



LIVEVOX

AT A GLANCE:

# LiveVox's 2-Way Messaging Solution

Seamlessly Unify the Customer Experience: Across the Customer Journey with Integrated Channels Including Email, Webchat, SMS, and WhatsApp



### 90 seconds

The average amount of time it takes to respond to a text message.



### 5x

SMS messages have a 5x higher response rate than email.



### 76%

Of consumers prefer to interact via an asynchronous channel like SMS or webchat.



### 5 to 1

Webchat lets you communicate at a 5:1 customer to agent ratio.

## COMMON COMMUNICATION CHALLENGES IN TODAY'S CONTACT CENTER

- Difficulty connecting with customers on channel of choice.
- Long call times due to variations in script adherence.
- Complications due to siloed multichannel communication and scattered agent desktops.
- Consent and revocation management.
- Increased security risk via web and mobile channels.

## THE LIVEVOX WAY

- Bundled web and mobile channels including SMS, Facebook Messenger, and WhatsApp.
- AI-powered chatbots, including a generative chat option powered by OpenAI, offer quick responses, supercharging self-service and saving agents' and customers' time.
- Unified agent desktops with multichannel inboxes that include cross-channel interaction history.
- Secure payment and sensitive data information capture with built-in redaction.
- A unified data model layers all channels over customer data for quick and relevant interactions.



## Customer Experience

- Deliver "always on" customer engagement that sets your brand apart.
- 24/7 access to support from their fingertips.
- 2-way messaging lets customers own the conversation, increasing your customer service 10-fold.



## Agent Experience

- SMS messaging is a great way to get instant visibility with your customers.
- 2-Way interactions provide agents with more opportunities to get to know their customers, build brand loyalty, and even attract new customers to your business, making their jobs easier & the service they provide even better.
- Chatbots can take over the handling of mundane everyday tasks, freeing agents up to utilize their skills dealing with higher-value interactions.



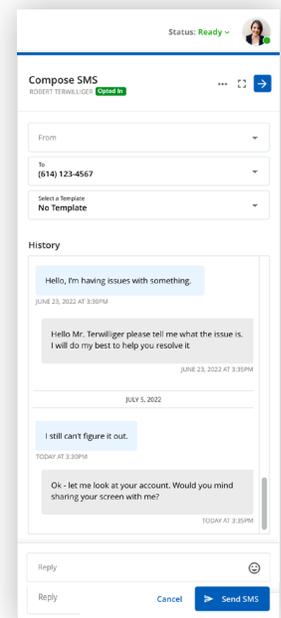
## Risk Mitigation

- Embedded channel preference capabilities enable compliance-focused digital engagement.
- A unified & comprehensive CRM adds an efficiency layer to communications in a way that adds value to agents & customers.
- Click to text provides a TCPA-focused SMS functionality with HTI® and opt-out capability.



## Ease of Use

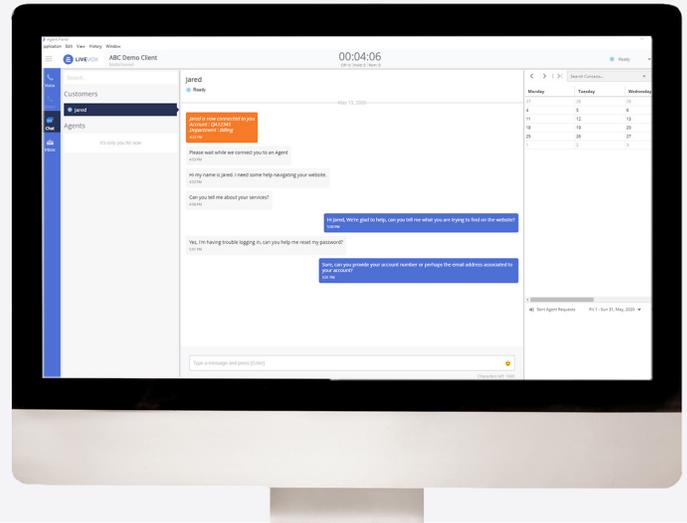
- Digital campaigns are far more cost-effective than other channels.
- Digital campaigns have greater reach and take less time to execute than traditional voice & email alone.
- Generative chatbots powered by OpenAI link to your knowledge center and respond in real-time as articles are added or updated.
- This translates into higher contact rates and even greater workforce productivity.



# LiveVox's 2-Way Messaging in Action

The journey to a comprehensive, automated 2-way messaging solution

LiveVox lets you create and manage all of your omnichannel campaigns from a single desktop. You can easily filter existing contacts, obtain key metrics, and cull relevant customer information for more personalized outreach via email, webchat, Facebook Messenger, and Whatsapp. Never miss another conversation with 2-way messaging that puts customers in control of when and how they want to be contacted. Mitigate compliance risk with the latest in regulatory coverage, including CTIA-mandated opt in/out processes.



## LiveVox's 2-Way Messaging Case Study Overview



### Who?

A leading BPO needed to increase contact rates as they noticed a decline in consumer voice connections.



### What?

In response to the consumer-driven evolution of communication, the BPO shifted to SMS to extract greater value and more revenue for clients by implementing LiveVox.



### How?

Agents were able to send reminders, schedule payments, and respond in real-time to requests via a channel that's always on. The results were real: Increased contact rates 79% & lowered total cost per interaction by \$5.92.



### Impact

Unified, streamlined communications for millions of customers with the scalability to accommodate future digital channel adoption. An increase in consent management, lower cost-of-ownership, and a streamlined infrastructure setup for ease of use and implementation.

## Benefits at a Glance

- Develop more effective, tailored digital campaigns with embedded consent capture that updates in real-time across the platform.
- Expand the richness of email campaigns with a marketing-grade HTML editor.
- Built-in performance monitoring to improve outcomes and coach agents.
- Configure automated workflows and created ad-hoc campaigns as needed.
- Co-browse customer screens for quick issue resolutions with the click of a button from a webchat thread.
- Derive greater business intelligence from cross-channel campaign analysis and identify the right channel for every touch.
- Evaluate ROI of digital campaigns and develop a roadmap using insights from previous campaigns.
- Utilize scripting tool for help with automated campaigns that generate customer replies.
- Cross-channel agent-to-agent, chatbot-to-agent full conversation transfers.