



Digital Transformation Guide

Chat Edition



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Introduction

The Covid-19 pandemic is having a profound impact on the lives of people around the world – personally and professionally. Individuals and their families are trying to maintain distancing and stay safe. Many are working from home or anxiously awaiting their employment to resume. While no one knows how long these disruptions will last or what impact they will have on societies, it seems clear that the ripple effects of Covid-19 will continue for some time.

Business owners and those in charge of leading large organizations are working double time to develop their own responses to this crisis. How can customer relationships be maintained and augmented? What can be done to communicate with customers in compelling, informative ways to share news and provide updates on present and future business activities? How long will the “new normal” last and what business processes should be improved and streamlined to improve efficiencies now and in the future?

There is still much to be learned from Covid-19, but we believe there are steps businesses can take to mitigate the negative effects of this event on their operations, employees, and customers.



1

The job to be **done**

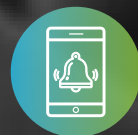
Customers and employees will need three things from business leaders through this crisis.



First, they need assurance to understand how your business is operating, what is expected from employees, and what actions you're taking to weather the storm.



Second comes support. How can customers access your goods and services online, through delivery and pickup, and how can they get critical questions answered quickly and conveniently.



Third, customers expect communication and transparency. If there is an issue with a service, let them know and create a dialogue to support and address customer issues. Update customers on your business status and let them know how they can buy from you and what has changed since Covid-19 began impacting society. Transparency and over-communication will take you far.



2

Be resilient

It's been said that every problem is an opportunity in disguise.

Businesses that prepare for the future now will have an advantage over competitors. Invest in innovations required for people and businesses that will ramp up after widespread shelter-in-place orders have lifted. Digitization will be a large aspect of the changes to come.

“ It's been said that every problem is an opportunity in disguise. ”

Your most important job is to retain customers through this crisis. Customers will support businesses that weather this storm smartly (and there may be many businesses that do not, making this period all the more significant).

Assess the pros and cons of core business processes. How can digitization improve efficiencies or customer success? Where are there customer pain points that can be optimized? Where can you drive more value to your customer, making your business more attractive than your competition?





3

Maintain – or improve – customer experiences

Make working with your business in crisis as easy as in normal times.



Don't underdeliver

(leave customers waiting, enquiries unanswered, issues unresolved)



Don't make excuses

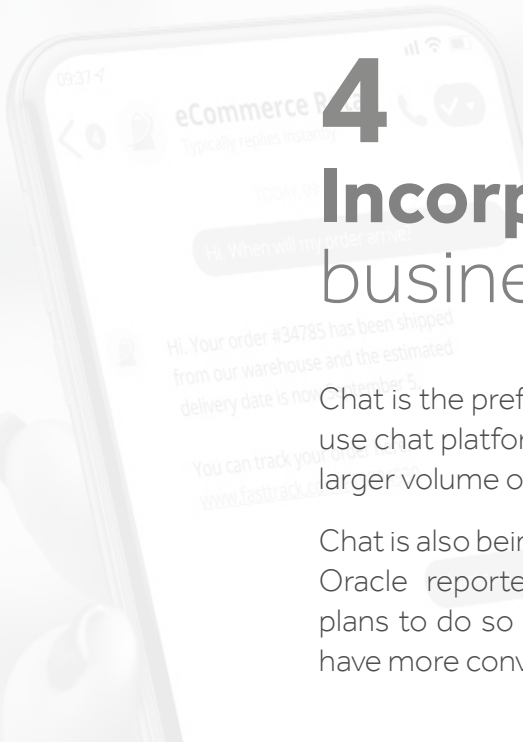


Don't delay – deliver



Digitize

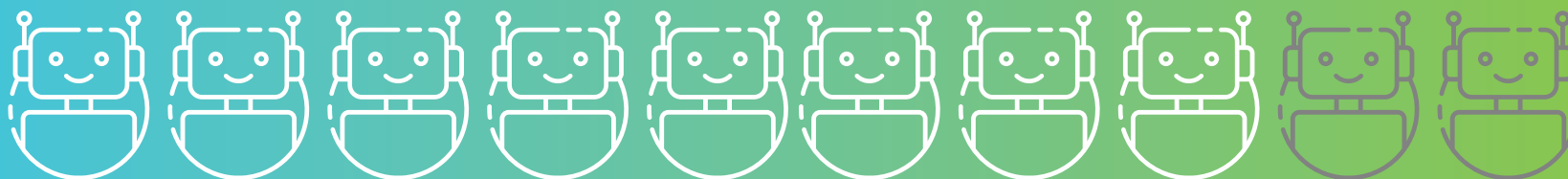




4 Incorporating chat into your business operations

Chat is the preferred communication path for billions of people all over the world. We use chat platforms to communicate with friends and family and chat apps now have a larger volume of use than the top four social media platforms.

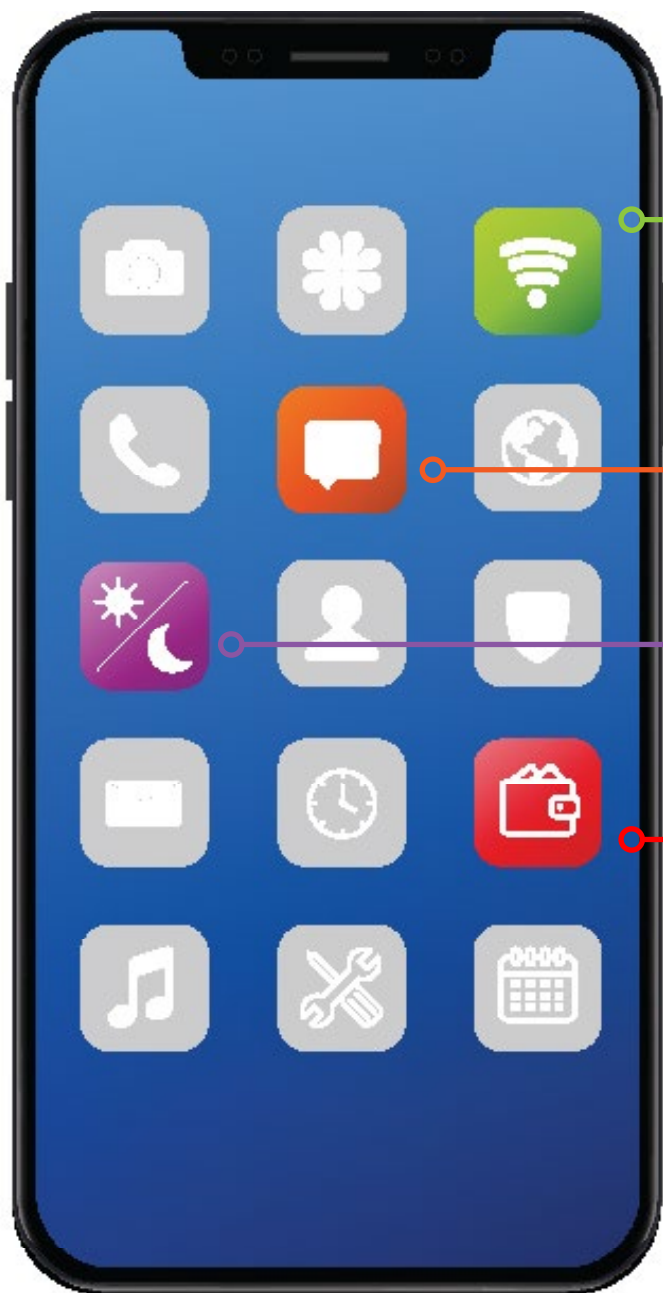
Chat is also being used by businesses large and small to connect with their customers. Oracle reported that 80% of companies have already adopted AI chatbots or have plans to do so by 2020. Gartner also reported that by 2020 the average person will have more conversations with bots than with their spouse.



80% of companies have already adopted AI chatbots or have plans to do so by 2020

Facebook Messaging Survey by Nielsen





Reach more customers – especially millennials

Average open rates for chat messages are 80 – 90% with response rates ranging between 20 – 40%, both significantly higher than email or automated calls. Younger demographic digital natives also prefer chat – it provides the immediacy, interaction and instant access that they qwdemand.

A powerful platform for digital innovation

Chat offers customers always-on access, convenience and control – with chat- based support, account management and even funds transfers, payments and more

Always on and constantly in use

Consumers use chat day and night – to socialize, work and get more out of their lives

Remove boundaries for commerce

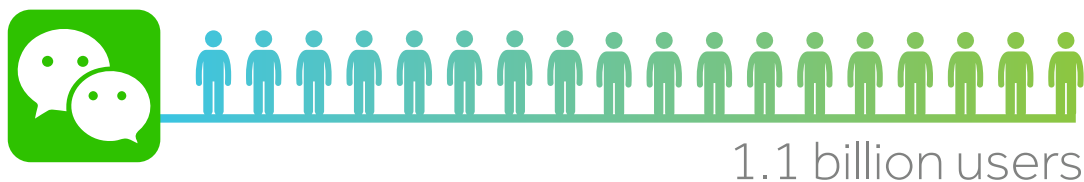
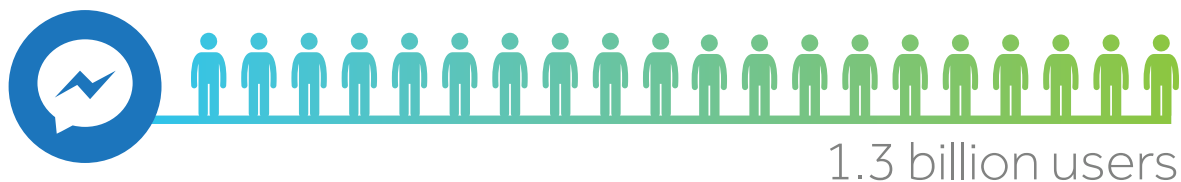
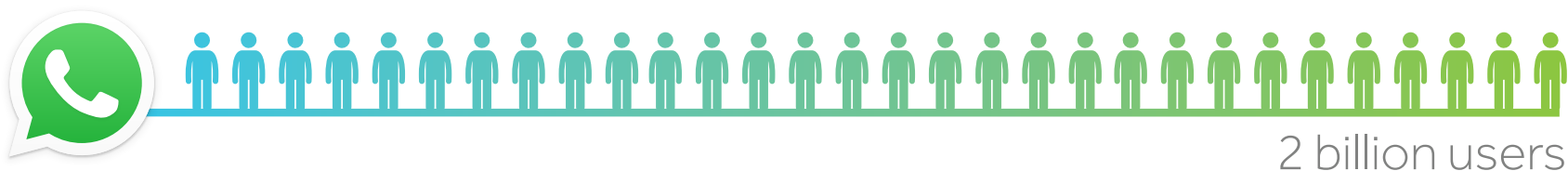
Businesses may transform customer engagement and check-out by taking their brand and commerce to chat platforms versus asking consumers to go to a website or download an app.



5

Chat – by the **numbers**

There are more than 5 billion active chat messaging users around the world.



46%

of businesses have implemented messaging apps or are planning to do so within the next 12 months.**

80%

of adults use messaging apps daily and 67% say their messaging increased over the past two years***

** Hootsuite survey of 3,255 global business customers, Q3 2019

*** Facebook survey of 2,255 people in US, Canada, Brazil, UK and France, Nov 2017





Top Mobile Apps by Total Sessions Time

Worldwide data, May - July 2018*

Overall		App Store		Google Play	
1	WhatsApp (85.21B hours)	1	Facebook (30.99B hours)	1	WhatsApp (59.27B hours)
2	WeChat	2	Twitter	2	Messenger
3	Facebook	3	Google Maps	3	WeChat
4	Messenger	4	Pandora	4	Facebook
5	Pandora	5	WhatsApp	5	Twitter
6	YouTube	6	YouTube	6	Instagram
7	Instagram	7	Instagram	7	Google Maps
8	Twitter	8	Messenger	8	Pandora
9	Google Maps	9	WeChat	9	Microsoft Outlook
10	Spotify	10	Snapchat	10	Netflix

*Does not include data from third-party Android stores in China or other regions

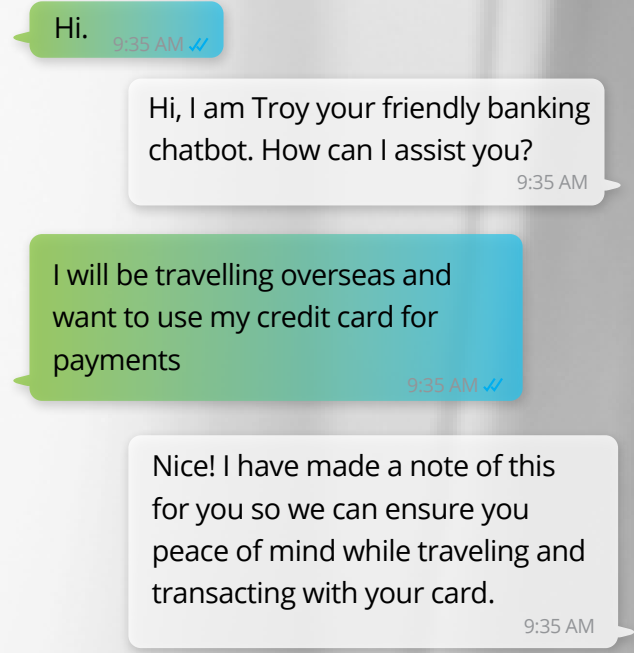
Source: apptopia



6

Use chat to **improve** communication and engagement

Chat allows businesses to develop targeted and personalized messages that deliver high quality customer experiences. Customer support can be offered in real-time, anytime, giving your business a 24/7 communications platform. And chat message delivery allows you to connect with more customers, particularly younger customers, more easily and effectively and develop deeper customer relationships and increase customer satisfaction and retention.



New customer relationships

New ways to attract and monetize

Engage customers more naturally and conversationally



Reach customers that no longer use branded mobile apps

Put your brand into customers' contact lists



Offer more innovative and stickier customer services

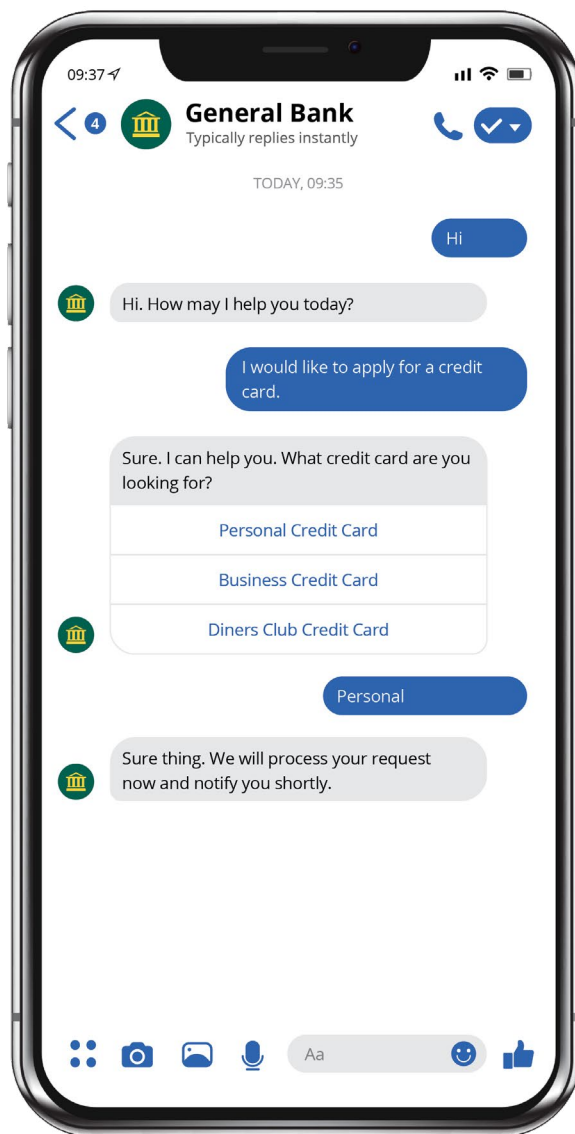
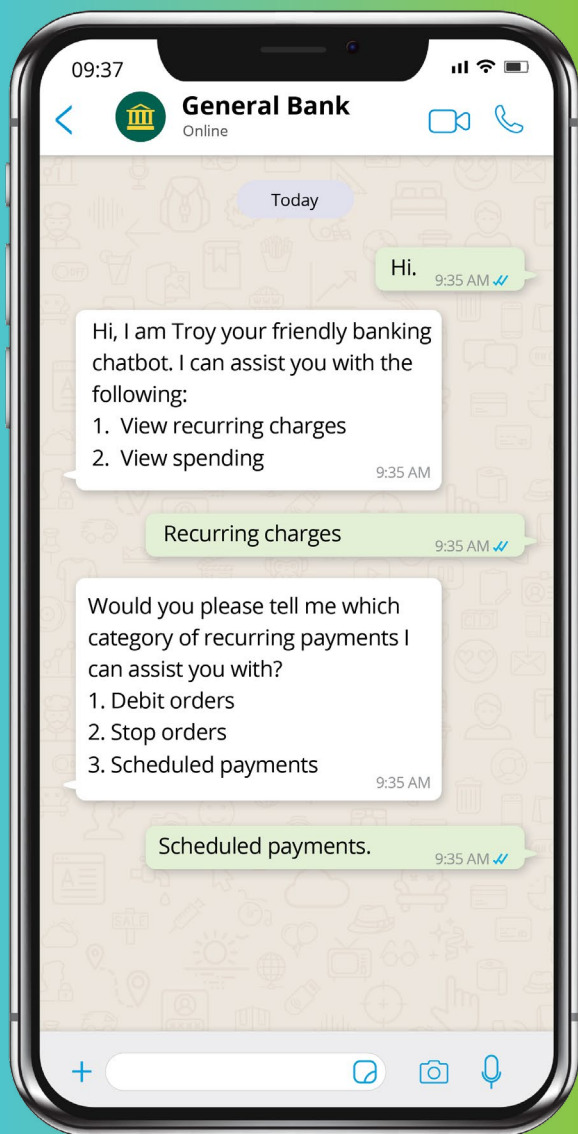
Reach customers where they live, work, and play



Grow revenue with offers that can be presented and purchased over chat



Improve customer **experiences**. Deliver better **support** and customer **value**. **Innovate** and see revenue rise.



7

Use chat to help with **financial questions** and **take payments**

Customer inquiries to banks about banking balances, overdrafts, loan applications and making digital payments were on the rise, even before Covid-19. Financial institutions need to develop ways to create valuable interactions with customers that save time for the bank and the consumer.

“ Chat automation can help alleviate call volumes and provide an easy, immediate way to make payments without congesting the contact center. ”

Chat automation can help alleviate call volumes and provide an easy, immediate way to make payments without congesting the contact center. Customers expect banks to be open for business and accessible 24/7 – and this expectation extends beyond bill pay and other simple requests.

Clickatell supports chat commerce solutions using WhatsApp and Facebook Messenger.





NEW SERVICES AND OFFERS

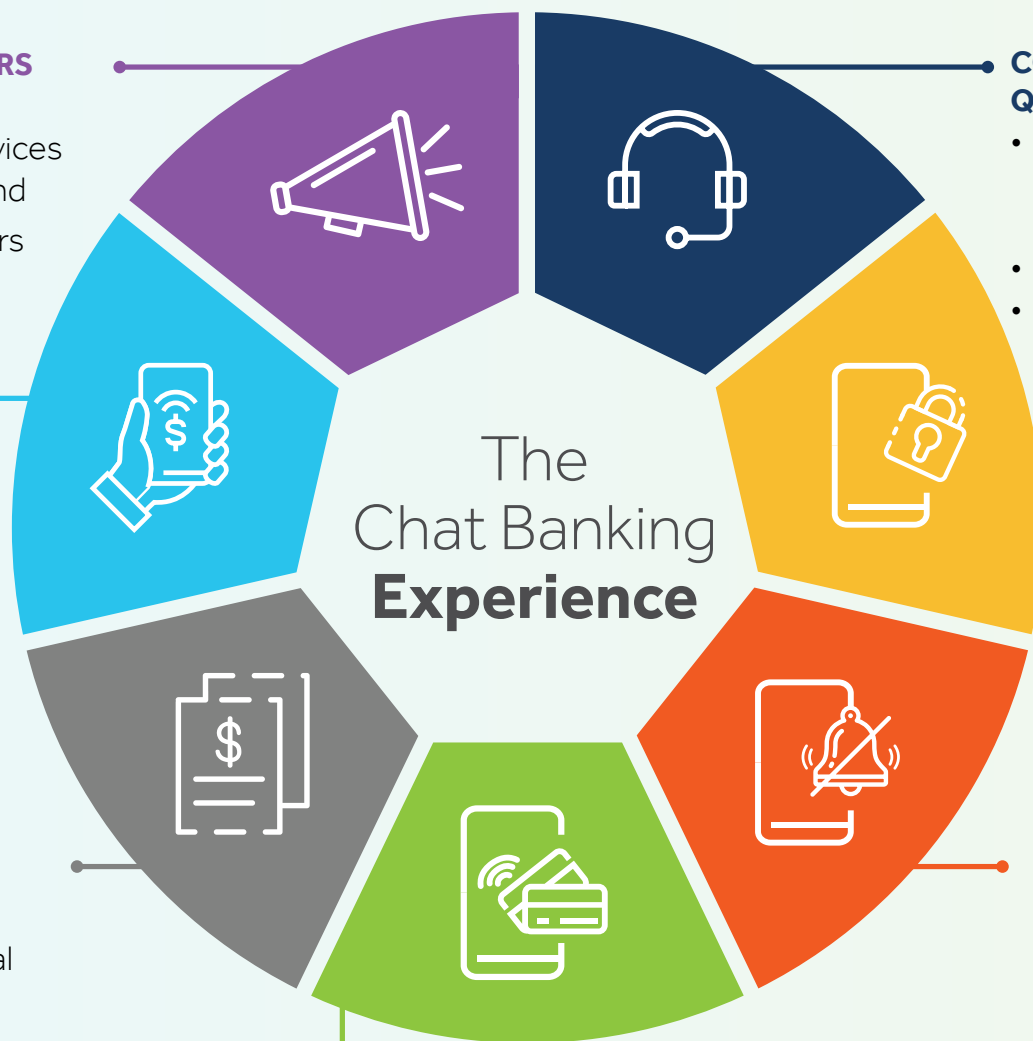
- Open new accounts
- Order new account services
- Choose new account and transaction related offers

TRANSACTION SERVICES

- Funds transfer
- Bill pay
- Purchase digital goods

ACCOUNT MANAGEMENT

- Account balances
- Bank statement retrieval
- Stop payment



CONTACT CENTER QUESTIONS REGARDING:

- payments, payment plans, lower interest rates, credit card questions
- mortgages, refinancing
- small business loans

FRAUD MANAGEMENT

- Report fraud or ID theft
- Turn card on or off
- Manual reviews
- Chargebacks

UPDATES AND ALERTS

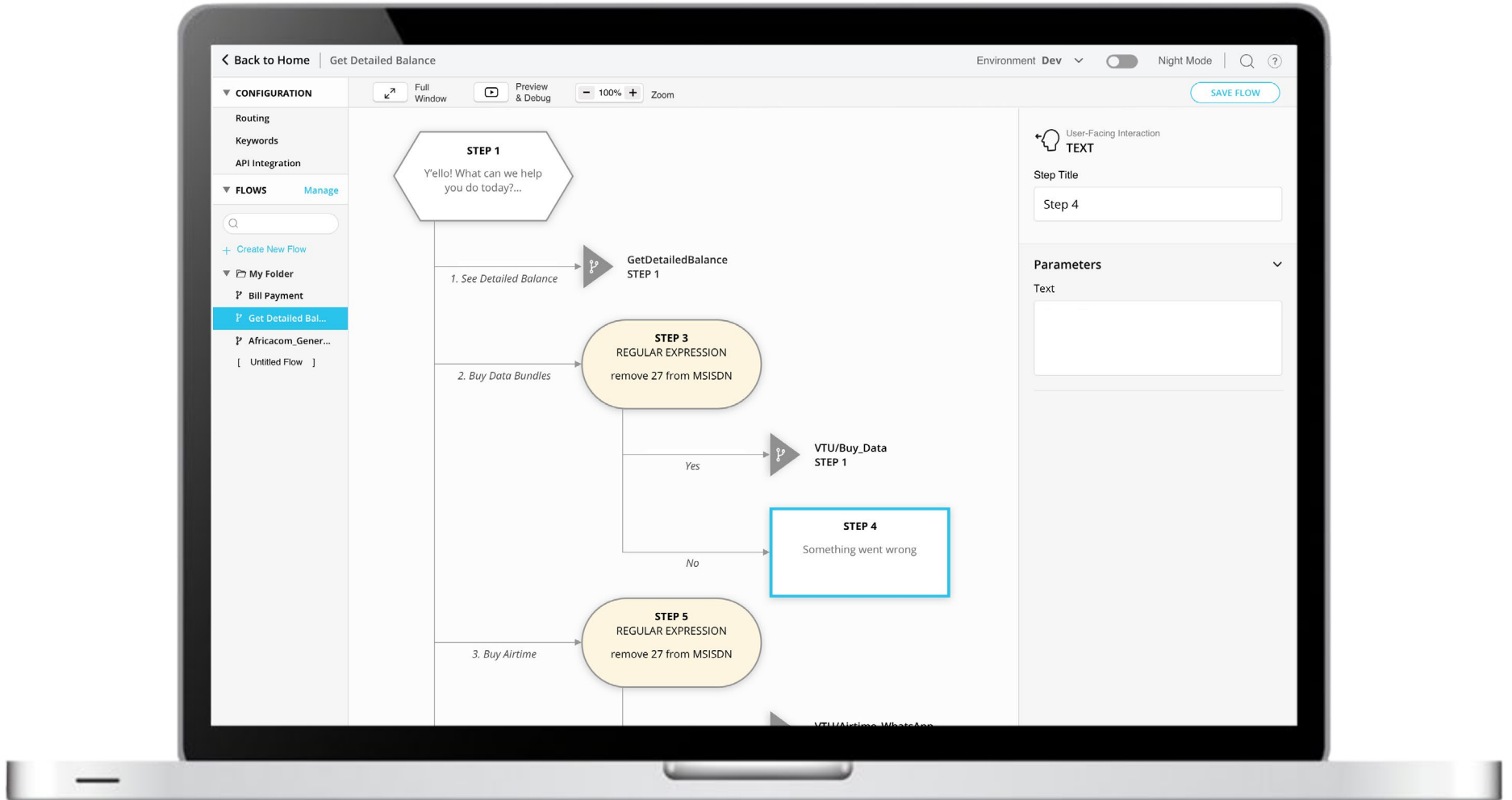
- Bill pay alerts
- Event and appointment updates

NEW SERVICES AND PROMOTIONS

- Apply for cards
- Apply for loans
- Choose promotions



Clickatell Chat Commerce: Simple setup and UX. Amazing results.





8

Use chat to answer **common customer questions** (and alleviate your contact center)

20% of repetitive customer issues typically cause 80% of inquiries. But this process can be automated and greatly optimized by using chat as part of the contact center experience.

With chat your business can reduce incoming calls and dependency on support agents for routine questions and tasks – and also create less wait time and delay for customers.

SELF SERVICE SUPPORT



Real-time access to support



Rapid responses to customer inquiries



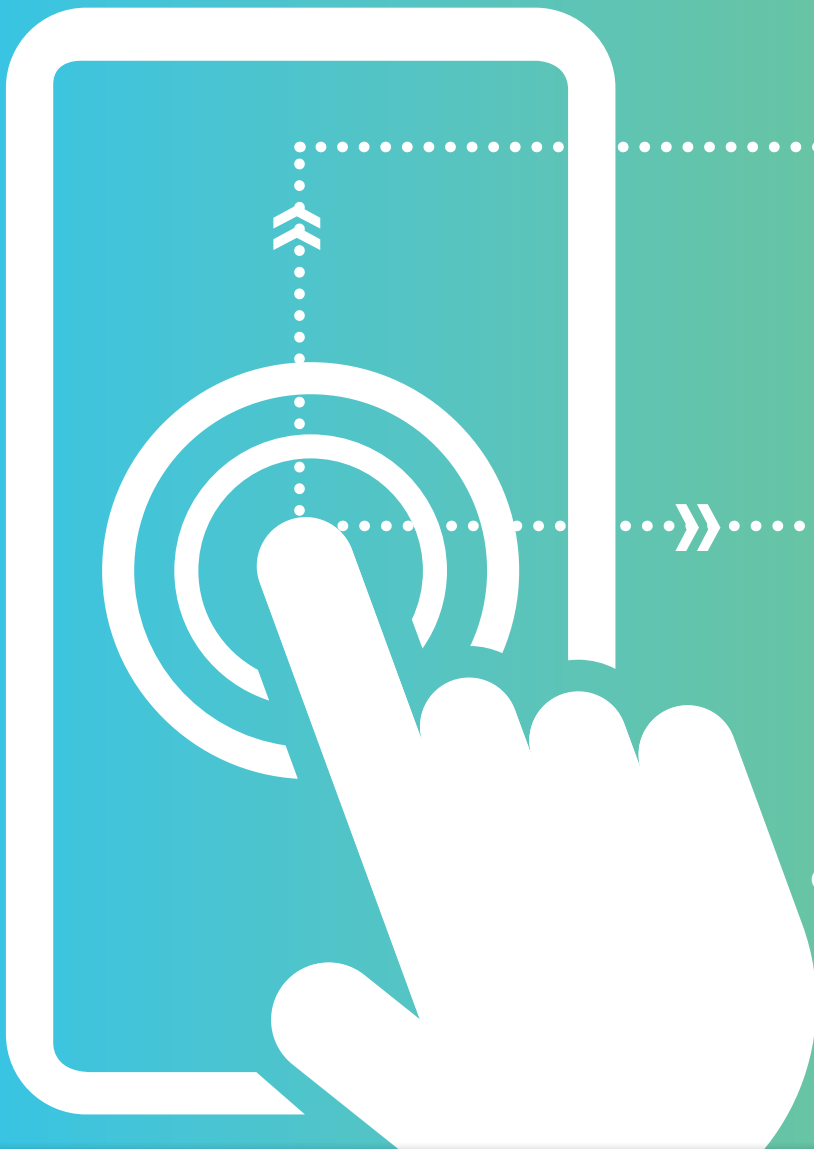
After sales customer service



Field service requests



Common Customer Use Cases



Utilities

Maintain communications to customers – and deliver it in new or better ways

- Outages or service messages
- Critical safety alerts
- Plan or pricing changes

Contact center alleviation

- Automated messages regarding payment plans, changes in payment forms and payment deferment



Telecoms and cable companies

Contact center questions regarding:

- Extended payment plans
- Upgrade or downgrade plan questions
- Special offers and promotions
- Questions regarding new plans and signup
- Remote re-charges





9 Get Started

Clickatell enables more than 15,000 global businesses and brands to connect, engage and transact with their customers through innovation and technology. Our Campaign Manager and Automated FAQ Response solutions provide powerful, easily deployable communications to your customers.

Campaign Manager

Emergency situations require businesses to have reliable tools to communicate with large numbers of people quickly and reliably. Our Campaign Manager solution enables mass communication, within minutes, with higher open rates than email communications.

Learn more and signup today. [Click here](#)

Automated FAQ Response

Responsiveness in your online and mobile channels is crucial, especially during Covid-19 and in the time to follow. With your business presence on WhatsApp, you have a great opportunity to deliver timely responses to your customer queries, building trust and strengthening customer relationships. Many customers questions and support tickets are commonly asked questions with answers that can be duplicated to provide direct responses, saving your customer support time and money.

Learn more and signup today. [Click here](#)





About Clickatell

Our mission is to make conversations between businesses and their customers easy, timely and delightful. Bringing simplicity and satisfaction to the customer experience.

Clickatell was founded in 2000 to elevate the experience between businesses and their customers. We at Clickatell are obsessed with business-consumer engagement and create innovative solutions that enable brands to offer personalized customer experiences at scale. Our products are based on the simple idea that communicating with a business should be as easy and uncomplicated as chatting with family and friends using the mobile devices and apps you already use every day.

Clickatell enables over 15,000 Global businesses and brands to connect, engage and transact with their customers through innovation and technology, delivering delightful customer experiences across all touch points.

[Click here](#) to see more about us.





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Unlock Possibilities



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