[24]7.ai

A Playbook for Operationalizing Messaging Success

An operating model to deliver 2X productivity

80%

of customer service will abandon mobile apps for Messaging by 2025 predicts **Gartner**

The shift

Businesses are turning to Messaging because it's always available, empowers customers, allows for seamless conversations, and reduces abandonment. It meets customers where they already are, on their preferred platforms.

Engaging Through Messaging

Asynchronous communication, allowing messages to be exchanged at any time, free from the limitations of real-time conversations. It's woven into daily lives, with people using apps like SMS, iMessage, Facebook Messenger, and WhatsApp to stay connected. Consumers now expect the same convenience and speed from businesses. [24]7.ai recognizes this as a unique opportunity for brands to redefine customer connections. Messaging isn't just a trend; it's the future of customer engagement.

Operationalizing Messaging

Many Messaging programs fail to outperform traditional sync channels like voice and live chat, as common operating models are applied across. [24]7.ai employs a proprietary framework that recognizes that the Messaging channel is asynchronous, continuous, and single-threaded, where customers interact with an enterprise instead of an individual.

The framework customizes every stage of operationalizing a Messaging program, from hiring to production.

Hiring for Messaging skills

It starts with hiring the right agent. During the hiring stage, candidates are evaluated for their abilities in sustained listening, problem-solving, holistic comprehension, and information assimilation, which are essential traits for Messaging agents. By assessing the right set of skills, we ensure we hire the right candidates.

Training for Messaging success

These skills are further enhanced in the training stage, which is carefully curated using the best practices derived from top-performing Messaging programs across verticals. It focuses on building a forward-thinking mindset while eliminating sync-specific practices like personalization, rapport building, and quick response.

Measuring metrics that matter

Traditional productivity metrics like AHT, Response Time, and Concurrency do not accurately measure the performance of Messaging programs, as resolution to an issue can spread over multiple interactions. Hence, our approach to measuring the Messaging channel employs metrics such as Closed Conversations per Hour, Cost per Resolved Contact, and Lines per Turn that not only provide a holistic view but also enable appropriate decision-making.

Customized QA monitoring

The QA process in the monitoring stage is customized to evaluate agents on Messaging-specific practices, on which they are trained during the training stage. We track their adherence to these practices across conversation – from opening to issue resolution, and closure of interactions. This ensures a positive and consistent experience to the customer across conversations

Key Technology Factors for a Successful Messaging Program

The efficiency of Messaging-trained agents is enhanced by platform/technology capabilities that offer a seamless experience to both agents and customers. Some of these features are listed below.

- The Messaging platform should enable businesses to optimize session timeouts based on customer behavior patterns to avoid BOT re-engagement in the middle of a conversation.
- The technology should also facilitate continuous conversations by maintaining customer authentication status on all conversations, enabling agents with context and transcripts from previous conversations.
- Platform's ability to automatically clear inactive conversations from agent queues improves efficiency.
- It should also support native Messaging features that help in delivering better CX.

These attributes help augment the platform-agent synergy, which is key to a successful Messaging program.

Messaging has an Edge

Our framework delivers measurable results. For a large American communications provider, we achieved over 50% reduction in repeats, a three-fold increase in productivity, and 30% points lift in CSAT.

For a Communication Provider

Baseline Sync	Immediate Results First 30 Days of Messaging Launch	Growth 60 Days	Optimize & Sustain BAU
33% Repeat Rate	**30%**	**22%**	**15%**
2.35 Closed Contacts/ Hr	**2.35**	**3.8**	**7.6**
52.5 CSAT	**52.5**	**61.4**	**83.3**

Messaging is more than just a channel; it's a transformative approach to customer engagement. [24]7.ai's unique framework empowers brands to harness the full potential of Messaging and deliver exceptional customer experiences.