time. And you can be confident that, by being in a partnership with a network that delivers billions of messages every year, you have a fully managed and reliable messaging system.

¹Source: [Salesforce.com. \(2020\). What Are Customer Expectations \(and How Have They Changed\)?](https://www.salesforce.com/resources/research-reports/customer-expectations/)

Communicate with your customers the way **they** prefer



The number of ways people can interact with brands has multiplied

Whether your organisation has embraced omnichannel communication or not, you probably have in your personal life. All of us as consumers are used to flipping unconsciously between channels on our mobile phones. And now we do it in our digital journeys with brands too, from product search to payment:



180,000,000
emails sent



390,030
apps downloaded



18,100,000
text messages sent



4,497,420
searches conducted



4,500,000
videos watched

95%

of consumers use
three or more
channels per
interaction

64%

use multiple
devices per
interaction

Most online
shoppers conduct
their product
research on a
smartphone
or tablet

Within this maze of different channels and routes, lie your customers. All of them have preferred channels, through which you have to communicate, at the right time, to deliver the best possible customer experience and response.

Business Messaging from O₂ can help you do this

Business benefits of managed messaging

Four steps to creating more meaningful customer communications

1

Personalise the content, delivery and interactivity of every customer conversation, to support engagement and loyalty

2

Control when messages arrive to ensure effectiveness and that you meet any regulatory obligations

3

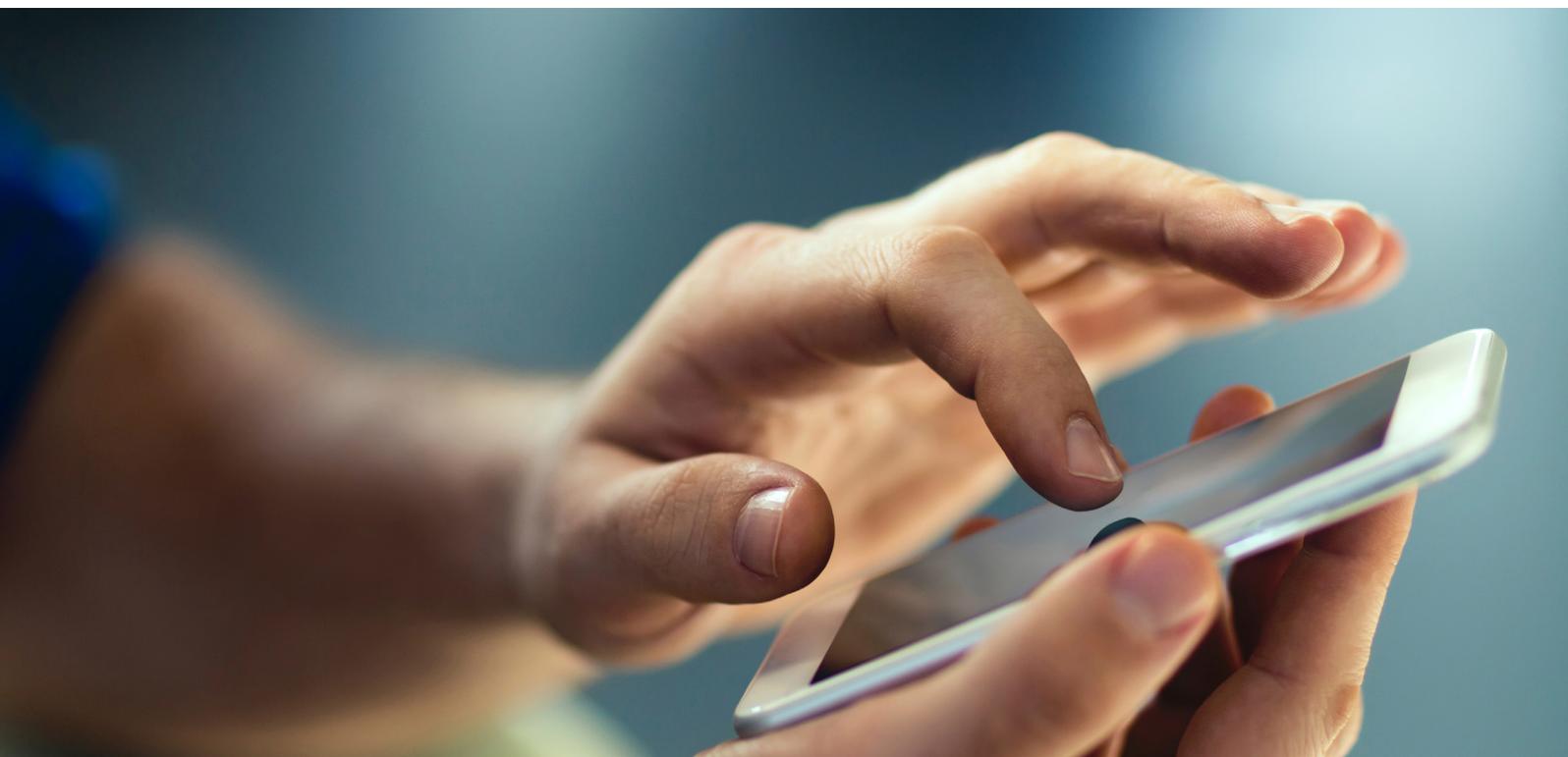
Cut costs by making messages work smarter and only talking to customers in the way they are most likely to interact with you

4

Consult with our specialist team to keep refining and improving your messaging strategy

One of the aims of messaging is delivering ubiquity, where your customers have a consistent experience with your brand across every channel. Even if they switch to another channel, their conversation history moves with them.

Our platform allows you to message across all of your key channels and get the right insights back



Make the best use of all of the options

Omnichannel interaction means considering every route to the customer.

SMS

- Personalised and engaging messages at scale, on a trusted channel
- Send messages to all customers, no matter what device they have
- Reliably send messages when required for compliance or regulation
- Our platform helps you create, send, receive and analyse SMS quickly

RCS Business Messaging

- Interactive, real-time messaging with your customer
- Give customers an authentic in-app experience through their native messaging app
- Include gifs, carousels, quick-response buttons and read receipts. Eventually you'll also be able to let customers pay through the channel
- Deliver their full customer journey through one conversation

In-app notifications and email

- Incorporate both email and in-app notifications into your messaging mix
- Cover every channel through which your customers interact
- Customers who opt for email communications can benefit from built-in, customisable templates
- Cost effective and easy to use, the ideal way to drive mobile app adoption

With one view of the customer, you can prevent duplication across channels and get the right mix of communications, without bombarding them with messages

The reality of a joined-up messaging experience

Take a look at what this really means for the customer

Imagine a click and collect service.



STEP 1

Engage your customers through RCS to make them aware of new product releases



STEP 2

Once they have completed their purchase, they receive a QR code to collect their purchase



STEP 3

When their QR code is scanned in store, you send them a time-sensitive cross-sell offer through RCS



STEP 4

Once the collection is complete you can send a receipt and product support video direct to their phone



STEP 5

An automatic customer survey can be sent via email or to their messaging app to complete the journey

Throughout this process, you can provide ad-hoc support through any channel the customer chooses. This not only frees up customer service centres but also ensures that issues are handled using the communication channel the customer wants. This encourages loyalty and gives you more opportunities to drive revenue.

Whatever sector you're working in, you can realise benefit through creating more personalised digital journeys.

Let's start a conversation

Want to understand more about O₂ Business Messaging?

Find out how we can support you to deliver better business messaging, by emailing us at o2@o2business.co.uk or give us a call on 0800 955 5590.

Telefonica