



Messaging as the new way for Omnichannel Communication

Robert Włodarski, MessageBird





Agenda

Let's start with
the **WHY**

Then we talk
about the **WHAT &
HOW**

And finally I'll show you
WHO are already doing
this

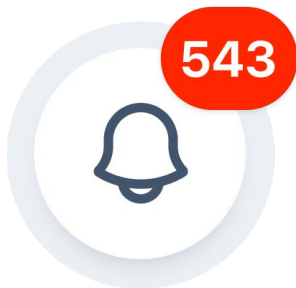
Why?



Business to consumer communication is evolving ...

Hi could you tell me what time do you open today?

Hi! Can you repeat your question again please?



Consumer behaviour is changing

They expect seamless, personalized experiences across various touchpoints.

It's harder to capture their attention

Hard to stand out and provide compelling content that resonates

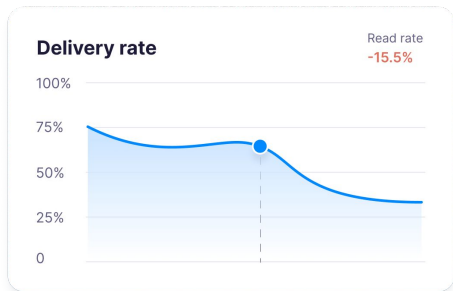
85%
Want to use their channel of preference

Its harder to build relationships

85% agreed using their channel of preference will lead to stronger relationships

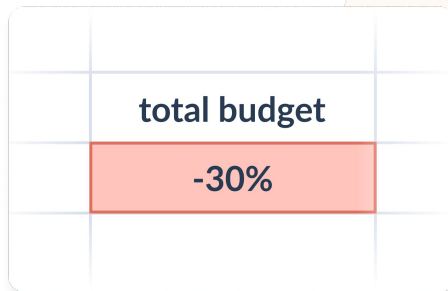


... and businesses are struggling to keep up



Reliability

As your volumes grow, you need to make sure your messages deliver and convert.



Increasing Costs

As you scale, your costs increase, and you need to make sure you're getting the best ROI.



Hard to Optimise & Adapt

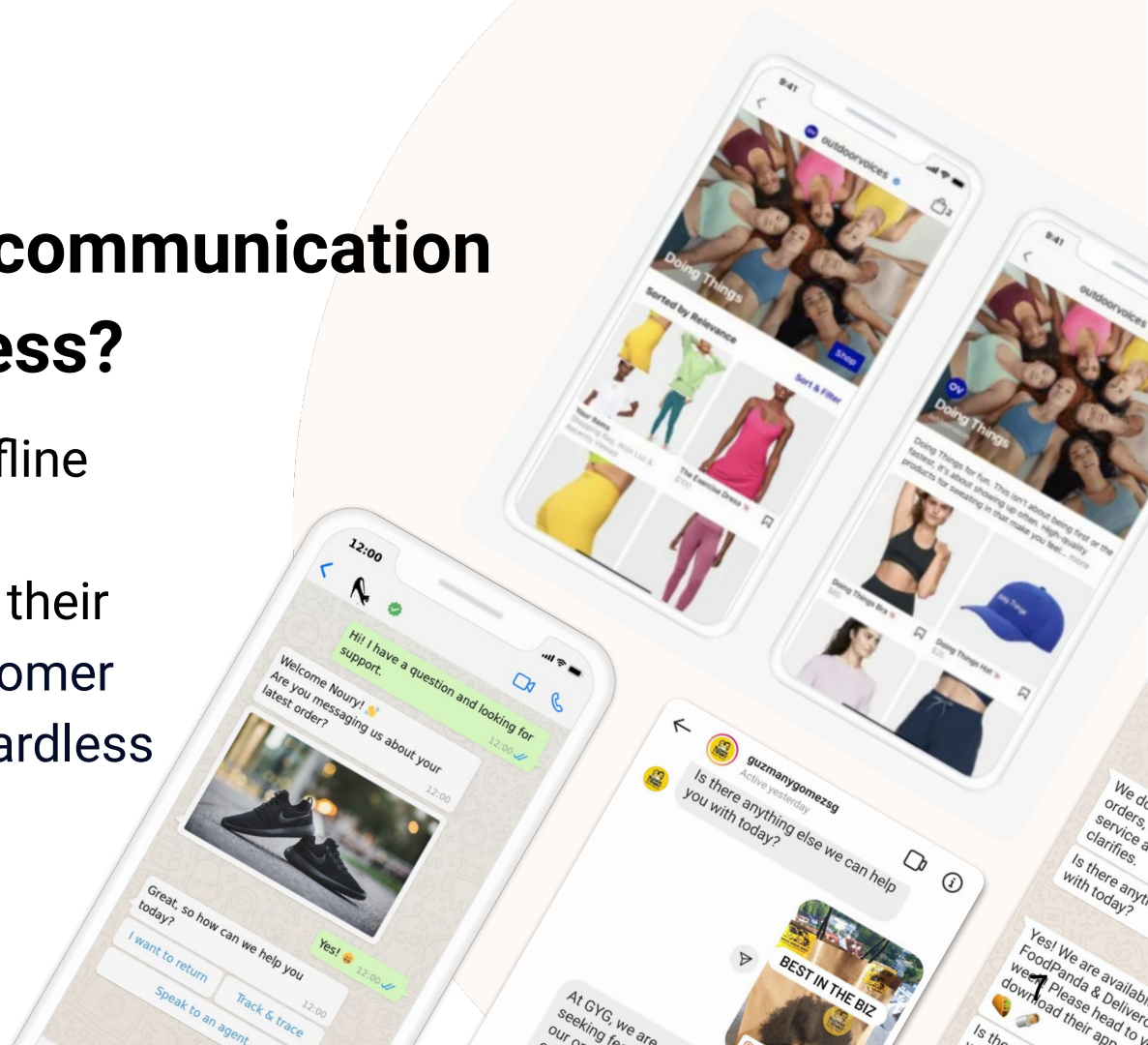
With so many channels and tools, it's hard to optimise and quickly adapt to the market.

What?



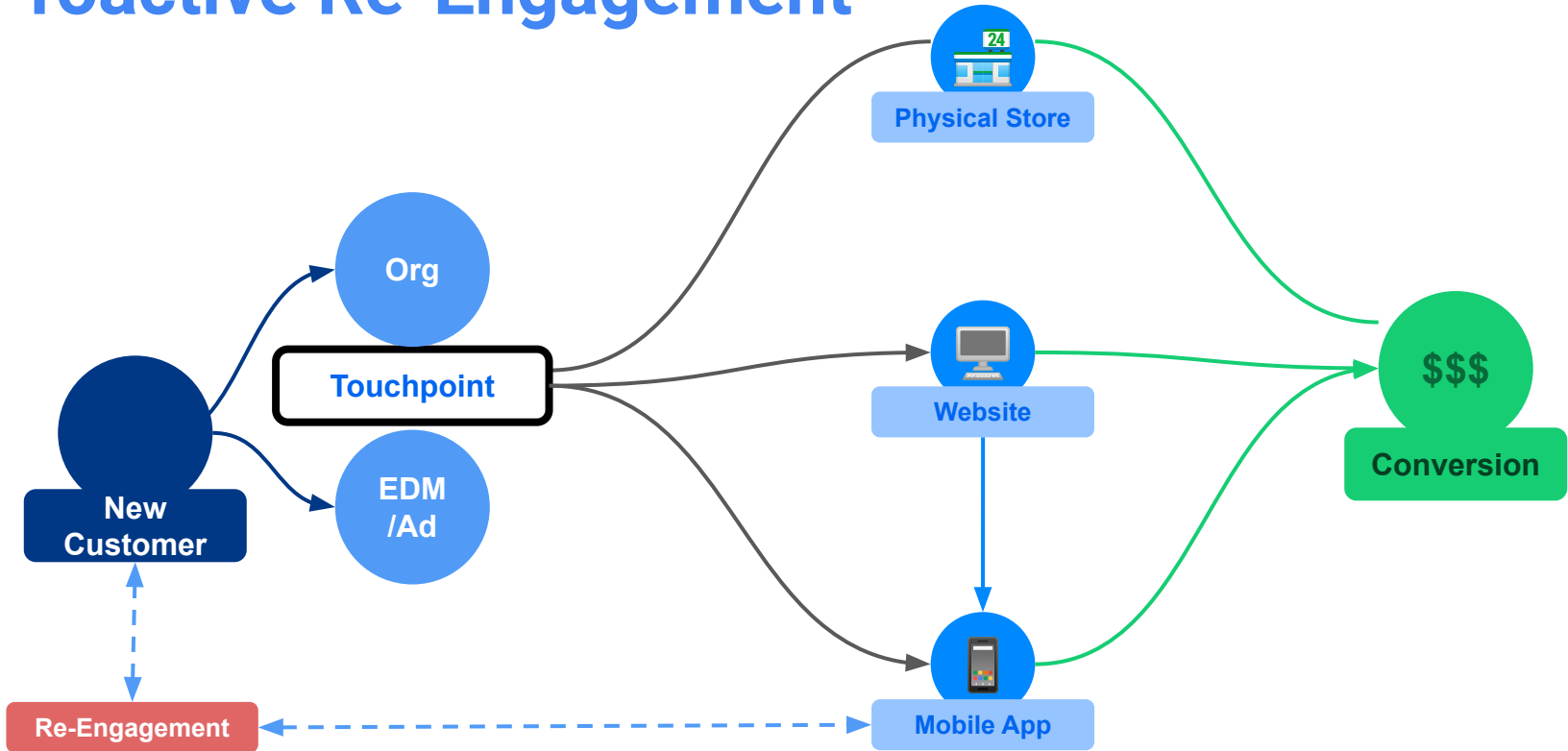
What Omnichannel communication means to the business?

Using multiple online and offline channels to interact with customers at every stage of their journey with the brand. Customer experience is seamless, regardless of the channel they use.



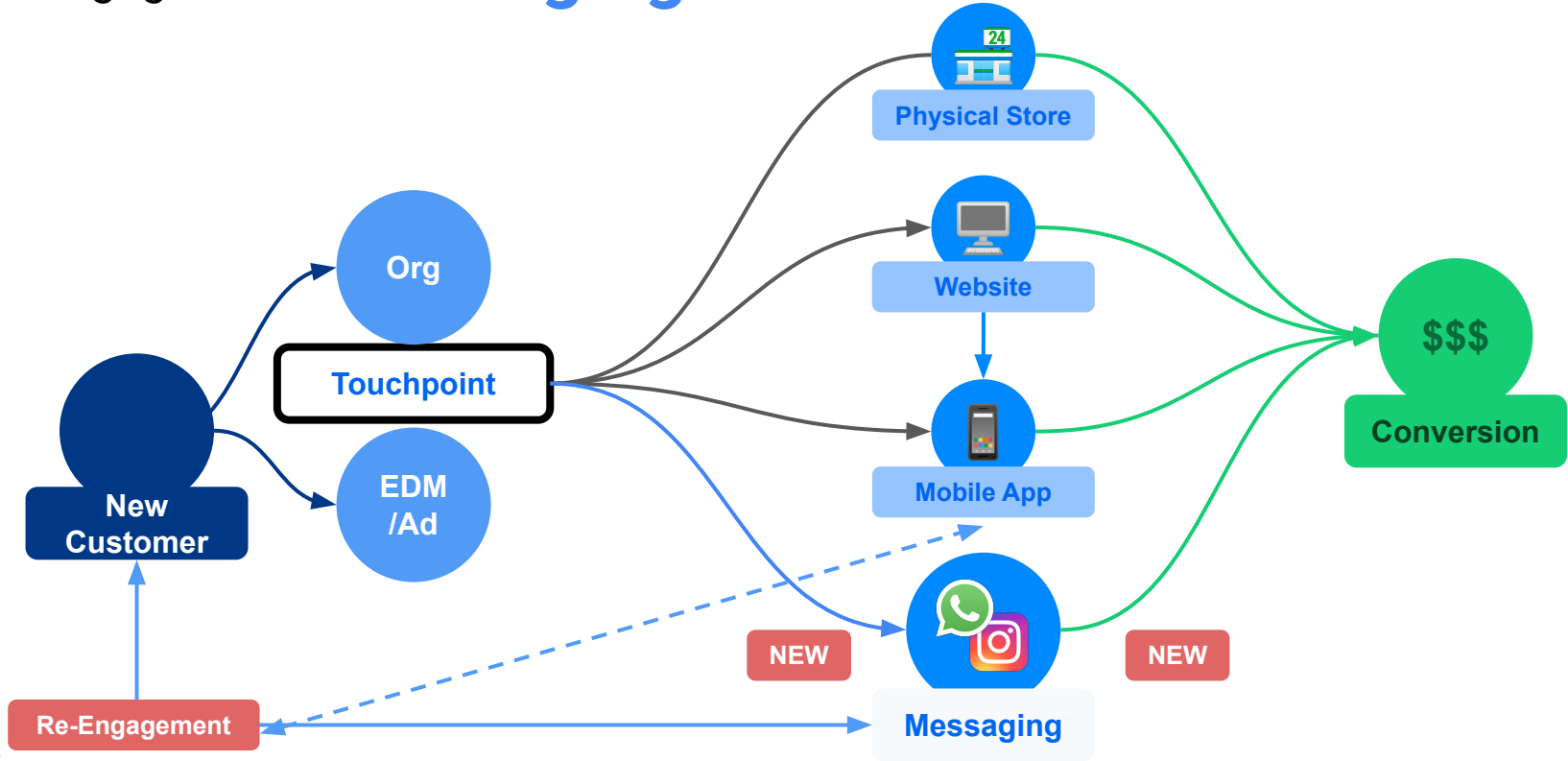


“Traditional” Model of customer communication limits **Proactive Re-Engagement**





Omnichannel introduces an additional area of customer communication and engagement: **Messaging**



Utilising real-time conversations and maximising impact of AI to improve customer experience



Surveys confirmed that consumers prefer messaging

61%

Convenience

of customers consider messaging businesses more convenient than picking up the phone*

75%

Friends & family

of adults want to message with businesses the same way they do with friends and family.**

85%

Relationships

of consumers agree that interacting with a business via messaging apps builds relationships.**

Source*: <https://www.facebook.com/business/news/insights/3-ways-messaging-is-transforming-the-path-to-purchase>

Source**: <https://developers.facebook.com/products/whatsapp/>

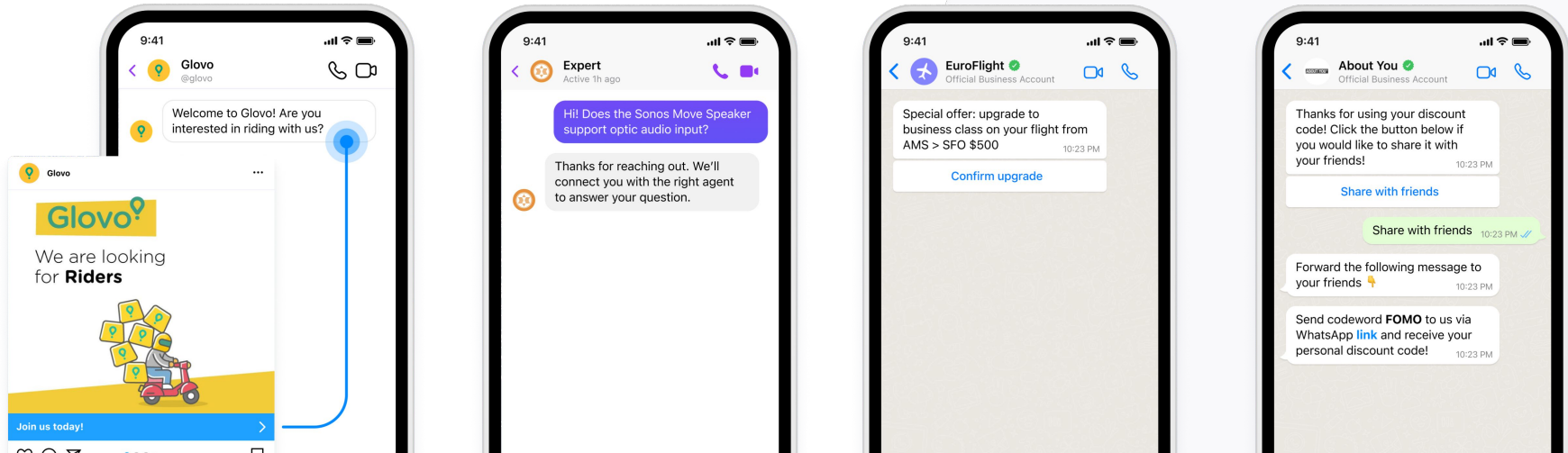
How?



What would this conversational/messaging journey look like?



Incorporating Conversations into your CLM strategy

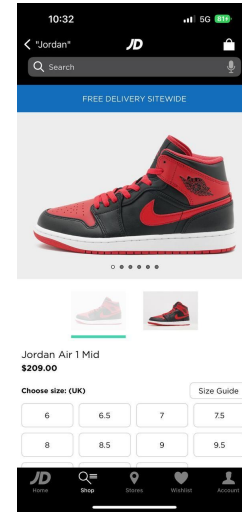
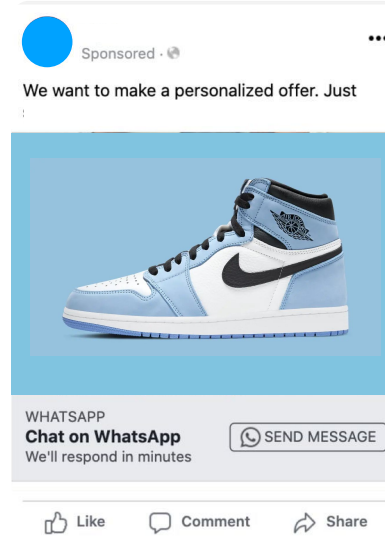
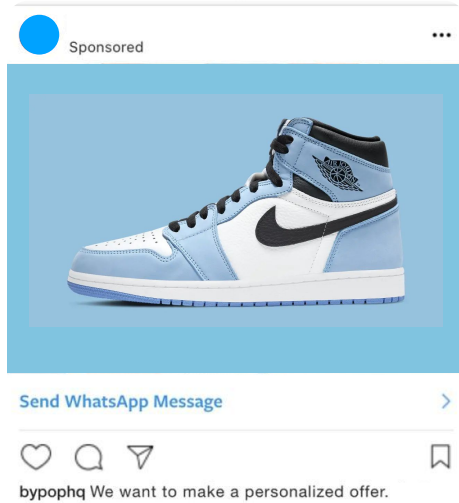




Instead of landing pages, start a conversation



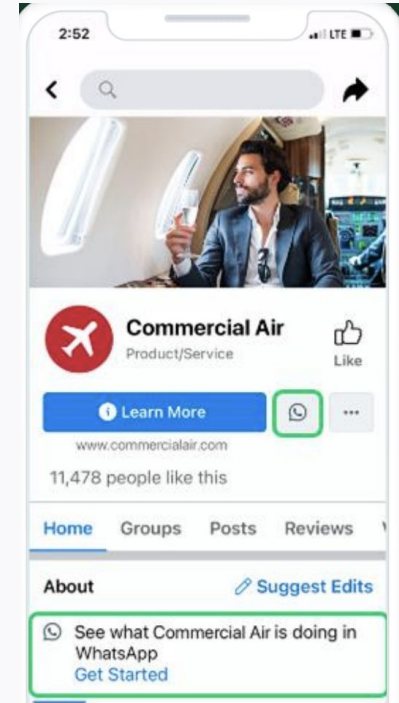
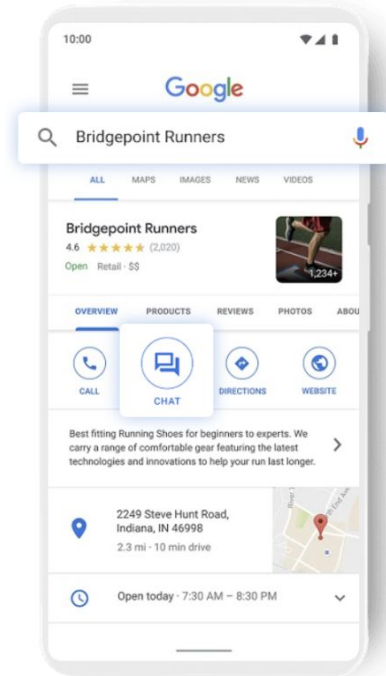
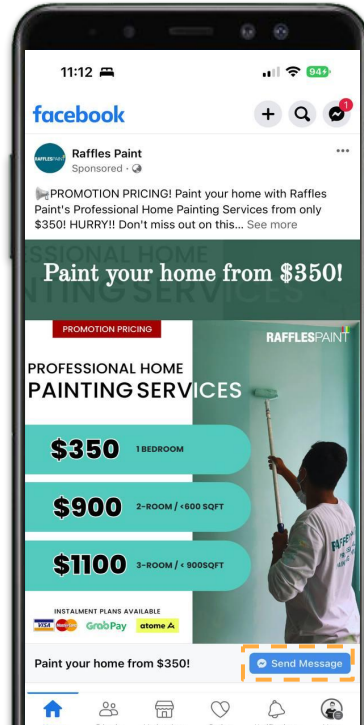
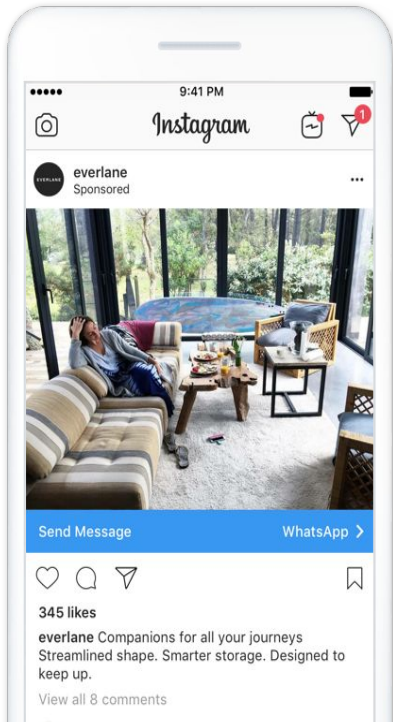
QR Code →





Leading Ads and Digital Presence into Conversations

Move conversations to Messaging across the Customer Journey





Engage and answer questions immediately



Do you still have the Jordan 1's
in stock in a size 43?

11:46

Hi Joey, we do!

11:48



Nike Jordan 1's High
Size 43

Check out this item

11:48

[View item](#)





Be proactive and clear any doubt



Are they ok to wear with rainy weather though?

11:46

What is the return policy on these shoes?

11:46

What if they look too big on my feet? 🐼

11:46

Actions

- Slack to #engineering
- Salesforce: Create lead
- Jira: Create ticket
- Gcalender: Schedule
- Hubspot: Opportunity

Hi the sneakers I received are damaged. Can I be refunded?

AI

Mary Frances 12:32

Replace item Refund



Messaging is easy to re-engage



Would you like to continue or do you have any other questions? 18:28

Ok I've decided to purchase these shoes! Let's do it 18:30

~70%

Abandonment Rate

**The Average Cart Abandonment Rate
Across All Industries is
69.57 Percent.**





Keep customers engaged throughout the journey



Your payment has been received.
Enjoy your new shoes! 18:28

We just shipped your shoes 📦. You
can track them here: <https://link..> 18:28

They arrived earlier than expected!
Care to fill in a survey?

Hi the sneakers I received are damaged. Can I be refunded?

AI

Mary Frances 12:32

Replace item Refund

A hand cursor icon is pointing at the 'Refund' button.



Re-engage, support, upsell



Hi Joey! We've got some new Jordan 1's you might like!

18:28



Nike Jordan 1's High
Size 43

Check out this item

11:48

[View item](#)

- **Personalised Content**
- **Loyalty Programs**
- **Surveys & Reviews**
- **Churn Prevention**



Provide exceptional, personalised experiences



Nike Jordan 1's High
Size 43

We missed you! Here's a 10%
Your next purchase 11:48

[Add to Cart](#)

Re-engaging users

Psst! The new Air Jordan 1 High OG
"Lucky Green" will be launching on
in 3 days. Stay tuned!

18:28

Segmented Targeting

We'd love to hear your feedback!
Please leave us a review.

18:28

Gather customer sentiments proactively



Winning with Messaging

Convenience, Personalisation & Engagement



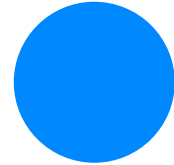
Convenience

Provide your customers with end-to-end journeys for discovery, consideration and purchase



Personalisation

Talk to your customer like you know them and reach out when it matters on their preferred channel



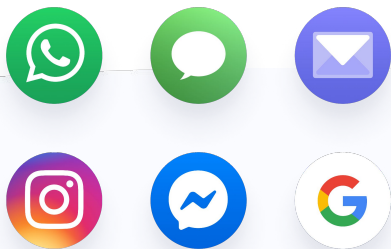
Engagement

Provide quick, automated resolution to common issues and escalate to a human when needed



How it works

MessageBird helps you incorporate messaging into your omnichannel communication



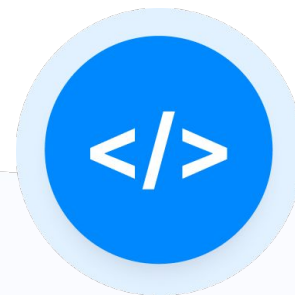
Channels

Engage on any messaging channel with full rich feature capabilities



Automation

Deliver the right message, and handle replies



Integration

Trigger campaigns from your CRM, Apps, etc.

Who?



expert



Expert achieved an **80%** conversion rate with WhatsApp Business

50K

WhatsApp conversations initiated monthly

80%

Conversion rate to sales

225+

Agents managing conversations

“Adding a WhatsApp button on our webshop — with the quick engagement to the stores — really helps Expert keep its customers, differentiate itself.”

cha van den Akker, Business Process Analyst





Amazon Prime Video increased customer engagement with WhatsApp marketing

70K

Users engaged with WhatsApp

97%

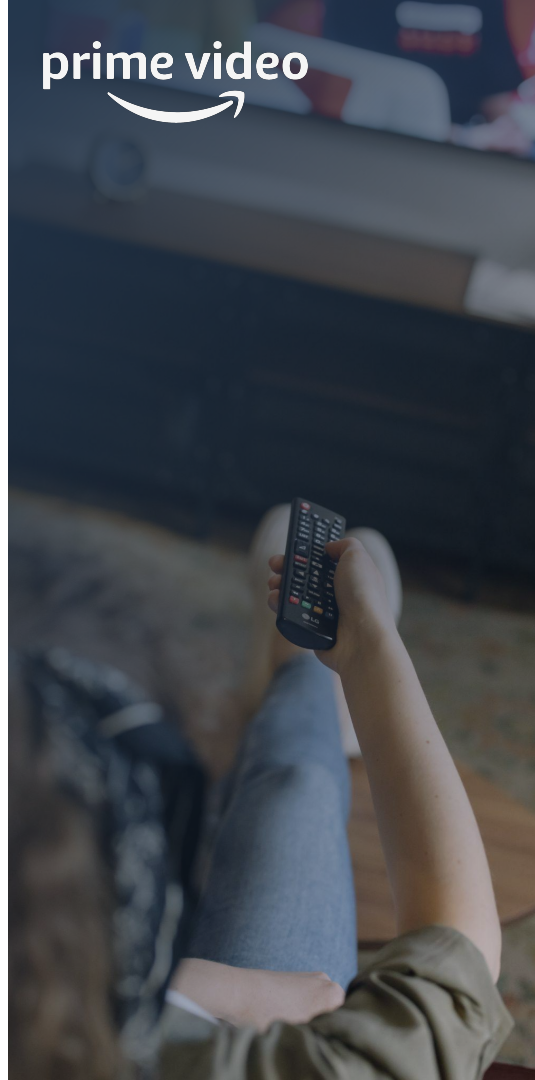
Click through rate with chatbot

#1

Most-watched season

“Thanks to MessageBird, we were able to build a creative and engaging campaign that had a great impact on our goals.”

Leticia Larrea, Senior Marketing Manager at Prime Video Original Content





Matahari 2.5x conversion rates with WhatsApp marketing

15 million

WhatsApp marketing messages sent

97%

Delivery rate for marketing messages

2.5x

Increase in conversion rates

“With MessageBird, we can reach a large number of customers more effectively and keep them better informed about new offers. This has helped us increase our conversion rates and sales.”

Tjhai A Eng., Marketing & Loyalty

 **MATAHARI**





Glovo achieved 4x partner onboarding with Whatsapp and Flows

4x

Partner onboarding

<30 min

Partner onboarding time

55%

Reduction in cost

“With the Flow Builder we are able to adapt and run the same process through very heterogeneous markets: from Croatia to Uganda or Kazakhstan.”

Luis Grau Granada, EEMEA Operations Manager



**Let's transform the way you
communicate with your
customers**



Thank you!

Robert Włodarski, Director
Business Development Central & Eastern Europe
mobile: +48 795 581 278
robert.wlodarski@messagebird.com