SMS-Magic

# Use Cases for Conversational Messaging in Service

LEARN HOW TO ATTRACT, ENGAGE & RETAIN MORE PROSPECTS AND CUSTOMERS

In our digital age, customers expect immediate response from their service organizations. Vendors must quickly resolve customer issues, before customers become frustrated and start looking for other options.

The timeframe for a response is shrinking. If your customer has to wait endlessly to be heard on calls and then has to repeatedly explain the issue to different service personnel every time he or she calls, they lose confidence in you. That's when they look for an alternative.

Customers send 10X times more than they pick up the phone. Research finds that customers prefer messaging over email and phone calls with service organizations.

Conversational messaging for service organizations gives you the ability to respond quickly and resolve your customer's issues.

Specifically, you will give your customers:

- **Convenience.** Initiating conversations in a channel that is convenient for your customer has a big impact on their satisfaction in the moment. The ease of responding to a message means you'll have significantly more conversations than you would ever achieve without messaging.

- **Near real-time responsiveness.** Your customers won't spend their time waiting to check email or twiddling their thumbs while a service agent answers their call or looks up information. You'll respond quickly, converse interactively and be able to update them at every step of your resolution process. Your customers will always know exactly what's happening with their support ticket or request.

- **Simplicity and peace of mind.** You'll build stronger relationships thanks to relevant, simple, and timely conversations that solve customer issues quickly.

These are only three of the benefits you'll get from conversational messaging in your service organization. As you continue to review this course, we'll expand on these benefits and discuss more opportunities.

## Messaging Applications for Service

In the following segments you'll find an introduction to some of the ways you can use Conversational Messaging in Service.

## 1. Fast Response and Resolution

Responding quickly to a customer requesting support is a powerful way to soothe problem situations and show you care. Conversational messaging empowers service organizations to do just that.

- **Instant confirmations for service requests.** Send an automated response as soon as your customer submits a question or a ticket. Let them know immediately that you've received their request. You can also let them know who their agent will be and when to expect a follow-up conversation.

- **Automate the queue.** Simultaneously, you can notify the agent or agents that a new request has been submitted. They can then quickly review the request and begin moving resolution forward. While they do that, your customer will already know you're on it thanks to your quick response.

- **Use messaging to drive self-service.** It's also easy to automate responses to the most common issues, such as a password reset or locating a user manual. By providing ways for your customers to quickly resolve simple issues through self-help resources, their problem is solved and more tickets are closed without direct intervention with a support agent.

## 2. 360-Degree Customer View for Your Entire Team

We all know that customers hate repeating themselves to different support agents throughout their service process.  Advanced conversational messaging eliminates this issue.

- **In-depth customer histories.** Every messaging conversation is recorded and saved within the customer's CRM contact record. Any agent can review this conversational history at any point in the service process. When a ticket is escalated, the new agent can quickly review the conversation, see all related data and inputs and then begin to work with the customer with full knowledge of the entire history of the ticket. the message type each contact prefers.

- **Increased accuracy for efficient service resolution.** All too often agents forget to type certain notes, or think something isn't that important when it actually is. With advanced messaging solutions, you eliminate loss or inaccuracy of information. Every conversation is available for review and action.

- **Full visibility to service issues.** You also get a 360-degree view of every service ticket or request for each and every customer. You'll know exactly what's been done and what remains to get that customer's issue resolved. So you eliminate the potential for dropped or stalled tickets.

## 3. Real-time Continuous Customer Updates

When customers are informed and up-to-date, they are more likely to trust that your service organization is effectively resolving their issue. Conversational messaging makes it simple to continuously update your customers.

- Send them a message letting them know the status of their request whenever it changes. You can send one message or send them timed updates across a period of time.
- A workflow can automatically send an update to customers whenever any action is taken on their ticket.

## 4. Messaging Workflows for Service Processes

Advanced conversational messaging solutions can map messaging processes to your standard support procedures.

- Service requests can be automatically routed based on your internal processes and procedures.
- Customer messages can be displayed for multiple agents in their messaging interface. An agent can choose to accept or deny the message based on their current workload. Monitoring can also assure that an agent accepts tickets within specified response times. If not, a manager can be immediately alerted to assure that the request is handled.
- Service requests can trigger automatic responses that follow your service guidelines. You can inform a customer of next steps, required timeframes, whatever you need to match your service level agreements.

## 5. Send Content to Help them Resolve Their Problem

Conversational messaging can deliver a wide array of content types to your service customers. You can use messaging to deliver content, or you can trigger actions from other communication mediums through your CRM, based on message responses from customers.

- For example, if you need to send a certain video to explain how to do something to resolve an issue, you can set that video to be delivered by email as part of your messaging workflow. Or, you can send a download or webpage link within a message to direct the customer to the video.

- Need an agent to have a conversation with a customer based on their response to a question? Workflows can be set to notify the agent that the customer's response requires clarification through a personal phone conversation. You can also continue to remind the agent they need to make that call until it's made and the customer's issues is moved forward.

## 6. Customer Quality of Service Surveys

Survey responses immediately after a customer service experience give you the best view into the quality of care you're delivering to your customers. Messaging makes that simple to do.

- **Send a simple message survey** that lets them rate you, and/or comment on their current experience. You can send them messages after every interaction or after the ticket closes. You can accommodate the type of satisfaction or rating that your company wants – for example, NPS, Satisfaction, or Effort score.

- **Send surveys at different points** in time (as part of a workflow) or whenever you want (ad hoc and personal) to survey your customers for feedback on service, on their experience with your products, or anything else you'd like to know.

All responses are included in the conversational history. Responses can also be analyzed to find key trends that give you insights into what's working and what's not within your support organization.

## 7. Service Levels

Knowing exactly what service levels you're delivering gives you the insights you need to improve your service experience. Conversational messaging gives you valuable insights into service levels.

- **Recurring issues.** Are certain issues or tickets more prevalent? If so, you can find a way to fix the problem. You can analyze any set or subset of tickets to find those that are most prevalent.

- **At-risk customers.** Are certain customer accounts having more issues, or do they have an issue that's occurring again and again? Analytics can look at the overall account, individual contacts within that account, inbound and outbound message streams to give you the insights you need to reduce prevalent support issues within an account or across your base.

- **Agent performance.** Need to know if certain agents are better at resolving certain types of tickets, and that others need more training? Analytics will give you insights at an individual and group level so you can better understand which agents are successful—and why they are successful—so you can train your entire teams using the most successful resolution approaches.

# Summary

The benefits that conversational messaging brings to service are varied, and powerful. The above examples offer an overview to how you can use messaging within your service teams.

Read **Driving Value with Conversational Messaging for Service** in this course for deeper insights.

**About SMS-Magic**

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.

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