The actionable guide to

increasing customer loyalty

with mobile messaging

sinch

What you'll learn

Mobile messaging is one of the most effective, but underutilized, ways to create meaningful customer relationships. In this guide, you'll learn why you need to incorporate these channels and technologies into your customer-service toolkit, and how to use them effectively in different scenarios.

Discover how you can:

- Dramatically increase customer engagement
- Improve the efficiency of your team
- Save time
- Cut down on unnecessary costs

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1 Introduction

As the saying goes, “The customer is always right,” so when you work in Customer Experience, the key to success is to embody the customer mindset.

The constant barrage of messaging that consumers receive via email, push notifications, retargeting, and social media has become exhausting. The odds are higher than ever that if you’re using these channels exclusively to communicate, you’re not having the most successful interactions.

Mobile messaging, meanwhile, remains a mostly untapped avenue for increasing customer loyalty. Although it’s one of the oldest digital communication channels, it’s also one of the least crowded.

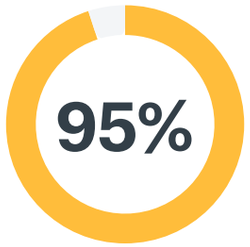
While the majority of consumers automatically have their guard up when conversing through other mediums, with mobile messaging, they feel more open to genuine connections. As long as you can establish trust and authenticity, using these channels is essential to maximizing and delivering on your customer relationships.

2 The post-app era

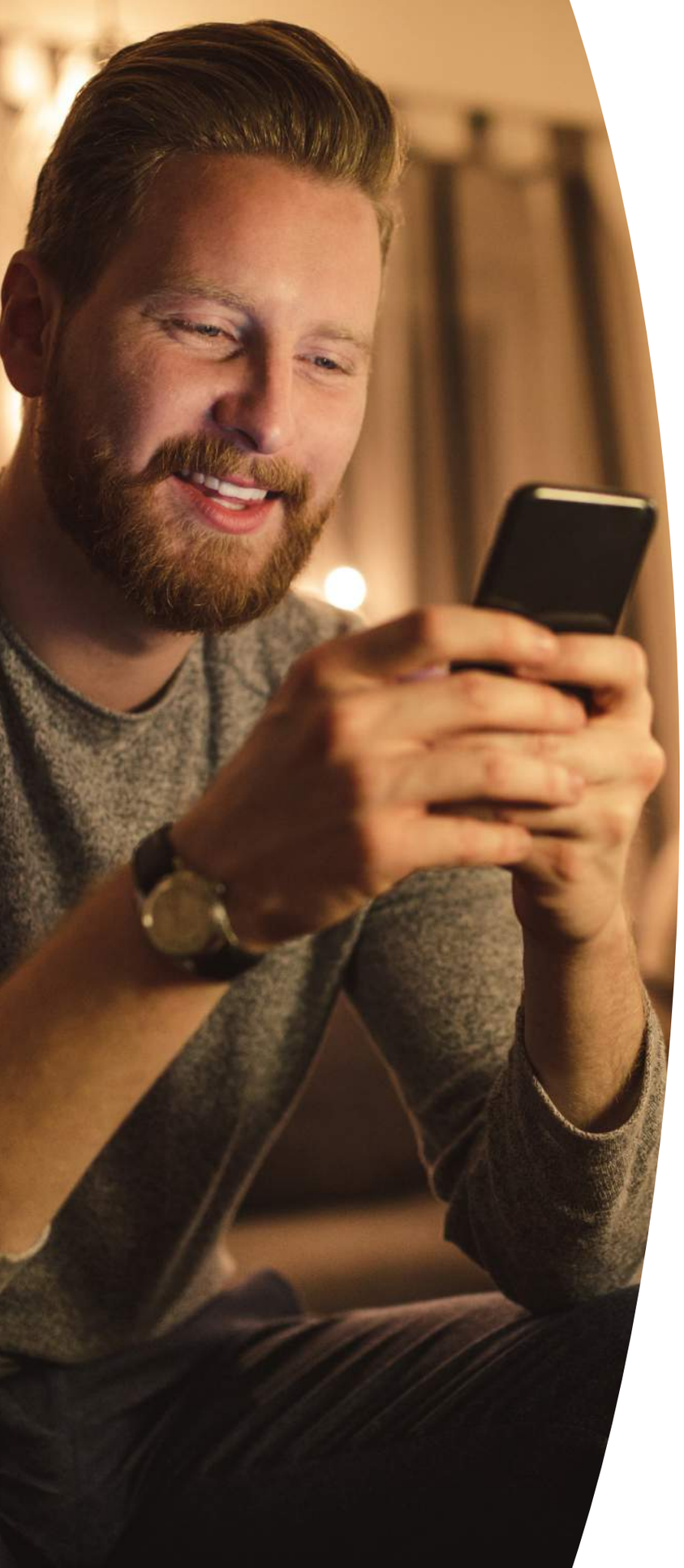
It's been more than a decade since the dawn of the iPhone, and although interaction via apps has grown massively, it has also led to an overwhelming amount of information and increased friction. This balloons in tandem with the number of apps on our phones.

Like the emails that endlessly clutter up consumer inboxes, often going unread, the number of apps downloaded means that many of them also go unopened and unused. Push messaging and in-app messaging were once novel and effective ways to engage with consumers, but that efficacy is decreasing as they compete with countless other calls for attention.

Of course, if a customer is reaching out to you via your app, you're guaranteed engagement, because it's the channel they've chosen to communicate with you. But when you need to initiate communication from your end, think about where it's most likely to be seen and connected with — a message in an app your customer may or may not ever open? An email that could be buried in their inbox below dozens of others? Or a direct mobile message?



of SMS messages are read within two minutes. No other channel is even going to come close to that.



3 Keeping it conversational

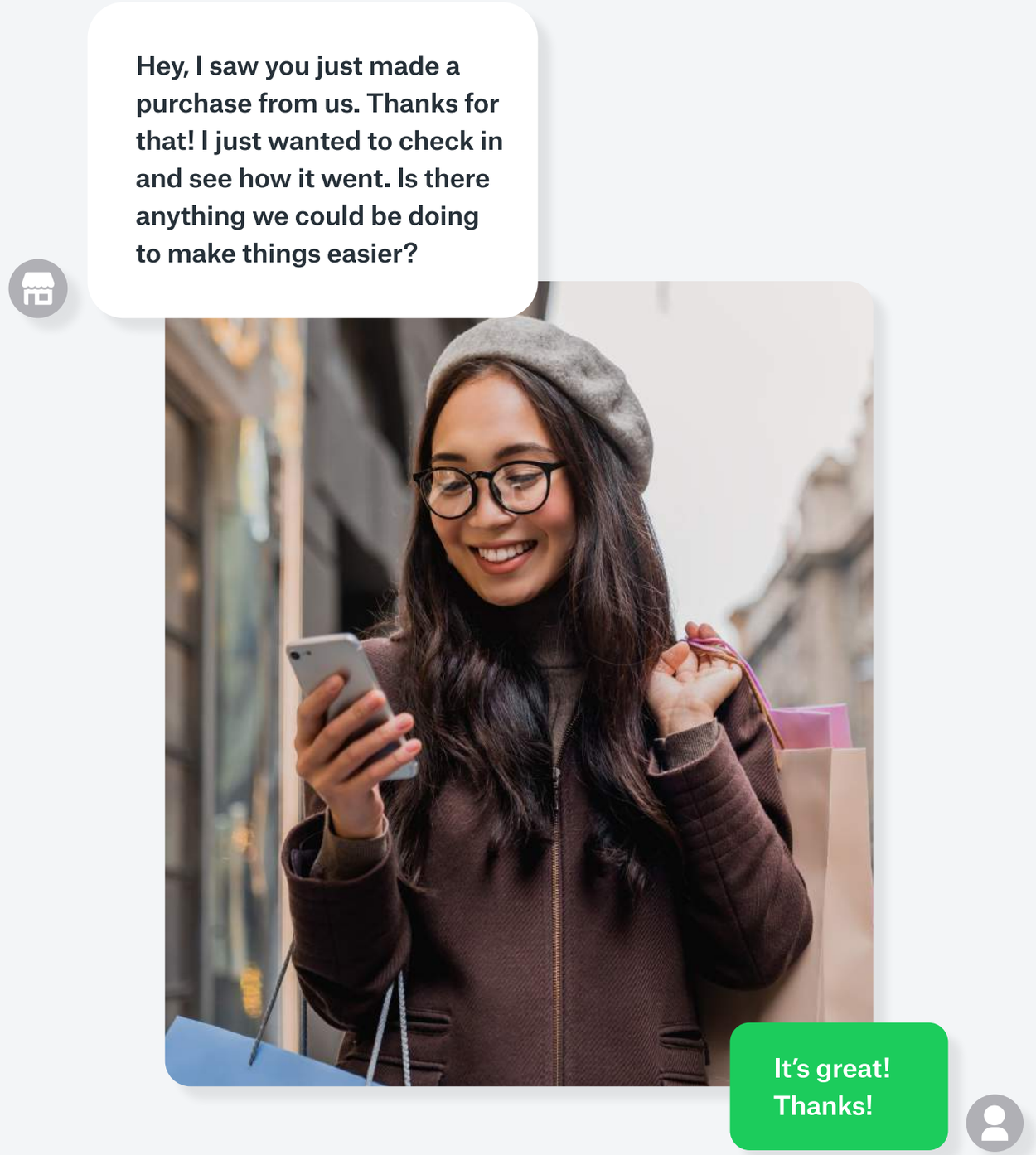
Naturally, getting your message noticed is only the beginning of the puzzle. Mobile messaging channels are typically reserved for friends and family, which makes them extremely personal spaces. And if you're entering into someone's personal space, it's crucial that you play by the right rules.

Think about how people interact with others in these channels on a day-to-day basis, and be sure you're interacting in the same way. Adopting a conversational tone and speaking like a real human comes first. Remember, you're reaching out to help.

Speak as you would to your own friends and family, and keep the customer's experience top of mind at all times.

Rather than writing something like, “Thank you for your recent order on January 23. Tell us what you thought of your purchase experience,” try something closer to, “Hey, I saw you just made a purchase from us. Thanks for that! I just wanted to check in and see how it went. Is there anything we could be doing to make things easier?”

No one wants to be treated like a number, and they especially don’t want that in a space where they normally go to escape from intrusions. If your customers have opted in to this type of contact, make sure they don’t regret it, and that they actually feel motivated to respond.



4 Personalization is key

To take things a step further, you need to make your interactions as personalized as possible. This is where you can really level up in your success with customer engagement.

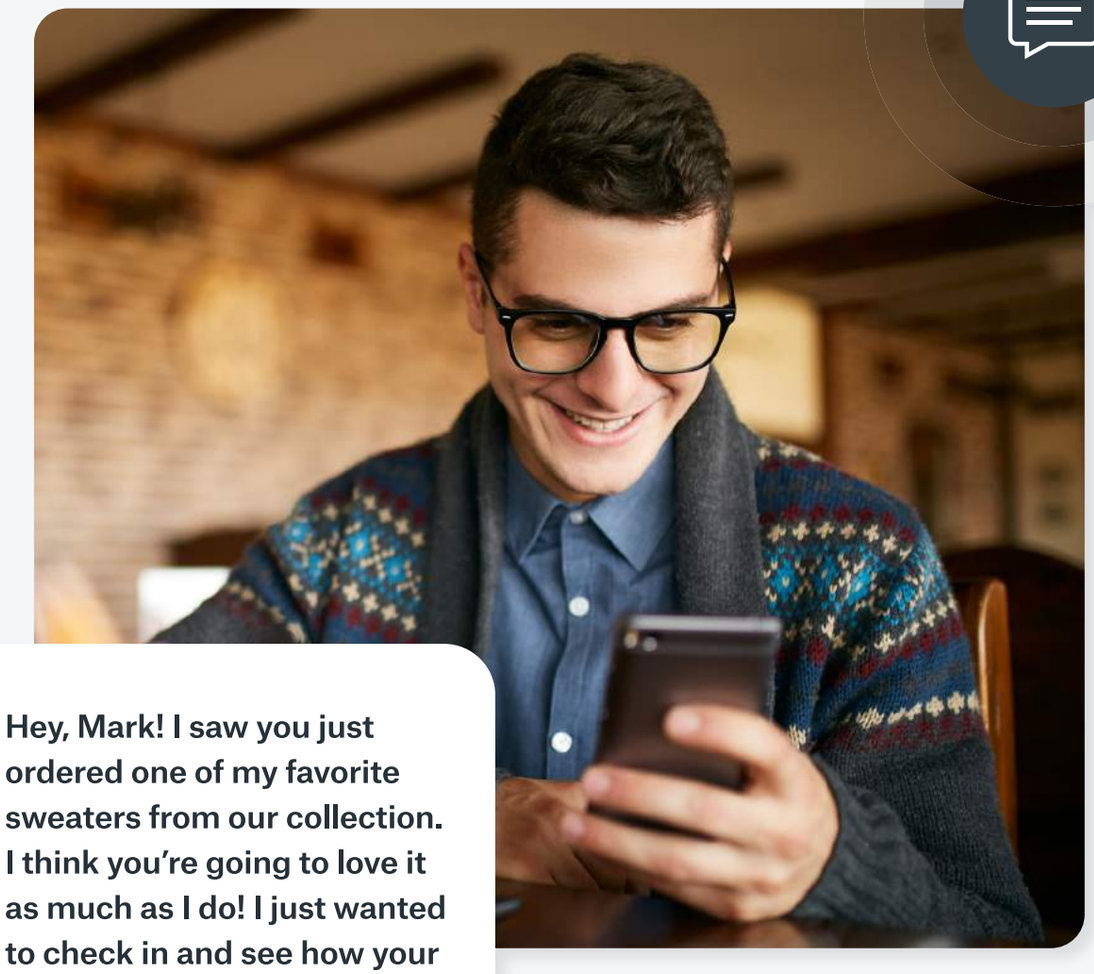
The more a customer feels a personal connection to your organization, the more sticky your relationship will become. Your customers want to feel recognized and cared about, and by using as much personal info as possible in your communications, you can strengthen those relationships exponentially.

At the very least, be sure to use your customer's name whenever you can. Also lean on their product interests, previous interactions, and any other information they've chosen to share. (Meanwhile, be sure the information you're using is information the customer knows has been shared, to avoid crossing any lines regarding feelings involving personal privacy.)

To revisit the example from above, see how much more engaging the message becomes when we start to make it more personalized:

“Hey, Mark! I saw you just ordered one of my favorite sweaters from our collection. I think you’re going to love it as much as I do! I just wanted to check in and see how your purchase went. Is there anything we could be doing to make things easier?”

The more detail you can incorporate to make the consumer feel as if their happiness genuinely matters to you, the better you’ll do. You don’t just want them to feel like they’re talking to a real person — you want them to feel like they’re talking to a real person who is actively invested in them as an individual.



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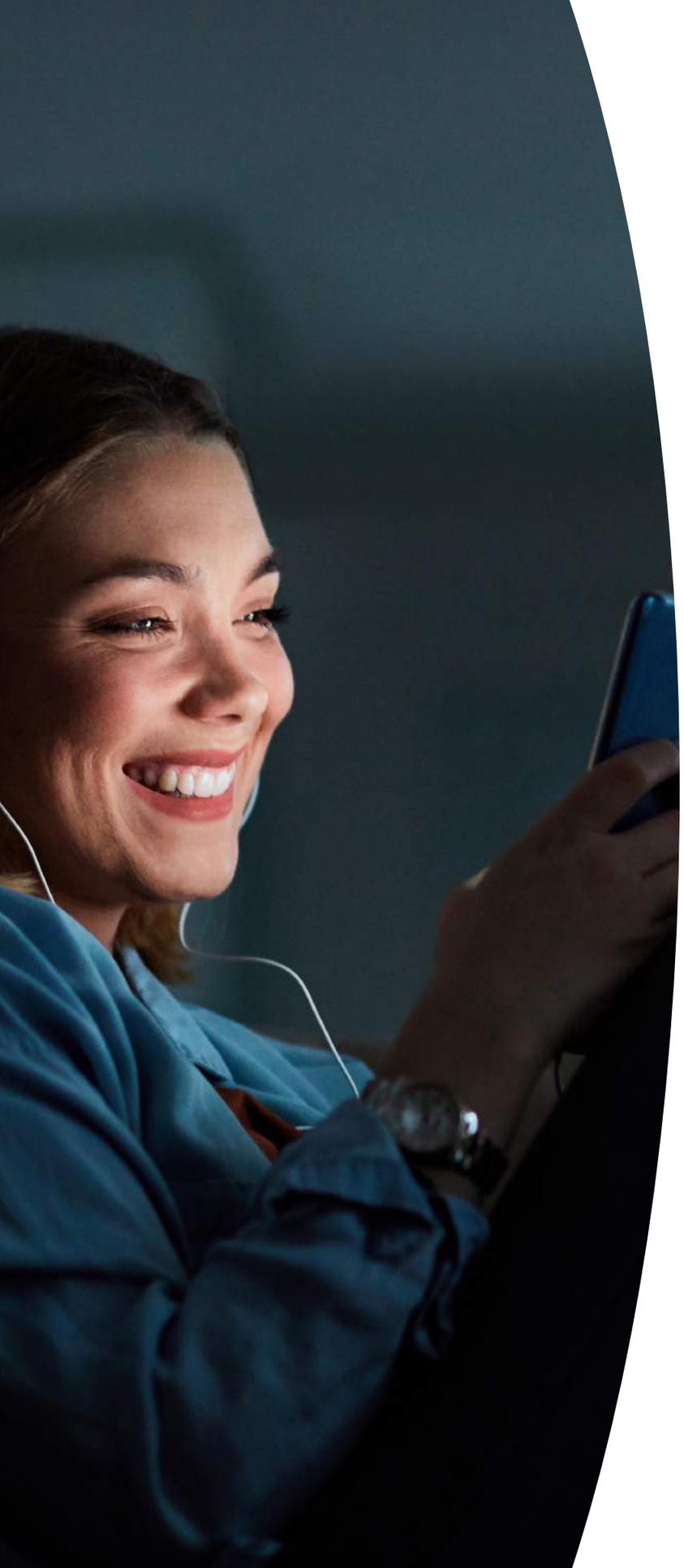


5 Availability at all times

Between SMS and social media and OS-native platforms, consumers spend a whopping 30% of their mobile screen time on messaging apps — which means people expect these channels to be always on.

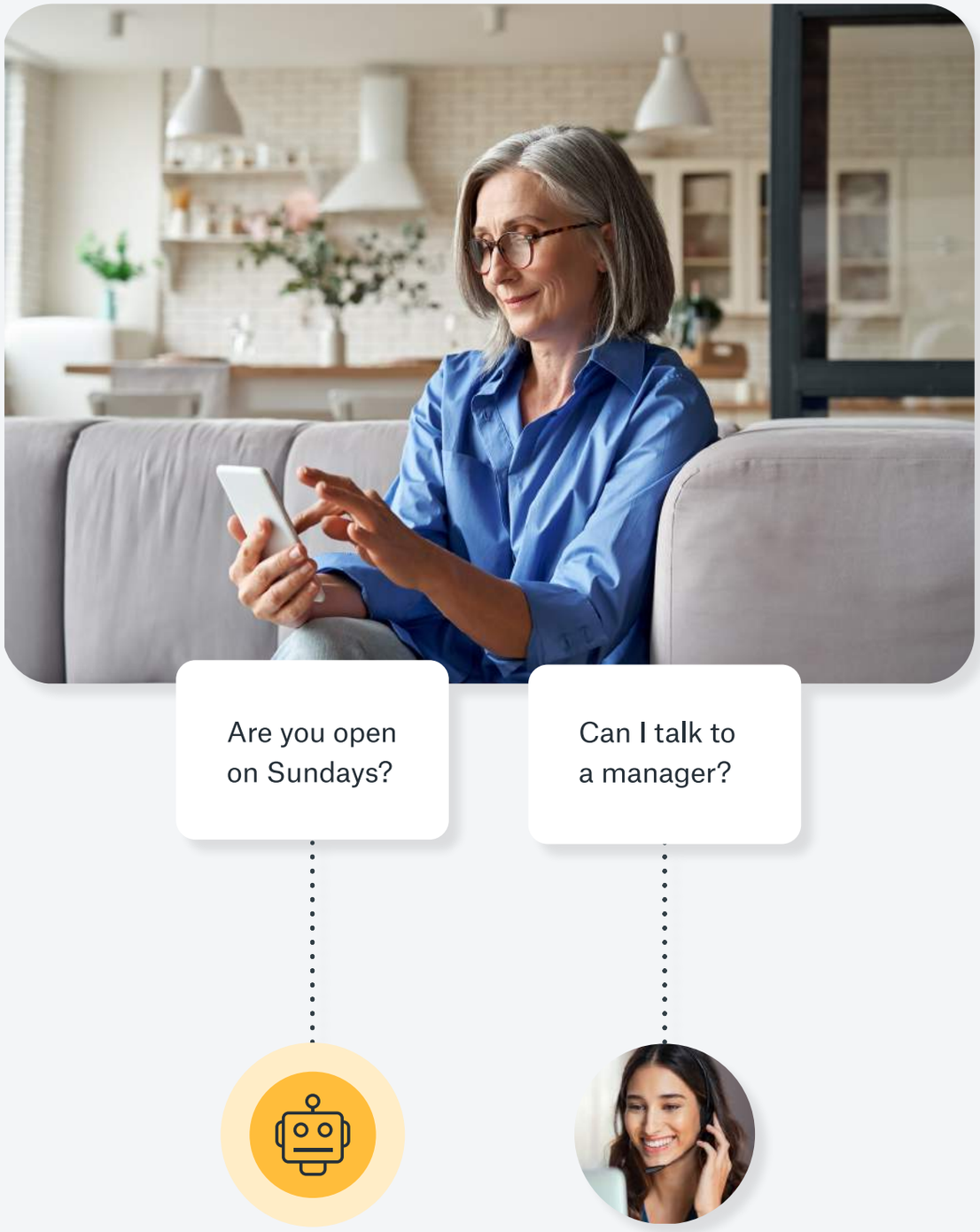
of mobile screen time spent on messaging apps

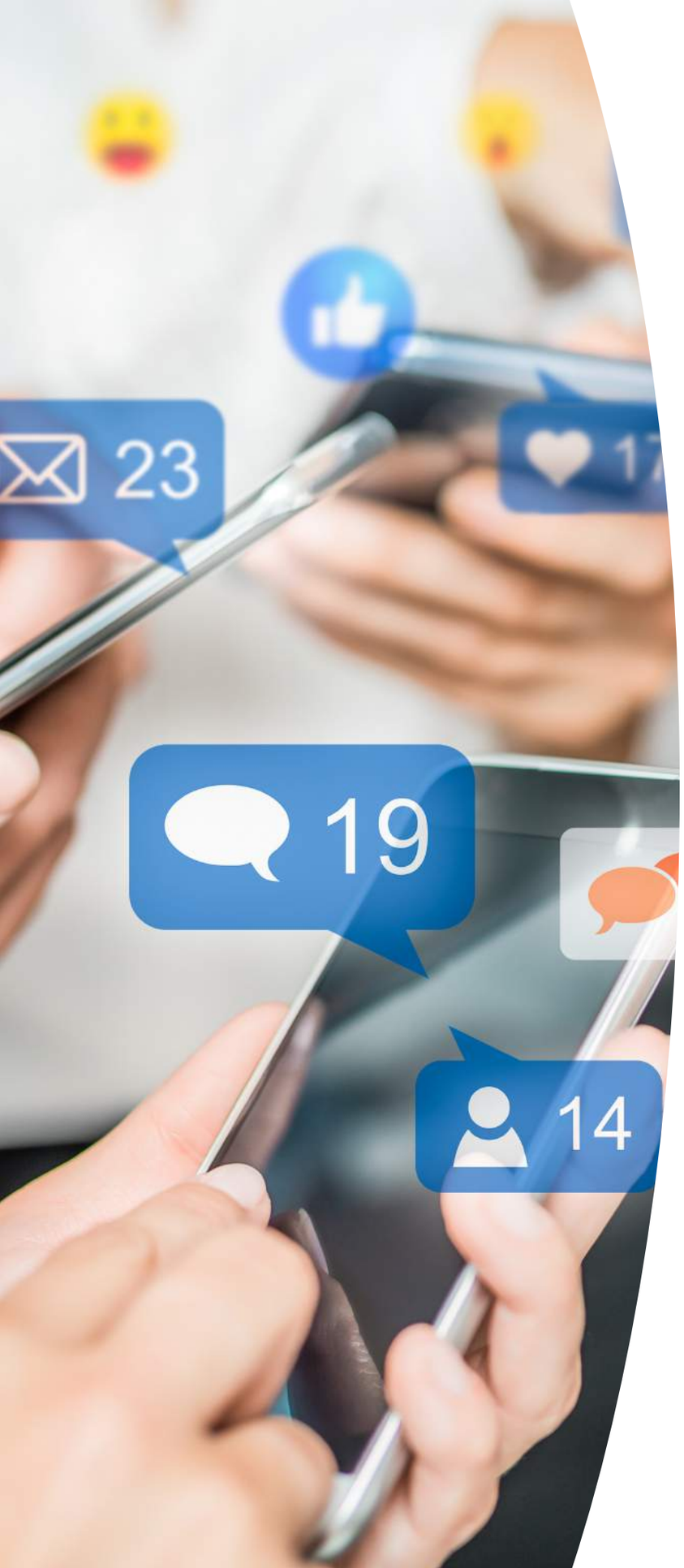
Although someone may not expect an immediate response to an email or in-app message, if you're communicating via a messaging app, time is of the essence. It's one thing to make a customer feel a personal connection, but it's yet another to make them feel like you're there for them when they need you. It's the difference between just being a friend and being a friend someone can truly rely on.

Make sure that whenever a customer contacts your team via a messaging channel, they get a personalized response as quickly as possible. If 24/7 live support isn't a current option, use AI and chatbot resources to ensure that no one is waiting on a response for more than a few minutes.

The longer someone has to wait, the weaker your relationship becomes. Using self-service bots is a simple time-saving solution that can answer frequently asked questions from customers and redirect them to an agent when necessary.

Sinch offers easy integration of these tools, which can allow you to manage omnichannel communications while complementing your existing workflow. Using conversational design, natural language understanding, multi-language support, and flexible APIs, it's an ideal way to ensure you maintain customer relationships with minimal lift. Even better, you can reduce your customer-care costs through the use of these tools — with an average of $5 saved for each call avoided through bot management.





6 Rising above the noise

Beyond the constant onslaught of information that consumers are forced to deal with daily, there's the issue of confusion regarding the best way to contact customer service for a brand. How will people get the quickest response and the most frictionless experience?

Just as it's important to make sure you can rise above the noise for your communications to connect, you need to guarantee that your customers feel empowered to do the same thing. There's nothing worse than reaching out with a potential problem, only to feel like you're shouting into the void.

With chat integrations, you can offer support on the customer's preferred channel, from SMS to WhatsApp to Facebook Messenger, and beyond.

Not only will this allow your agents to manage several conversations at once, but it will also guarantee that you're speaking with your customers where they want to be spoken to. This leads to a feeling of confidence on the customer side, while increasing efficiency on your end.

Meanwhile, you're able to give your customers what they need in the most seamless and attention-grabbing way — whether that's predictive offers, product updates, or continued support. And by combining live chat agents with chatbots and call-center access when necessary, everyone will get served in a streamlined manner, increasing customer satisfaction while lightening the load on customer care.

7 Contact throughout the lifecycle

Once you've established a connection with a customer via their preferred communication channel, it's important not to lose that connection. Because you're now interacting like a trusted friend, remember that a good friend will always stay in touch and keep you updated with information they think will improve your life.

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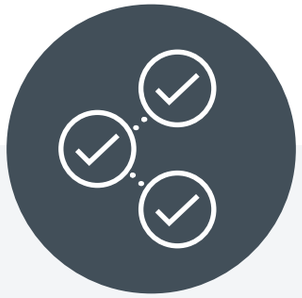
As a customer-experience professional, you need to do the same thing. Wherever your customer is at in their journey, there are ways you can be of service by creating and maintaining an authentic two-way dialogue.

Whether you're in the process of onboarding a new customer, helping someone at the decision-making phase, or trying to reduce churn by focusing on customer retention, you can increase loyalty through helpful, authentic interactions.

Think about what your customers need at their current point in their relationship with your company and deliver it in a timely way:

Does a
potential customer
understand what features make your brand unique?



Does an
existing customer
have all the information they need about benefits they may not be using?

Does a
new customer
need more info about how to get the most out of your service?

These are all opportunities to continue the conversation and cement your reputation as a company that stands above the rest.

8 The importance of transparency

As noted, it's crucial to be as clear as possible with your customers about what information you're collecting from them and how it will be used. Make your opt-in processes as visible and intuitive as you can. Be up front with users in communicating how and when you'll be contacting them, and how their privacy choices affect those communications.

The use of personalization is one of the most effective tools in your customer-care arsenal, but it's only effective if it doesn't come as a surprise or as potentially invasive. Customers will engage more openly and enthusiastically when they know what they've opted into.

Establishing and building trust is your overall goal when making the most of mobile messaging, and transparency is a major part of that. You want your customers to know you're there to help, that you care about them, and that they can reach you when they need to.

But you also need them to know that their information is safe with you and that they have control over the level of privacy they choose to maintain. After all, even a friend who always shows up and helps you out isn't a great friend if they're always spilling your secrets. Trust has many levels, and this one ranks high.

9 Embracing the latest technology

One of the most exciting things about mobile messaging is how the technology is expanding.

Although old-school SMS messaging may be limited to a simple 160 characters, newer Rich Communication Services (RCS) allow for the integration of multimedia components, buttons, and other interactive elements. With more messaging platforms incorporating this technology, it's imperative that you embrace it to optimize your customers' experience.

Using tools like RCS, personalized video, intuitive AI, user-centric landing pages, and multichannel APIs, you can provide your customers with an entire ecosystem of individualized care. Sinch provides everything you need to integrate these components in the way that makes the most sense for your organization.

We handle the heavy coding, data engineering, and machine-learning technology that makes everything work like magic. All you have to do is plug, play, and watch your customer sentiment start to rise.

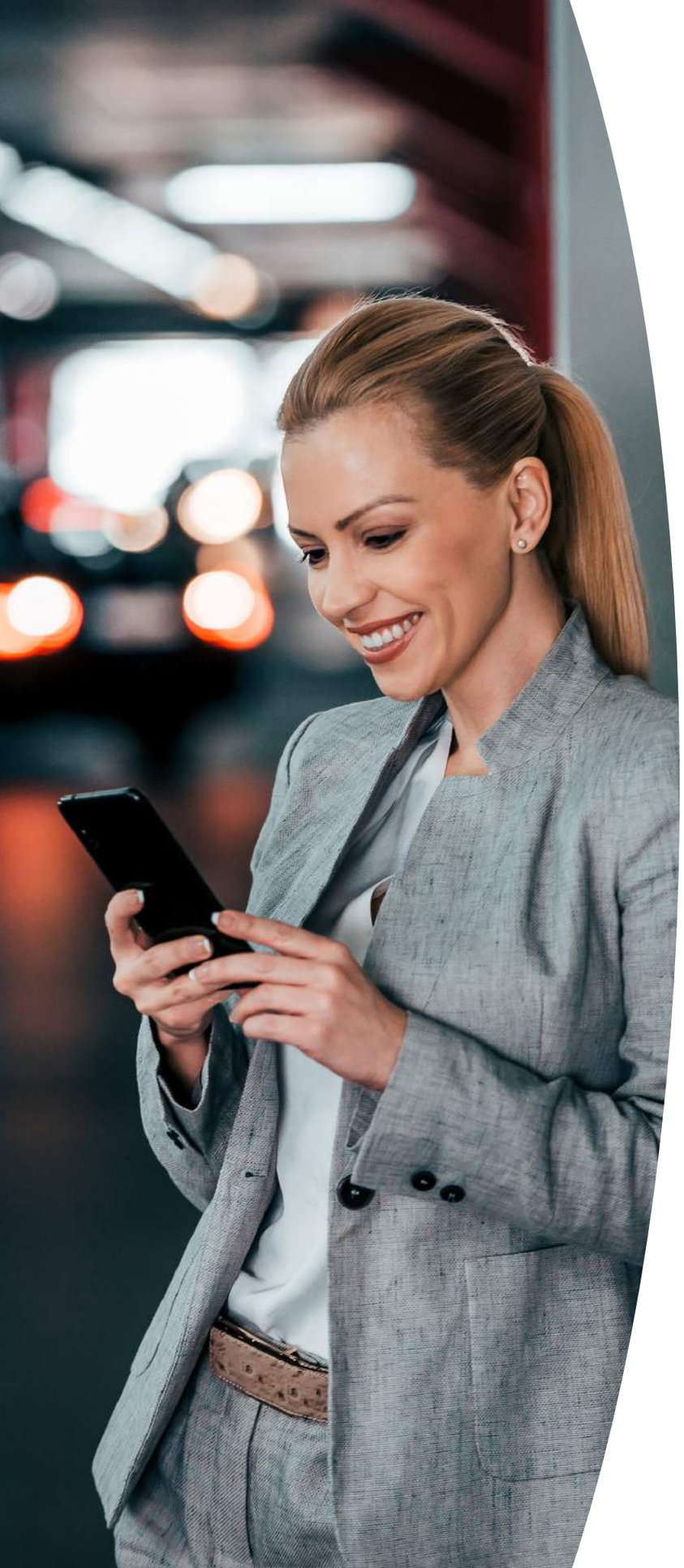
10 Campaign planning made simple

If you're planning a customer-engagement campaign, Sinch can help with that, too. We'll have you covered every step of the way, from identifying objectives to concept-creation, campaign optimization, deployment, and analysis.

You want to know what your customers are thinking, and we can provide a myriad of ways to find out. In addition to handling the ideation and execution, we offer a wide range of developer-friendly SaaS, APIs, and custom applications that will let you collect the data you need in the way that you want.

Many major organizations in a wide variety of sectors and industries have already made use of Sinch's services to create meaningful connections with their customers, increase efficiency, cut costs, and use forward-thinking technology in creative ways.

Instead of constantly throwing ideas at the wall to see what sticks, when you're creating your next customer-care or engagement campaign, let us show you what we already know will work.



11 Customer success stories

Nissan finds a new way to reach out

Nissan wanted to connect with existing customers who were no longer responding to traditional email. Sinch helped them create hyper-customized mobile messaging campaigns with the information from the company's IT systems, enabling Nissan to use existing data to target the right user at the right time — even directly in their car, via the opt-in NissanConnect mobile app.

Time for routine maintenance? Nissan sends customers a friendly reminder a few months beforehand. Or maybe a driver hasn't had time to learn all the features in their new car yet. At the three-to-four-month mark, buyers receive a message with details on how to make the most of their car's connected services.

And when a new model of the car a customer has driven for years becomes available, Nissan can send a tailored message with all the information, including directions to the nearest dealership where the exact model they want is available.

Nissan's customers clearly preferred the new campaigns, leading to:

4x
customer engagement

80%
conversion rate

Proximus deploys targeted chatbots

Proximus, Belgium's largest mobile telecommunications company, used Sinch technology to create three separate chatbots for different needs.

Website customers can now get help from Alix, the subscription-consultant chatbot, to choose the package that suits them best. Alix is available directly on the Proximus website and through Facebook Messenger.

With the SAM chatbot, customers can do basic internet and TV-service troubleshooting on their own, including performing a "line test" to check modem connectivity — something that previously required manual intervention from a call-center agent.

And YODA (Your Own Digital Assistant) functions internally for the 30,000 questions HR receives annually. The virtual assistant can help employees with hundreds of topics, from salary and vacation questions to getting a company car.

Thanks to Alix, website orders increased by 120% in just three months. With SAM, the company saved an average of 10-15 minutes per customer-support interaction. And implementing YODA saw the number of questions sent to the HR team drop between 20% and 30%, saving the team a ton of time to use toward other priorities.

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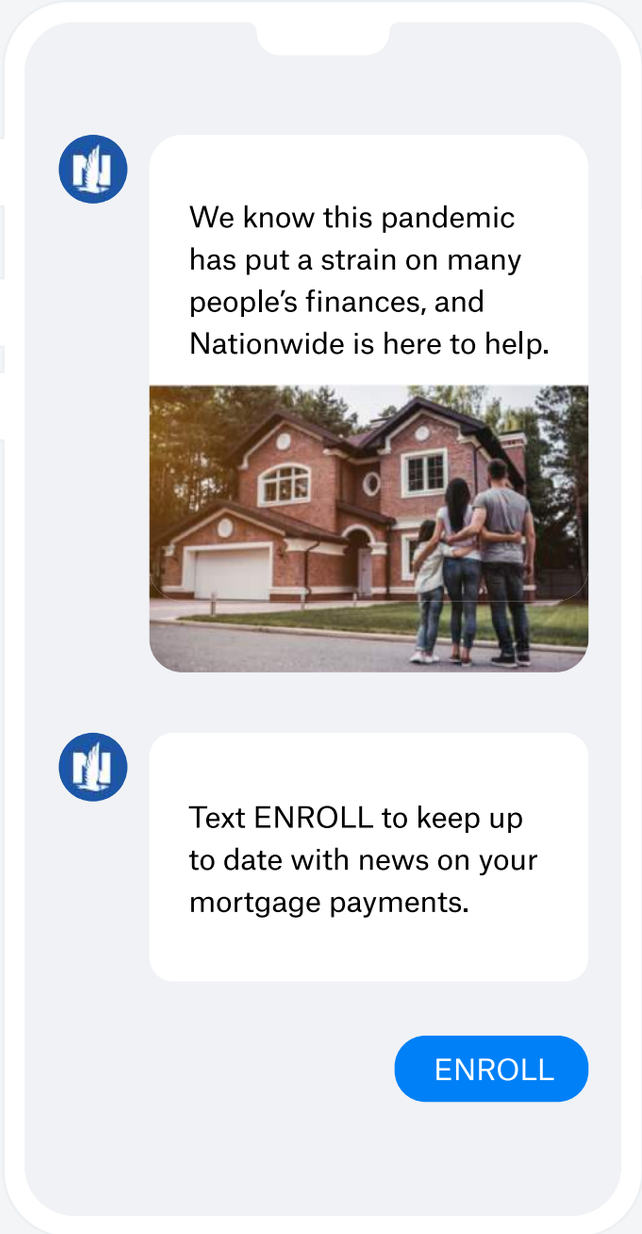
Nationwide Building Society reconnects with members

When the pandemic hit, Nationwide gave its members a payment holiday, allowing them to pause loan and mortgage payments. At the end of that period, they needed to communicate what would happen next.

Providing all the necessary information to members in a way that felt personal, reliable, and secure was the primary goal. Reducing inbound support inquiries while most call-center employees were working from home was also a key consideration.

With Sinch Rich SMS, Nationwide was able to send members a message with a link to a landing page, complete with information, drop-down buttons, images, calls-to-action, and additional resources. The message explained that the payment holiday was ending and presented members with two options: to continue making payments or request an extension.

In the banking sector, text message campaigns generally have a unique click-through rate of about 10% and an engagement rate of 22%. This one had a CTR of 47.6% and an engagement rate of 90.7%.



12 Getting started is simple

As you can see from these examples, Sinch offers many ways to elevate, optimize, and modernize your approach to customer care, both for your customers and for your team.

Whatever your goals are, we have a solution that can help you achieve them — and we can even suggest solutions to problems you may not realize you have.

Sinch is easily integrated into any platform or business, and we can handle all the heavy lifting, so you can focus on doing what you do best: providing a great customer experience.

To learn more, explore our site at sinch.com or request a free demo now.