



# The Rise of **MESSAGE BASED COMMUNICATION**

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A guide to new customer  
communication channels and how  
your business can take advantage.



**voyagernetz**



We are in the midst of a Customer Experience evolution  
and the question is:

# Are You Ready?

Knowing what your customers want - what they prefer, is crucial to being able to provide the ideal Customer Experience. And Customer Experience is now, more than ever, the key to a successful business. In the last few years your customers have evolved and in the next few years that evolution will spread and become commonplace. Now is your chance to embrace this Rise of Message Based Communication and take advantage of the amazing new opportunity.

This digital guide will walk you through these shifts in consumer communication preferences, the messaging channels that your customers prefer and how you as a business can respond and take advantage.



## Shifts in Consumer Communication Preference

**79%**

of individuals prefer live chat over phone interactions. (EConsultancy)

**42%**

of businesses incorrectly think customers prefer phone support. (Kayako)

**35%**

of adults will abandon online experiences if they do not find quick answers through messaging. (Forrester)

**90%**

of customers expect digital messaging support for customer service. (Forbes/Microsoft)

**92%**

Live chat has the highest customer satisfaction rate at 92%. (Zendesk)

**66%**

of customers prefer companies that offer mobile-responsive customer assistance through more than 3 different communication channels. (Deloitte)

Customers have preferred channels of communication - with each passing day the phone and even email is falling further down that list. But conversational messaging - is the future.



With these shifts in preferences, come an explosion of channels designed to respond. Some, like SMS Text Messaging, have been around for decades but have only recently broken into the business communication landscape, and others, like Google Business Messenger, are brand new and were created specifically to connect businesses to their customers. Check out the message based communication channels that your customers are using and the advantages they hold for you.



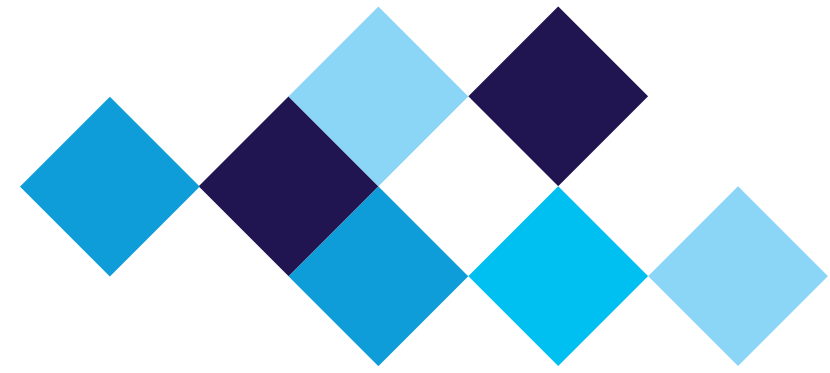
### Text Messaging

SMS Texting is the original mobile message based communication. It allows for cross network messaging, allowing any two cellular devices to communicate and is the most familiar and comfortable channel for most users. Traditional landline numbers can also now be text enabled providing one number for both voice and text.



### Web Chat

Web Chat is a channel that allows for users to message a business with very low commitment. It lives within your webpage which allows for quick conversion of potential leads. Web Chat was the first entry of messaging in the business world, but is now often set aside for channels that do not get lost when a browser window is closed.





## WhatsApp

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WhatsApp is the most popular personal messaging app in the world. It dominates use in Europe, Africa and Latin America, and boasts end to end encryption for its users. With over 2 billion users worldwide it often replaces the use of SMS Texting in some countries.



## Google Business Messages

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Google's 92% search engine and 67% map search market share make it vital for businesses to have a presence on these Google search apps. Once someone finds your business on Google search or maps they could contact you by phone or by visiting your website. More recently they can also start a message based conversation with your business if you have Google Business Messages installed. Google Business Messages might be a recent entry into the market but we do believe that they will soon be a very prominent player in the business conversational messaging space.



## Rich Communication Services

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Rich communication services is an up and coming standard aimed at replacing SMS with a richer experience. RCS has been struggling to get widespread adoption but we do expect RCS to eventually become a major player. RCS lacks support from Apple which has been one of the biggest reasons for RCS's lack of wide spread adoption.



## Apple Business Chat

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Apple Business Chat offers one of the richest and best designed business messaging solutions available. With Apple Business Chat your customers can use their iPhones or iPads to easily communicate with your business. The experience is branded with your company logo and seamless.



## Facebook Messenger and other Social Media Channels

While Facebook Messenger currently leads the social media messaging trends with 1.3 billion users, the concept of being able to communicate with accounts directly associated with Social Media Pages will only grow and adapt with new platforms as they arise. Instagram Direct Messenger has climbed to 375 million users, Twitter to 335 million users, with other options emerging every day.



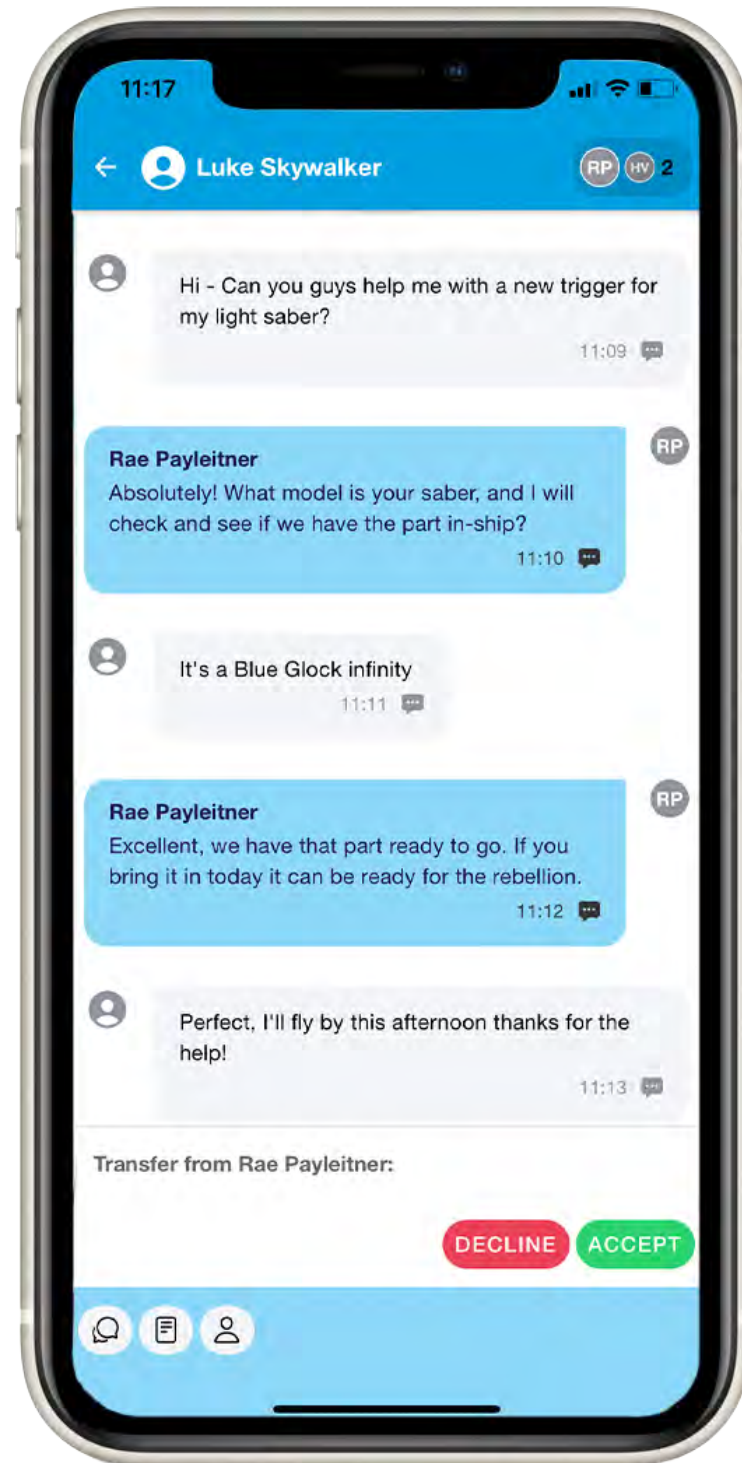
There are always more messaging channels arriving on the scene. More everyday, in every industry, in every locality. As the market continues to grow, small businesses will have to respond across all of these channels... and then the question becomes - how?



# The VoyagerNetz Engage Solution



VoyagerNetz Engage is a simple tool that makes it easy to talk on various communication channels, and to work together as a team - helping you communicate effectively to enhance your customer experience!



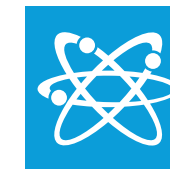
Don't miss out!

Message based communication is quickly becoming the preferred channel of communication for a growing majority of consumers. This shift in customer behavior and preference opens the door to an amazing new opportunity.

# For a FREE demonstration

message us at: 708-797-9681

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