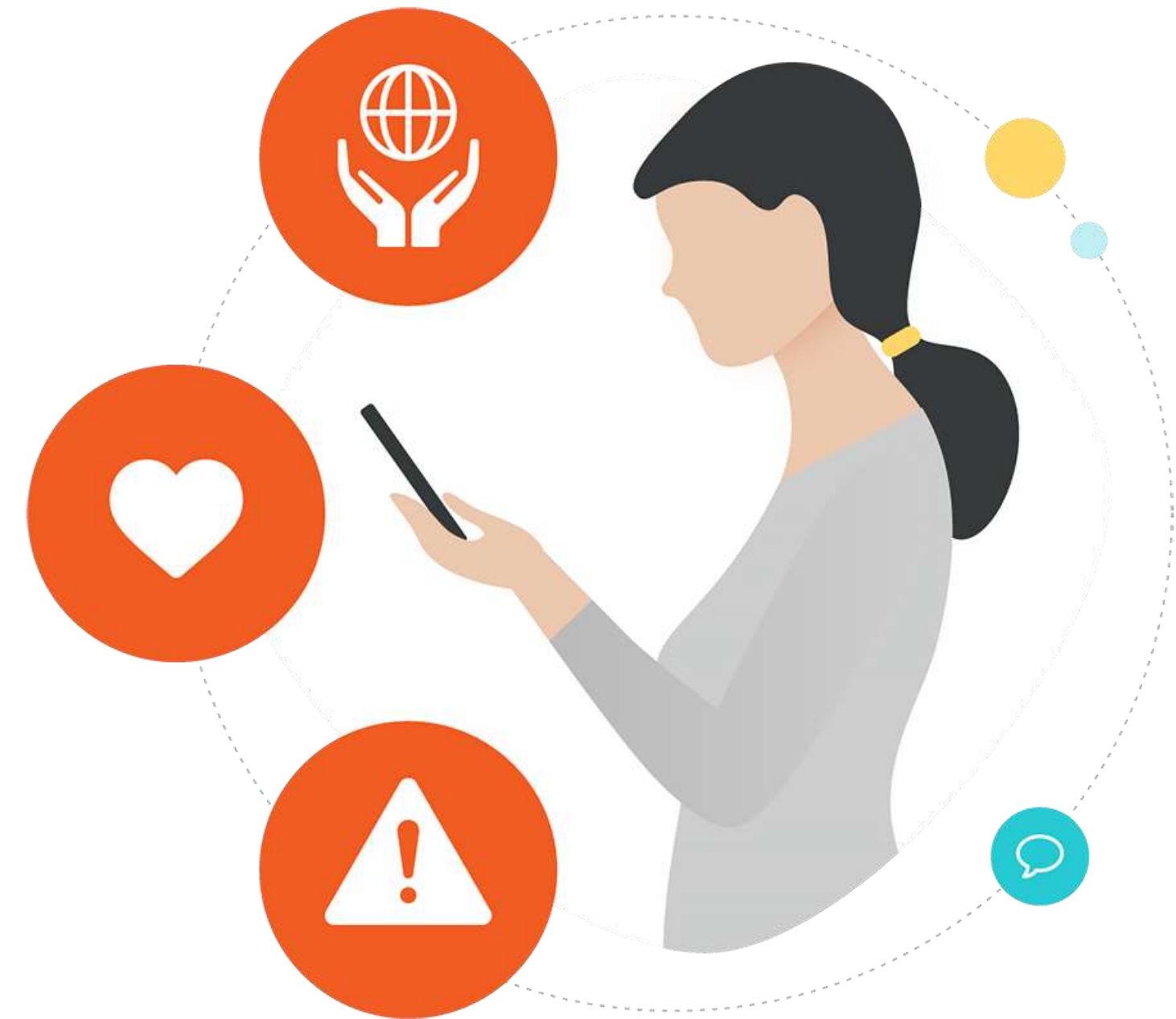# Changing Channels, Changing Chat

Webinar

15th April 2021

The 'New Reality' created by the COVID-19 crisis

- Pan-European consumer research looking at what customers today demand, and their tolerance levels towards bad customer service

Infobip Research's Takeaway

Brands need to **deliver better customer experiences to address their customers' needs**

Right message, Right person, Right time.

Top 3 consumer frustrations:

▸ Left on hold (35%)

▸ limited ways to contact (31%)
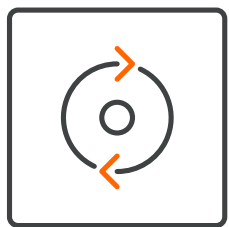
▸ repeating details to a customer service agent (20%)

Customer engagement is critical
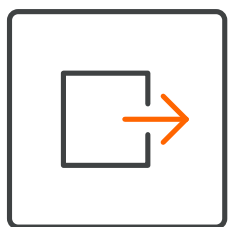
Based on global consumer surveys:

89%
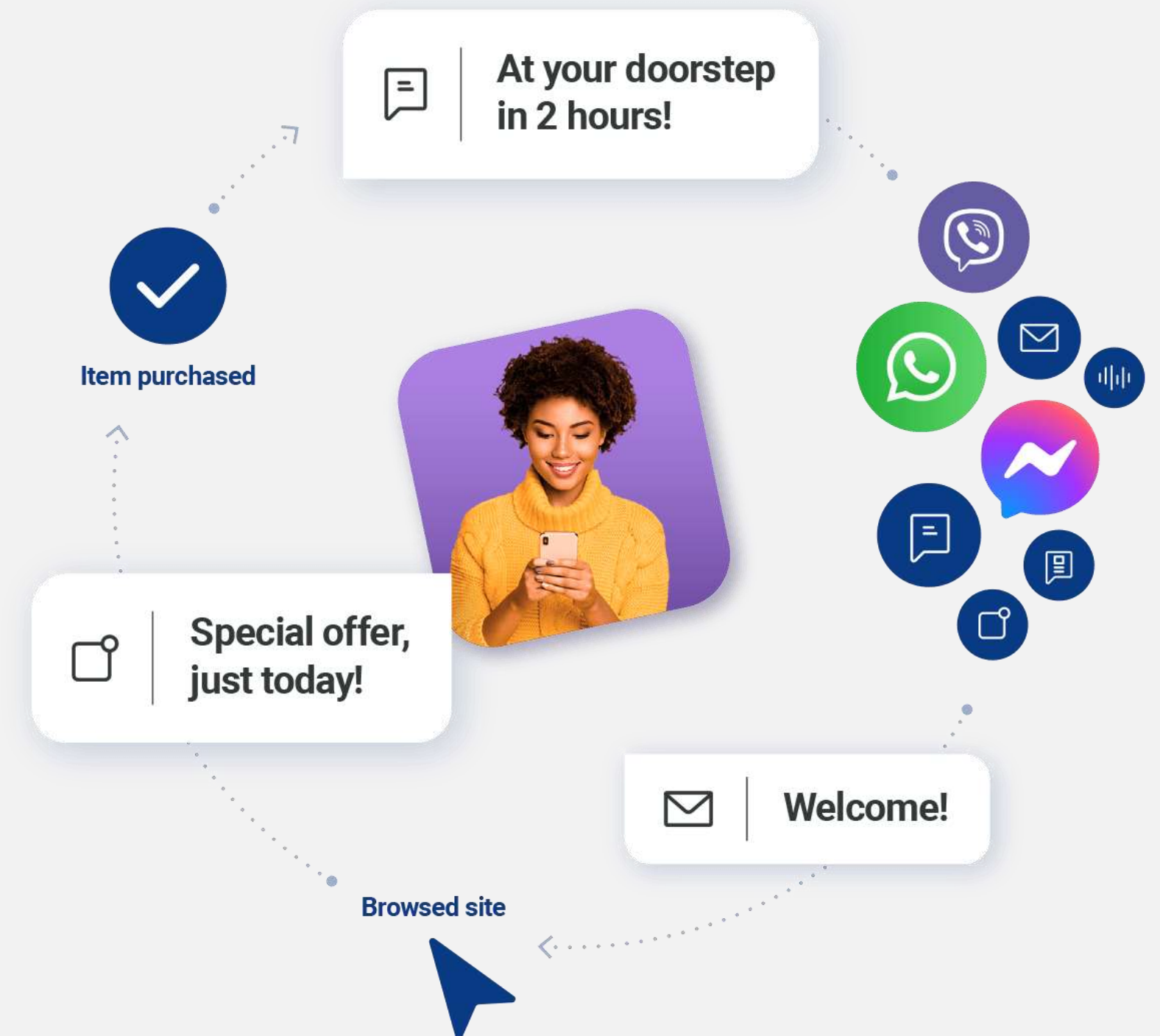of respondents expect a brand to respond to them within 24 hours[1]

80%
of respondents say that the experience a business provides is as crucial as its goods or services[2]

52%
of respondents have switched brands / service provider because of poor customer service[3]

At your doorstep in 2 hours!

Item purchased

Special offer, just today!

Welcome!

Browsed site

Global presence. Local reach.

- Global **CPaaS Leader**

- **Widest reach** of connectivity **on the planet**

- Unprecedented Reach **>200 countries**

- **#1** Global Communication Channels Vendor

- **Largest global private** network

68+
Offices across the globe

3k+
Employees globally

9.5k+
Unique Active B2B Customers

€200bn+
Total addressable market

1000+
Engineers

650+
Direct operator connections

Strong Customer Portfolio Across key Verticals

BANKING AND FINANCE

Allianz (ii) Partners

Emirates NBD

JS BANK
BARHNA HAI AAGEY

SBERBANK

UBA
United Bank for Africa

BLOCKCHAIN

Hong Leong Bank

RETAIL/ECOMMERCE

L'OCCITANE
EN PROVENCE

daraz

CarDekho

opensooq.com

Virgin
MEGASTORE

STUDIO
MODERNA

BURGER KING

TRAVEL & TRANSPORTATION/ ON-DEMAND

BlaBlaCar

scoop

Sabre

Uber

Bolt

PUBLIC SECTOR

Public Health England

Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

Milano
Comune di Milano

30+ projects realized to support government's health organisations with building FAQ bots across the world
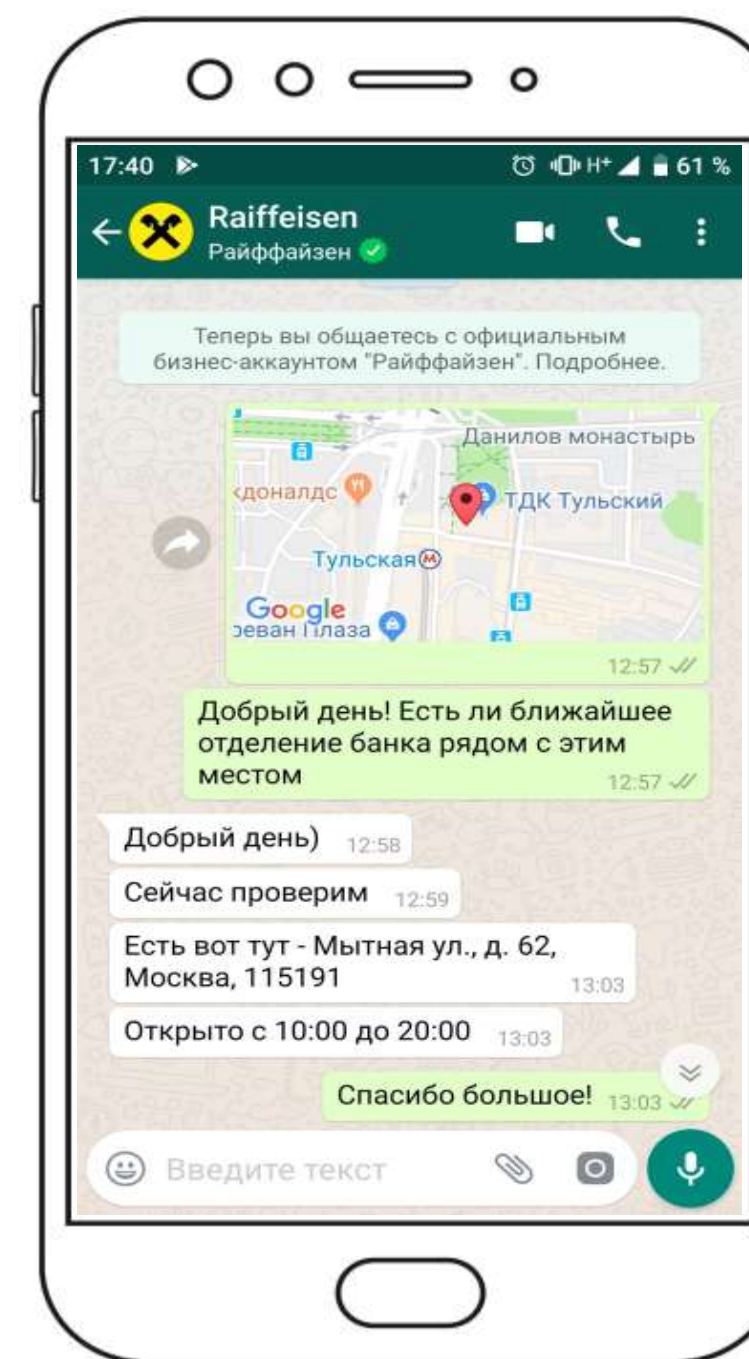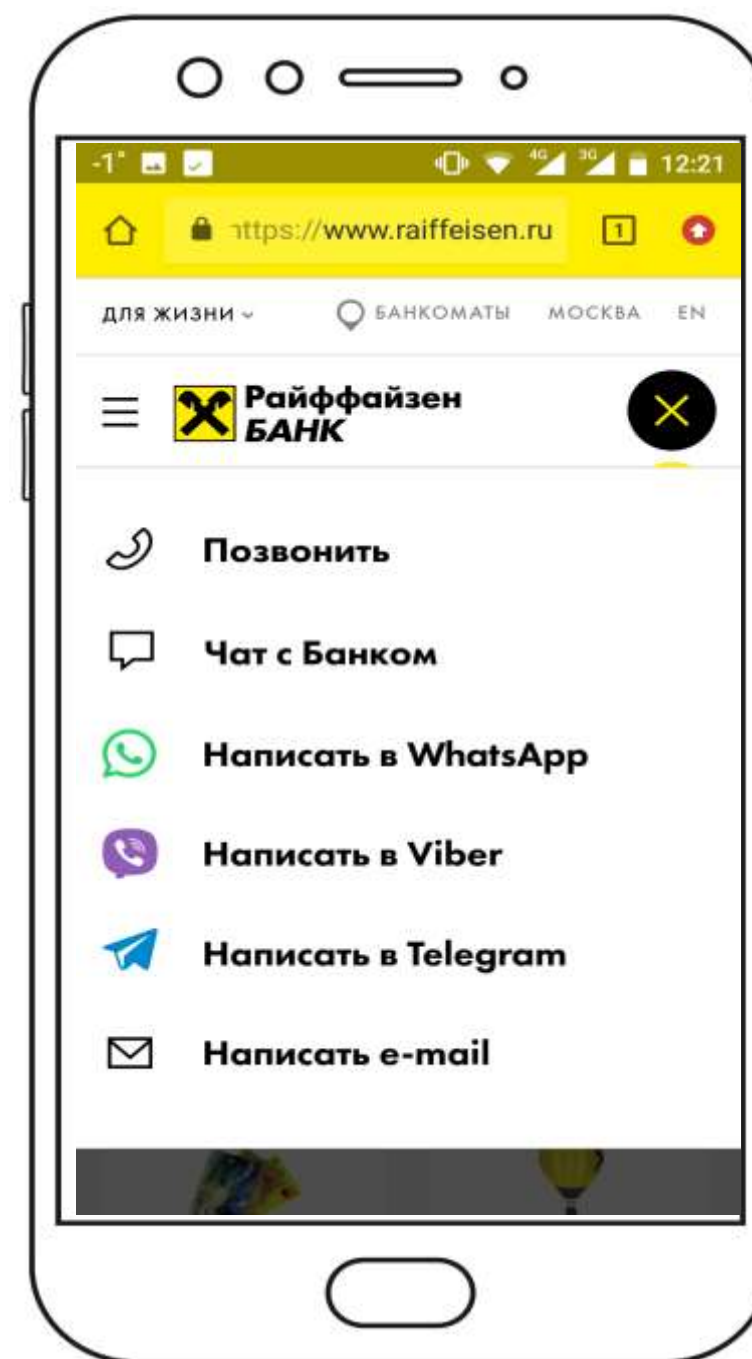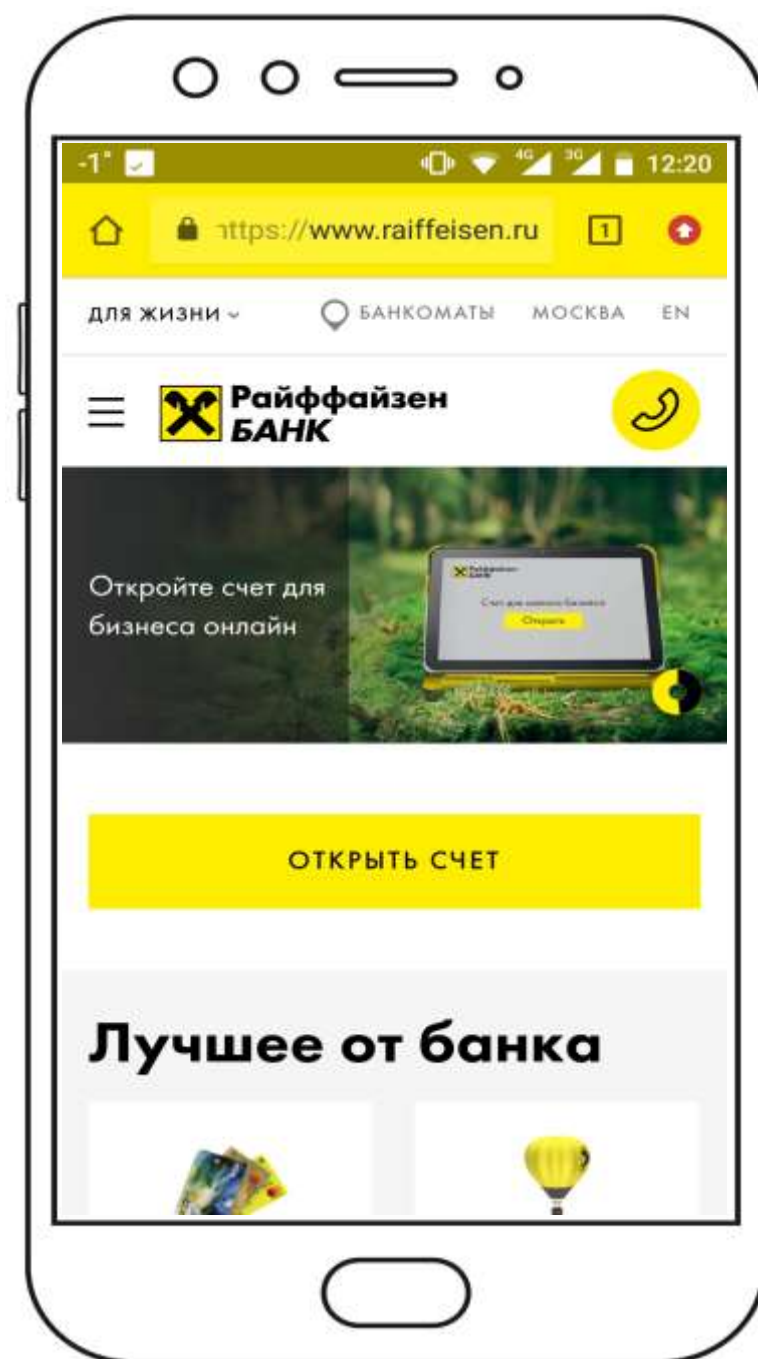
Banking Whatsapp Success Story

Raiffeisenbank - Russia

- They introduced SMS and WhatsApp Business to their 2.5 million clients, using it to help streamline their customer support systems thus improving efficiency.

Making customer service more efficient with the WhatsApp Business API

Challenge

- Reduce call centre costs and increase the speed of problem resolution

Solution

- SMS and WhatsApp added to the contact centre for fast and convenient customer support

WhatsApp customer service channel reduced cost per contact by 10x

10X
decrease in customer service costs

4–5X
increase in popularity for WhatsApp as a communication tool

19%
Boost in Net Promoter Score

"Adding WhatsApp as a customer service channel proved successful for us, as we have been able to increase customer satisfaction while reducing the costs associated with our contact center. With Infobip's help, we transformed our entire customer service system to become quicker and more profitable - people love using WhatsApp to chat with our customer service agents."

Ilya Schirov, Senior Vice President, Raiffeisenbank Russia
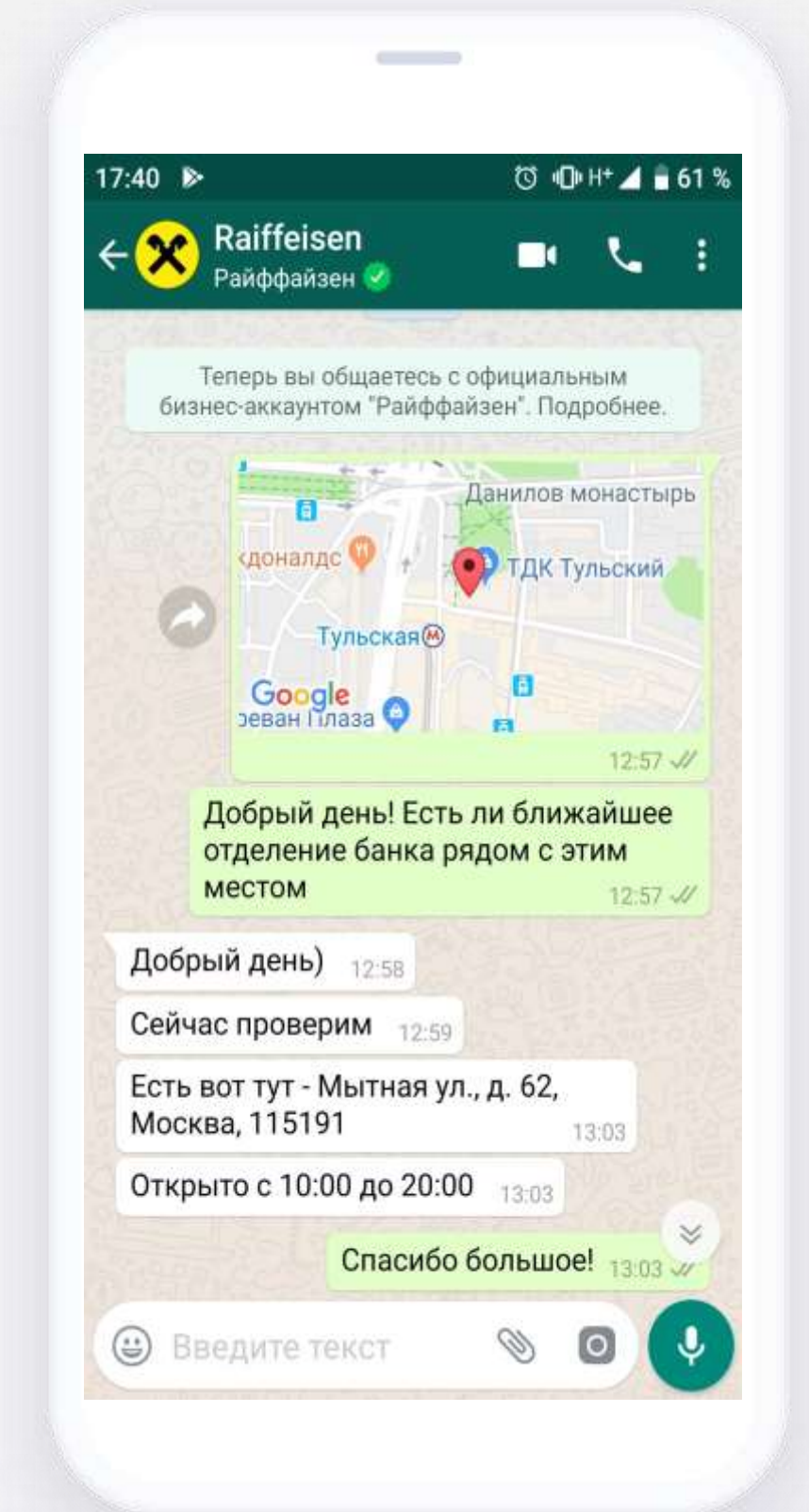
Meet Omnia

- Infobip's AI chatbot that was built, tested, and deployed via Answers.

- Add **+ 447860064511** to your contacts list and send a message saying ″Hi″ over WhatsApp or try scanning the QR code. The rest is easy to follow.

THANK YOU!

infobip

Q&A