



# MAKE THE BUSINESS CASE FOR MESSAGING



Consumers want messaging, CX leaders understand its benefits, but only a handful of brands offer it. What's happening?

Here are some ways to make the business case for messaging.

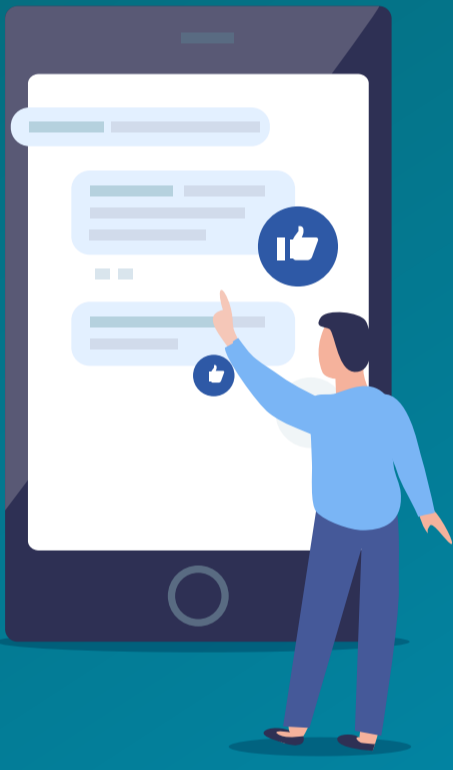


## THINK YOU KNOW MESSAGING? THINK AGAIN

Messaging is a text-based, two-way personal conversation that happens on a mobile device, platform like Facebook Messenger, WhatsApp, SMS text messaging or within a brand's app.

## WITH MESSAGING, EVERYONE BENEFITS

Messaging is one of the only CX technologies that lowers cost, increases employee productivity and efficiency and improves customer satisfaction.



## FAST MOVERS CAN MAKE FAST GAINS

# 39%

of businesses surveyed use some form of texting to communicate with customers (*ZipWhip*), which leaves a wide-open competitive field for your company to differentiate with a great messaging experience.

## REMOVE THE BURDEN FROM IT

Business owners can oversee turnkey messaging implementations within current contact centre systems with cloud-based, virtual technology. IT serves only as a support role.



### CONSUMERS WANT IT:



More than **50%** of customers prefer contacting support through messaging



Consumers are **4X** more likely to respond to a text message than a call



Messaging averages **10** points higher CSAT/NPS than voice

### BUSINESSES SEE ROI:



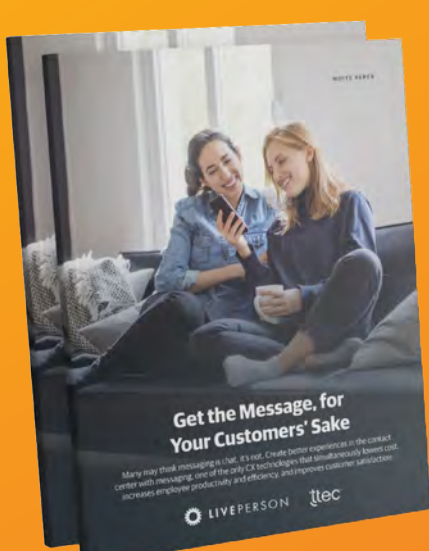
Messaging agents handle **2-3X** more volume than voice agents



Cost per contact **30-50%** less than voice



Increased average order volume by **20%**



Learn more in the TTEC white paper, "Get the Message, for Your Customers' Sake".

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