



Remote CX + Messaging = A Perfect Pair

**Reduce costs and accelerate
outcomes in the virtual contact
centre with messaging**



Over **90%** of our day-to-day conversations happen in digital messaging channels

Today's consumers live on their phones. They're texting and messaging friends and family, but many brands aren't meeting them where they prefer to communicate.



15.2M

Texts sent
every minute



60B

Messages
sent per day



2.2B

Facebook users



1.3B

iOS Devices

Messaging belongs at home

Mobile messaging is fast becoming
THE go-to contact channel of choice.

More than
 **50%** of customers prefer
to contact support
through messaging

compared to other channels, according to
Smallbizdaily, and that number is expected to grow.

Why? **Mobile messaging is more intuitive, personal and emoji-friendly.** Messaging conversations happen on the go, so you're not tethered to your computer or stuck in a live chat session. It eliminates the call queue. It relieves agent pressure to make callers wait while they search for information. And it's more cost effective and efficient, since agents can handle 3 times the support volume in messaging compared to voice.

The growth of messaging coincides with a shift to a work-from-home contact centre model. What great timing, since **messaging perfectly pairs with an at-home workforce.**

Read this strategy guide to learn why and how to combine virtual and messaging innovations to deliver amazing, effortless experiences.

Why do messaging and a virtual contact centre environment work so well together?

Because they build off each other's strengths to provide a greater experience than the sum of its parts.

The following are just a few examples of the combined power of messaging and an remote contact centre model.



Like peas & carrots...



AVAILABILITY

Messaging Advantage

Asynchronous format to allow conversations to happen naturally via text apps



Remote CX Advantage

Flexibility in schedule and quickly logging on if needed



Combined power of At-Home Messaging

Mobile conversations that happen anytime, anywhere and on any device



...Or peanut butter & jelly...



ENVIRONMENT

Messaging Advantage

Background noise
and physical space
aren't concerns



Remote CX Advantage

Work in the same
place where you live



Combined power of At-Home Messaging

Professional interactions
without needing to be
at an office



...Or spaghetti & meatballs...



SECURITY

Messaging Advantage

Messages are
highly secure
and encrypted



Remote CX Advantage

Security is #1 focus of at-home
programs with stringent people, process
and technology controls in place



Combined power of At-Home Messaging

Brands and consumers
share confidence that their
data is secure



...Getting hungry yet?



SPEED

Messaging Advantage

Programs can be
stood up in less than
10 days



Remote CX Advantage

Ramp agents
up or down as
needed quickly



Combined power of At-Home Messaging

Match associates
to customer needs in
real time



REMOTE MESSAGING SUCCESS STORY

State eases overwhelmed contact centres with messaging

Faced with an overwhelmed contact centre during the COVID-19 pandemic, a U.S. state agency added chatbot and messaging options for citizens seeking unemployment assistance. Callers were given an IVR prompt option to connect to a live at-home messaging agent. For website visitors, an automated chatbot connected users to a live at-home messaging agent to answer their questions.

35%
of voice calls
deflected to
messaging

25%
increase in
messaging channel
in less than 2 weeks

3.5x
more closed
contacts
compared to voice

Ready to meet your customers where they already are?

TTEC helps leading brands launch and optimise remote messaging initiatives in the contact centre to deliver amazing and effortless experiences.

Contact us today to learn more

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About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com/emea.

