How New Messaging Channels are Shaking up Customer Experiences

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Messaging Apps are the future...

"More importantly users want rich and engaging app experiences and are increasingly looking for apps that can offer a multitude of services without users having to leave the app itself."

Gartner
The Stats Around Messaging Apps

- Approximately 2 billion messaging app users
- 1.5 billion WhatsApp users
- Messaging apps are opened up to 25 times in a day
- Up to 90% use messaging apps everyday
- 10 to 40 minutes of usage per day
Unlike other channels, marketing on Messaging Apps is on-demand and user-initiated
Popular Use Cases

Customer Service
- Live chat/ticket resolution

Engagement
- News/Media content subscription
- Content recommendations

Feedback
- Feedback collection or Product Reviews

Marketing / Promotion
- Cart abandonment
- Personalized offers/coupons
- Stock/Price alerts
- Product recommendations

Transactional Messaging / Notifications
- Order/Shipping updates
- Flight/Hotel updates
- Bank/Credit Card status
Marketing on Messaging Apps is Very Different...

IT’S PERSONAL!
The Personal Appeal

Messaging Apps are highly personal and an integral part of our daily lives. Users are already familiar with and active on Messaging Apps. Businesses engaging with customers over Messaging Apps can deliver highly impactful and personalized experiences.
Consumers Love The Personal Touch

A survey conducted by Facebook-Nielsen on Messaging Apps reveals that 61% of the surveyed users like receiving personalized messages from businesses.
Personalized Engagement Translates into Higher Open Rates

80% Open rates for messenger content vs 25 to 30% Open rates for Email

Why Messaging Apps

Marketing is fairly restrictive with user friendly policies. More scope for delivering personalized user experience.
Why Messaging Apps

Conversations are the backbone of messaging apps. Marketers can now engage with greater impact through high quality messaging
Why Messaging Apps

The scope for SPAM is almost non-existent on Messaging Apps. Therefore, brand messages do not get mixed up or lost.
Why Messaging Apps

Limited ‘Real Estate’ within a chat message. Marketers will have to keep the messaging brief and more creative to drive impact. Users will love the brevity of these interactions.
Unlike other channels, marketing on Messaging Apps requires user consent at the right time for the right reasons.
Marketing on Messaging Apps is also In-Time. Brands get a 24 hours window to communicate with users from their first interaction (opt-in/message).
Whatsapp Business API
WhatsApp Business API

The WhatsApp Landscape

WhatsApp Messenger
WhatsApp Business
WhatsApp Business API
What is WhatsApp Business API?

- A business extension of the WhatsApp platform
- Enables brands to send high-value, relevant, transactional messages to users on WhatsApp chat
- Requires high IT support initially
- It is NOT an app
Businesses can only send **high-value, relevant, and transactional** messages.

These messages need to be in the form of a **message template** which needs to be **pre-approved** by WhatsApp.
WhatsApp Business API | User Consent

Businesses need the explicit consent of users before they can send messages on WhatsApp chat.
WhatsApp Business API | Integration

Automated Messages

Allows brands to send automated ‘transactional’ messages to users

CRM Integration - Support Messages

Allows for ‘conversational’ and ‘support’ messages to be sent to a user’s WhatsApp chat.
USE CASES
Automated Message

Boarding Pass

Users can receive flight boarding passes directly to their WhatsApp chat once they’ve completed online check-in.

Proven to: Provide real-time convenience
Our Capabilities: Technical

- Automated Messages
- Opt-in Process Management
- Messaging Analytics
Facebook Messenger
Facebook Messenger | The Growth Potential

1.3 Bn Monthly Active Users

8 Bn messages sent every month

4x YoY growth
What is Facebook Messenger for Business?

- An integration that allows business to leverage the Messenger platform to engage with users.
- Enables brands to send reminders and promotional updates to users on Messenger chat.
- Comprises of a set of REST APIs that enable brands to create awesome Messenger experiences.
Engagement on Messenger

1.3 Bn people use Messenger every month

60 Mn businesses communicate with users on Messenger

20 Mn Facebook Pages use Messenger to grow their business
Make Lead Generation Interesting

Give your lead generation tools such as wheel of fortune, scratch and win, and sign-up coupons an engaging and human touch by redirecting them to Facebook Messenger.
Use Cases

- Cart Abandonment Messages
Use Cases: Cart Abandonment Recovery (Reminder)

Bring back users to complete their purchases through highly engaging and personalized reminder campaigns on Messenger.
Use Cases: Price Increase Alerts (Reminder)

Bring back customers to complete their flight ticket purchases by inducing a FOMO (Fear of Missing Out) with price increase alerts.
Our Capabilities: Technical

- Messenger Opt-in Management
- Automated Marketing Messages
- Messaging Analytics
Our Capabilities: Opt-in Management
Our Capabilities: Automated Messaging
Our Capabilities: Messaging Analytics
**Things to Remember**

**Opt-in is mandatory** before a business can send messages on Messenger.

**Messages to a customer’s Messenger chat has to be sent within 24 hours** of the user’s engagement.

After 24 hours, a re-consent (Opt-in/ user-initiated contact) is required again.

No limit on the no. of messages sent within 24 hours. One additional follow up message permitted post 24 hours.
Q&A
Insider Growth Management Platform (GMP) helps digital marketers drive growth across the funnel, from Acquisition to Activation, Revenue, and Retention from a unified platform powered by Artificial Intelligence and Machine Learning.

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