



LIVEVOX

LiveVox: Turning Messaging into Successful 2-Way Conversations While Consumers and Agents Are Home

78%

78% of people say text messaging is the fastest way for companies to reach them.¹

CUSTOMERS WANT TO DO MORE THAN JUST TALK TO YOU. Now more than ever, when it comes to communicating with businesses, consumers are embracing newer channels like SMS, email and web chat, nearly as quickly as they are being developed. By 2025, **70%** of the global population will have a smartphone, and **80%** of those users will send multiple texts daily.² Leading financial institutions have already adopted messaging channels as a quick and friendly way to provide customers with 24x7 service.

As regional and mid-sized organizations operate in an increasingly competitive market, those who have not yet adopted digital communication channels such as SMS, email, and web chat face significant risks and challenges.

Your customers expect that you will provide them with access to messaging channels. 76% of people would like to text with brands.³ In fact, a majority of consumers frequently text published phone numbers and expect to receive support over webchat.

Compliance concerns often delay adoption of new technologies. 89% of consumers will move to a competitor after a poor customer experience.⁴ And yet, highly regulated industries grapple with complexities of adhering to all combinations of TCPA, CTIA, CAN-SPAM, and FTCPA regulation while trying to provide the expected level of customer engagement.

Operational complexity can make it hard to know where and how to implement messaging. While **72%** of businesses say providing positive experiences is their top priority,⁵ **65%** of them do not have a bidirectional SMS strategy in place.⁶ The number of choices and decisions involved in adding

new channels, creating new workflows, training your agents, and getting organizational buy-in can feel overwhelming to leader that want to improve on the status quo.

With so much at stake, it's no wonder many organizations — and their customers — are still stuck on hold. But what if you could easily achieve simplified communications while mitigating risk on fast-growing non-voice channels, allowing your customers to converse with you how and when they prefer?

LiveVox is here to address the challenges with risk mitigation in mind and help you seize the opportunity. Communication tools from LiveVox **reduce friction, eliminate silos, and offer 24x7 response options** — allowing you to deliver pleasing, “always on” customer engagement that sets your employees and your business up for success.



73% of businesses plan to expand their SMS budgets in 2020.⁷

Comply and Connect on Channel of Choice.

The LiveVox 2-way messaging solution has solved for all of these challenges and more. As a proven industry leader, we are experts in simplifying, supporting, and future-proofing your customer communications while mitigating risk. Partnering with LiveVox gives you the ability to:

Seamlessly message with customers using SMS, email, and web chat based on how they want to connect with you: Communication tools from LiveVox reduce friction, eliminate silos, and offer 24x7 response options — allowing you to deliver pleasing, “always on” customer engagement that sets your employees and your business up for success. Additional plug-and-play services are available to meet your needs today — and tomorrow.

Mitigate the risk of non-compliance for the communication tools your customers demand: LiveVox, the leader in compliance continues to bring expertise to emerging messaging channels. With a robust set of tools, you are able to manage both collection and revocation of consumer consent, adhere to ever-changing regulatory standards, and follow industry best practices.

Avoid complexity by choosing communication solutions that easily integrate, expand, and scale:

The LiveVox 2-way messaging solution solves for all your messaging needs, not just one channel. Our complete messaging package was created to be powerful and secure, but simple to implement and use. Additional services are plug-and-play, allowing for easy growth and rapid onboarding of new features — today and tomorrow to help future-proof your customer communications needs.

Rely on proven expertise in financial services communications for valuable customer interactions:

A best-kept secret, LiveVox is the **2nd largest** contact center platform, and has been a trusted supplier of solutions for the financial services community for many years. Our customers rely on us to solve their most challenging customer communication needs — so that their customers can rely on them. In our pursuit of excellence, LiveVox has captured the 2018 TMC Contact Center Technology Award, 4 Product of the Year awards from various industry groups, and the Frost & Sullivan Best Brand award.⁸

Messaging Use Cases

There are a number of use cases for messaging channels within financial services. Some of these include:

- Account Payment Notifications
- Marketing Alerts and Promotions
- Mobile and Online Banking Alerts
- Underwriting Support
- Community Notifications
- Inbound Customer Support
- Collections Processing

¹ <https://www.textmagic.com/blog/text-messaging-statistics-for-businesses>; ², ³, ⁶, ⁷ https://cdn2.hubspot.net/hubfs/103073/infographics/infographic_2019contactCenterTrends.pdf?__hstc=254338199.f19c525018c08e8aca3292eb113ad9e1.1578935128759.1581634714861.1581698875880.6&__hssc=254338199.1581698875880; ⁴, ⁵ <https://www.groovehq.com/customer-service-statistics#statistics5>; ⁸ <https://livevox.com/company/awards>