Voice2Messaging

Evolution of Customer Service: Voice Meets Messaging

[24]7.ai

The customer service landscape is evolving, but the goal remains the same: providing excellent support and building lasting relationships. While phone calls have long been the staple, messaging has gained momentum, driven by changing preferences and technology. This presents an exciting opportunity for businesses to embrace an omnichannel approach that leverages the best of both worlds.

What's Driving the Shift?

Growth of Digital Engagement and the Need for Cost Optimization: There is a growing preference for asynchronous communication channels like messaging due to flexibility, convenience, and cost savings; and more importantly, its ability to provide personalized experiences that cater to the 24/7 demands of modern customers.

## Beyond Deflection: Transforming IVR with the Power of Messaging

[24]7.ai's Voice2Messaging is a transformative technology that seamlessly redirects voice calls from Interactive Voice Response (IVR) systems to digital messaging channels (asynchronous). It integrates messaging channels like Apple Messages for Business (AMB) or Google Business Messages (GBM) into the existing IVR infrastructure – leveraging the efficiency and self-service strengths of IVR, while seamlessly integrating the flexibility and personalization of messaging. This approach creates a truly omnichannel experience, ensuring customers receive the support they need, whenever and however they prefer.

"Digital transformation and a focus on customer experience can generate a 20-30% increase in customer satisfaction and cost savings of 20-50%. "

- McKinsey

"Achieving consistent CX across channels requires a strategic investment in improving the capabilities of both current and new channels, empowering customers to choose the ones that best match their needs."

- Deloitte
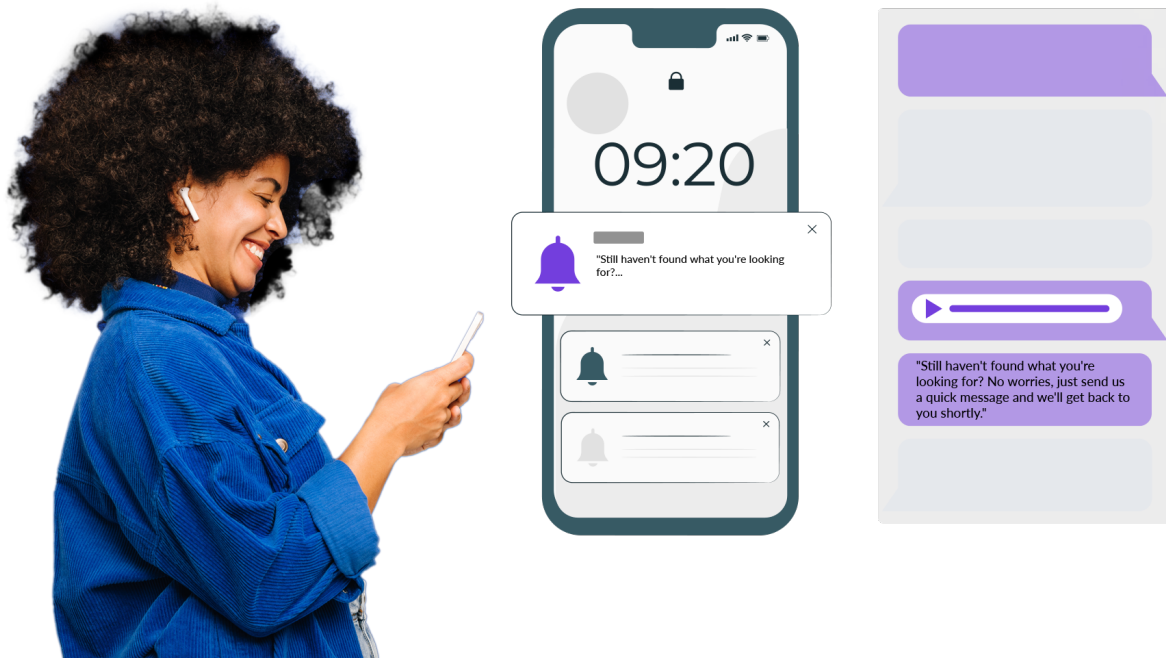
The Impact of Voice2Messaging on Customer Experiences

Reduce Wait Times: Messaging platforms eliminate time-bound limitations, allowing customers to reach support anytime, even outside business hours. This further reduces wait times and improves overall satisfaction.

Increase CSAT (Customer Satisfaction): Voice2Messaging allows customers to find answers independently while choosing between navigating the IVR for quick solutions or switching to messaging for personalized assistance.

Achieve Concurrency: Digital messaging allows agents to handle multiple customer interactions simultaneously, significantly increasing their efficiency and overall throughput.

Improve Cost Savings: Deflecting IVR interactions to digital messaging lowers the demand for live voice agents, leading to significant cost reductions in terms of agent salaries, training, and infrastructure.

[24]7.ai Voice2Messaging in action

Identifying suitable calls: The IVR system identifies calls that are ideal for digital messaging, such as those with simple inquiries or those requiring follow-up after an initial voice interaction.

Facilitating agent interaction: Obtain actionable insights and optimize campaigns with personalized content.

Sending invites: The system sends SMS or email invitations to customers, prompting them to switch to a preferred messaging platform like AMB or GBM.

Ensuring agent availability on digital channels before offering deflection through an API further enhances the customer experience.

The [24]7.ai Advantage

Merging the strengths of IVR and asynchronous messaging creates a synergistic approach, and a long-term relationship between businesses and customers with the history of prior conversations now available to drive interactions:

For Customers

Improving customer experience: Eliminate long wait times and provides customers with the flexibility to interact at their own convenience, by diverting callers asynchronous messaging channels

Faster resolution: Resolve simple issues quickly through messaging, avoiding long hold times

Personalized experience: Facilitate natural, two-way conversations, and enable agents to provide tailored solutions to individuals

Richer communication: Enhance problem solving by sharing images, screenshots, and other media over digital channels

For Businesses

Improved efficiency: Optimize resource allocation and reduce call volumes, by allowing agents to handle complex issues while asynchronous channels resolve simpler ones

Cost Savings: Reduce costs by deflecting calls to messaging channels, which can be more cost-effective than live agent support for certain inquiries

Enhancing operational flexibility: Enable agents to handle multiple interactions concurrently on digital channels, improving their efficiency and productivity

Ensuring seamless transitions: Improve customer and agent experience by retaining conversation context when transitioning from voice to digital

[24]7.ai
Advantage

[24]7.ai
Advantage

[24]7.ai
Advantage

[24]7.ai
Advantage

[24]7.ai's Voice2Messaging solution offers a comprehensive approach to modernizing customer interactions. By combining enhanced IVR capabilities with asynchronous messaging channels, businesses can optimize customer experiences, improve operational efficiency, and stay relevant and responsive in the rapidly evolving customer service landscape.

Contact us

To know more visit: www.247.ai
Reach out to us at: info@247.ai

About [24]7.ai

[24]7.ai is a global leader of Customer Experience (CX) solutions and services and a trusted partner to the world's leading brands for over two decades. Always at the forefront of CX innovation, [24]7.ai transforms Customer and Employee experiences through its world-class AI-powered Contact Center products. Leveraging deep operational expertise and advanced AI capabilities, [24]7.ai bridges the CX gap, enabling businesses to deliver consistent, proactive, and hyper-personalized experiences to every customer, every time.