

Top 10 Benefits of Messaging for Customer Care

Messaging provides convenient support that allows customers to communicate with brands via a channel that they turn to in their daily lives. It gives your organization the ability to scale, provide secure support through brand-owned messaging solutions, and drive amazing customer experiences.

Whether you use third-party messaging apps or choose to deliver your own brand-owned messaging solution, here are the Top 10 benefits of using messaging:



1. Personalized

Customers (and agents) use messaging in their daily communication already—making it a more approachable and human experience for customers to have with your brand. Agents can use emojis and other more personalized language that gives a true human interaction feel the communication. Agents can use emojis and other more personalized language, making the experience more natural and authentic.



2. Convenient

Empowered customers can seek assistance around their schedule, not yours. There is no waiting on hold or sitting in front of a screen waiting for an agent to respond. Customers can message you, move on to something else, then pick up the same conversation when it's suitable for them. Different agents can also continue the conversation with no disruption to the customer.



3. Mobile-friendly

Customers can message you from any device, anywhere, anytime. It's mobile-friendly and when and where they need it, when they need it.



4. Secure

Care agents can quickly and securely verify their customers' identity and can collect personal data over an encrypted connection. Brands are also able to maintain compliance by owning private customer data.



5. Context included

No more repeating the same story. A complete record is made of every interaction, eliminating the need for customers to repeat their information or for agents to look up information every time.



6. Costs less

Messaging costs less than phone or email and results in higher NPS scores.



7. Integrates into CRM

Brand-owned messaging connects a customers' profile through CRM integration, and delivers hyper-personalized experiences.



8. Supports in-message sales

Agents can recommend goods and services in messaging and customers can buy directly with a click of a button. Plus, you can retarget those leads who have not yet purchased. A phone call can't do that!



9. Faster, accurate resolutions

By quickly routing issues to the right agent, customers can have a conversation with the best person to resolve their issue. This leads to a faster, more accurate resolution the first time.



10. Powerful insights

Data from messaging conversations can be used to surface a relevant message, offer, or content at the right moment, driving more personalized customer care.