

# Enghouse

# ENGAGE

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experience the journey 2017



# Texting in the Call Center 101

Featuring MessageMedia



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MessageMedia



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Strategic Accounts  
Enghouse Interactive

- **WHO IS MESSAGEMEDIA**
- **Why SMS needs to be prioritized**
- **Messaging Products – Overview**
- **Compliance – What you need to know**
- **Pricing Overview**
- **Enghouse Business Messaging IN ACTION – Customer Demo**



# About MessageMedia

## Founded in 2000

- Over 22K customers worldwide

## Why MessageMedia?

- Reliability: State of the art Global Routing Engine
- Support: Round-the-clock support with offices in US, AU, UK, and NZ

## Success By Partnership

- Partners like Enghouse the key to our success
- Other software partners in:
  - Security, Marketing, Gov't, Financial Services, Utilities, and many more...

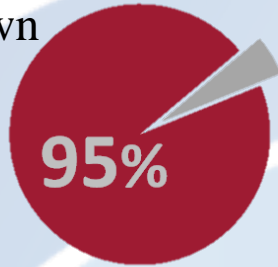




7%



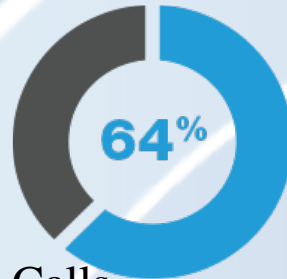
Americans own  
cell phones



Text Message  
Read Rates



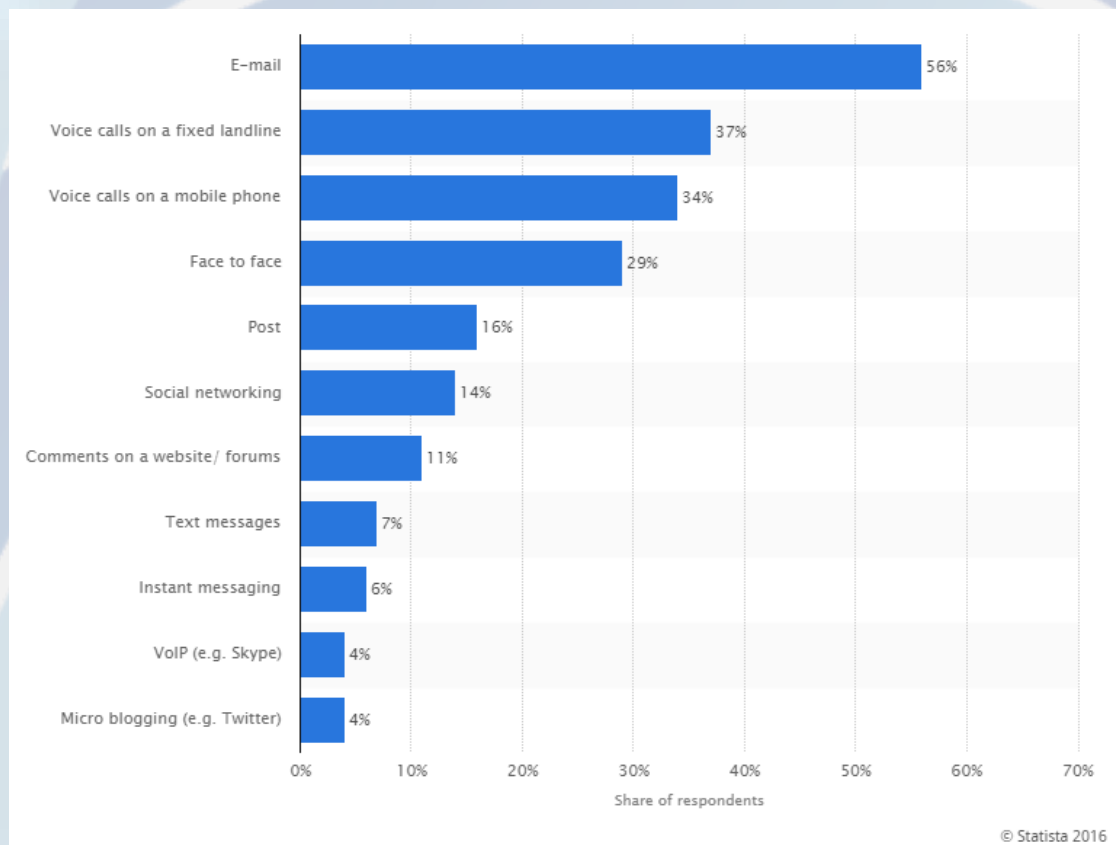
Prefer text  
Over Voice Calls



Positive Perception  
Companies Adopt Texting



# Surprising...



# Why SMS?

## Ubiquity

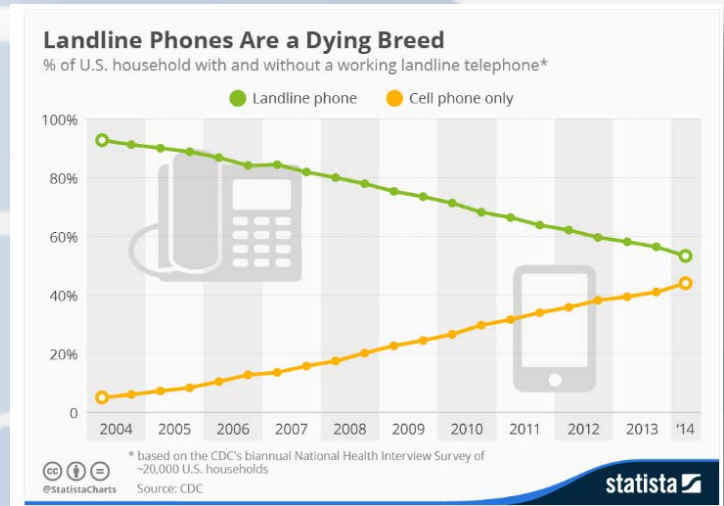
- 97% of people with smartphones TEXT

## Read Rate

- 98% Open Rate (only 1% SMAM)  
(90% read the text within the first 3 minutes)

## Landlines DOWN | Cell Phones UP

- 64% of consumers prefer to use text messaging over voice as a customer service channel
- 77% of consumers aged 18-34 are likely to have a positive perception of a company that offers text capability.





# The New Generation

Sebastian Maniscalco



View from 1:16 to 2:21

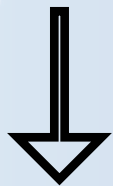
<https://www.youtube.com/watch?v=6QPhAnI9V10>

## Customer “Obsession”

- Millennials – Do you have a strategy?
- Squeaky Wheel Effect
- Self-Service = SUCCESS
- Automation = \$\$





Customer  
Rating

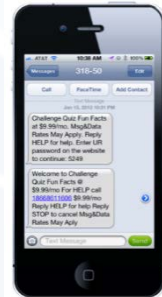
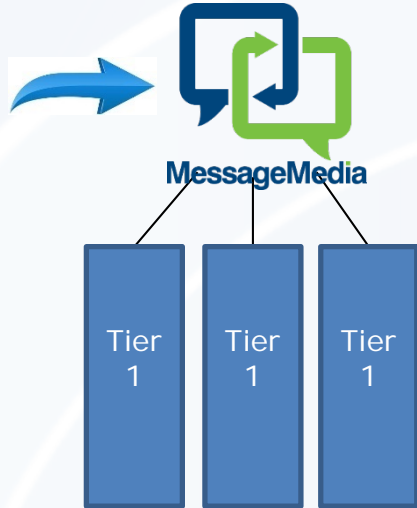


Customer  
Service



Transactional Messages	Marketing Messages
 <ul style="list-style-type: none"><li>• Provided Consent during registration</li><li>• Has to do with the customer's existing account</li><li>• Messages that "benefit" the recipient with ease of use, customer service, and engagement</li></ul>	 <ul style="list-style-type: none"><li>• Encouraging a purchase or participation OUTSIDE existing account</li><li>• Keywords like "send COUPON to 54327"</li><li>• Must be sent over Short Codes</li><li>• Must have explicit Opt-in (or double opt-in)</li></ul>

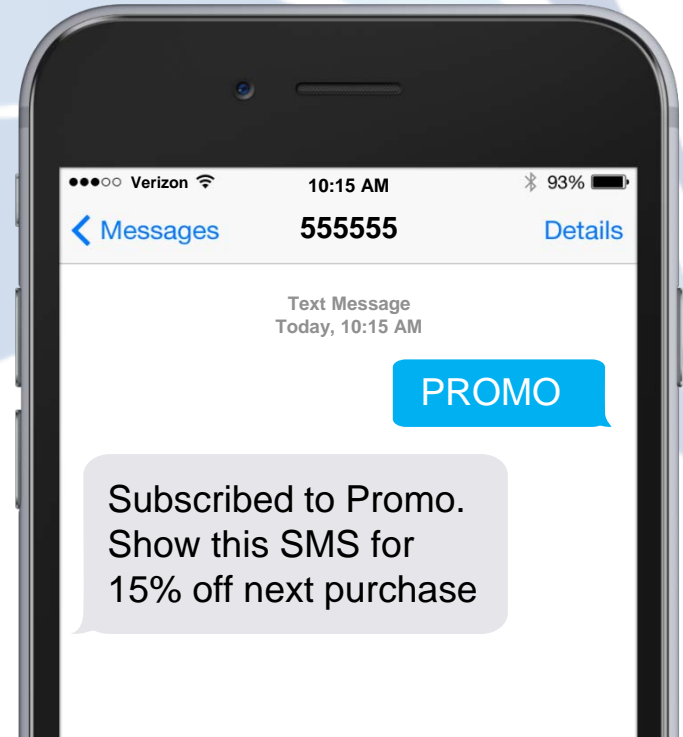
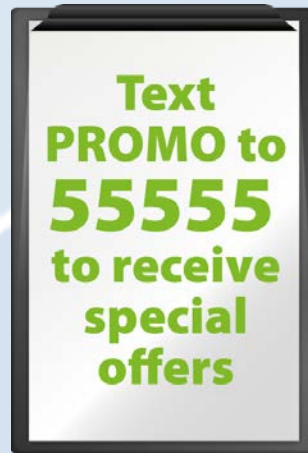






# SMS 101

- **Long Code (---)-867-5309**
  - Broadcast limitations
- **Short Code**
  - Great for High Volumes
  - Dedicated Short Code
  - Shared Short Code
- **MMS**
- **TTS**
- **Landline and 800 Enablement**



# Show me the money!

- **Automate Outbound**
  - Like an Outbound IVR, TEXT builds Proactive Outbound Communications
  - Builds loyalty, increases sales and renewals
  - Print Mail Replacement
- **Multi-Channel Automation**
  - Voice, SMS, email, and social media

SMS saves you money on every call

\$5.84

Average cost of a live  
telephone call

\$0.95

Average cost of a  
self-service session

You could save almost  
**\$25,000** per month or  
**\$300,000 annually\***

\*Based on 5,000 service calls per month

# Pricing Overview

## Pricing

- Traditional Pricing
- New Models
- Implementation & Support



# TEXT when?

## Proactive Outbound

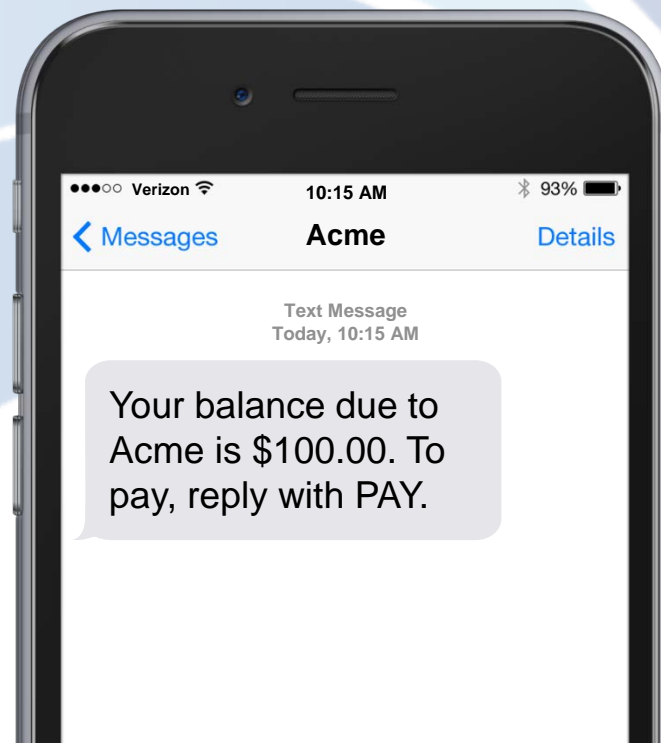
- Appointment & Billing Reminders
- Changes to an order/purchase status
- Delivery Notifications

## Inbound Customer Messages

- Service questions
- Order refills
- Promotions, discounts, and loyalty rewards

## Two-way Conversations

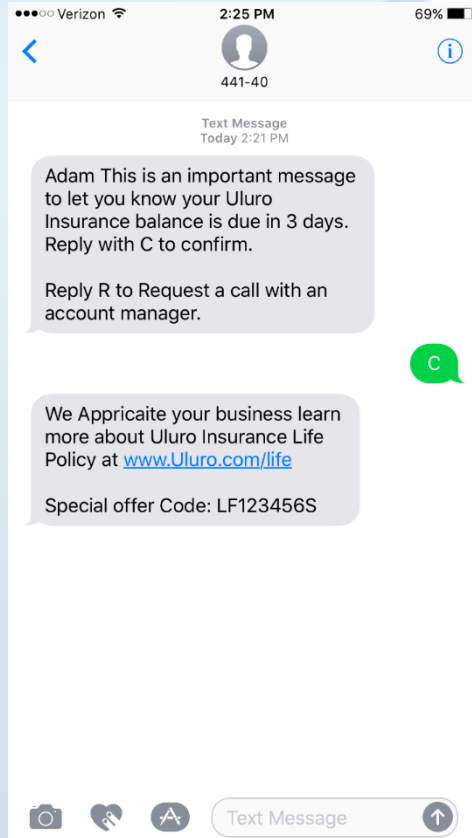
- Customer service exchanges
- Make and confirm reservations







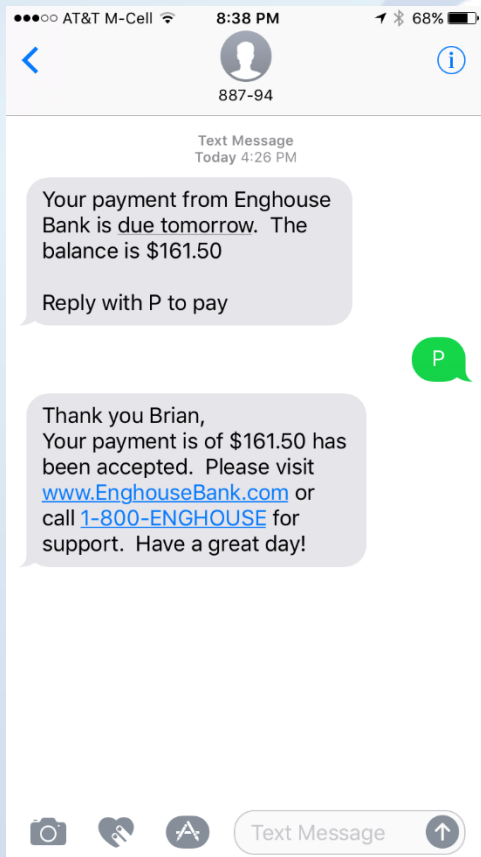
# TOP ENGHOUSE SMS APPs



- **BILLING AND PAYMENT REMINDERS**
- **5x higher open rate than email (90% read within 3 minutes)**
- **Embed a link to your payment site to simplify payments**
- **Increase Customer Satisfaction**
- **Optimize Cash Flow – GET PAYMENTS QUICKER**



# TOP ENGHOUSE SMS APPs

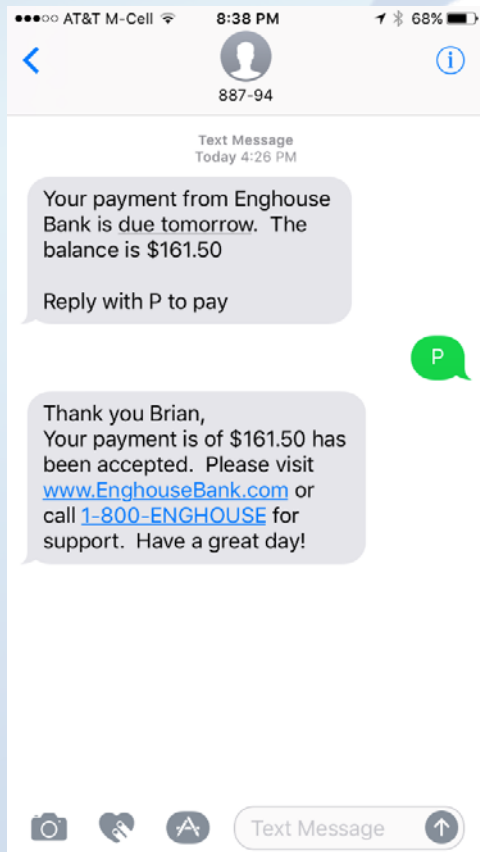


## REMINDERS AND NOTIFICATIONS

- **Appointments**
- **Delivery Notifications**
- **Renewal Reminders**
- **Account Alerts**
- **Order & Shipping Alerts**




# TOP ENGHOUSE SMS APPs



## TEXT-2-PAY

- **Immediate Payments**
- **Increase DSO by up to 20 days over Print & Mail**

# TouchPoint... In Action

 **7:58** Wat Time

SMS Queue


**Jess Stratton**  
Infinite Solutions

Transferred by Dave Johnson

**Accept**

**TouchPoint**

Jess Stratton Jess Stratton 04:19

Jess Stratton  Infinite Solutions 300081 Available

11:15 a.m.

**Phrases**

Phrase 1

Phrase 1

Hi,  
Sorry to hear you are havig problems with your system.

**Insert**

Enter your text here

**TouchPoint**

Close tab (move to History)

Interactions Window Tabs

+01 (234) 5678910

Side Tabs


Active 0:29 Related Wrapup

ACM Queue 1  
942 a.m. Mon 22 Feb 2016  
Time in Queue: 0:00  
+01 (234) 5678910

Scratch Pad  
Enter your notes...

Interaction Info

# In Action...


Outbound Notifications

Manage ▼

- Schedules
- Templates
- List Definitions
- Timetables
- Restrictions
- Do Not Call List

Monitor >

- Users
- Configuration

Manage ▼
Monitor ▼
Users
Configuration
Admin ▼


Auto Refresh

Executions

- Notifications
- System Log

20 ▼
Add filter ▼
Export

Pending	Success	Failed	Total	Progress	Actions
0	0	1	1	<div style="width: 100%; height: 10px; background-color: red;"></div>	<span>Resume</span> <span>Stop</span>
0	0	1	1	<div style="width: 100%; height: 10px; background-color: red;"></div>	
1	0	0	1	<div style="width: 100%; height: 10px; background-color: blue;"></div>	<span>Resume</span> <span>Stop</span>
2	1	0	3	<div style="width: 100%; height: 10px; background-color: blue; position: relative;"><div style="width: 33%; background-color: green;"></div></div>	<span>Pause</span> <span>Stop</span>
1	0	0	1	<div style="width: 100%; height: 10px; background-color: blue;"></div>	
2	0	0	2	<div style="width: 100%; height: 10px; background-color: blue; position: relative;"><div style="width: 50%; background-color: green;"></div></div>	<span>Pause</span> <span>Stop</span>
1	0	0	1	<div style="width: 100%; height: 10px; background-color: blue;"></div>	<span>Pause</span> <span>Stop</span>
2	0	1	3	<div style="width: 100%; height: 10px; background-color: blue; position: relative;"><div style="width: 66%; background-color: red;"></div></div>	
1	1	0	2	<div style="width: 100%; height: 10px; background-color: blue; position: relative;"><div style="width: 50%; background-color: green;"></div></div>	<span>Pause</span> <span>Stop</span>
0	0	1	1	<div style="width: 100%; height: 10px; background-color: red;"></div>	
0	1	0	1	<div style="width: 100%; height: 10px; background-color: green;"></div>	<span>Resume</span> <span>Stop</span>
1	0	0	1	<div style="width: 100%; height: 10px; background-color: blue;"></div>	<span>Resume</span> <span>Stop</span>
1	0	0	1	<div style="width: 100%; height: 10px; background-color: blue;"></div>	<span>Resume</span> <span>Stop</span>


Outbound Notifications

### Executions List

Status	Schedule	Date Started	Date Finished
⏸	Lorenzo2016	24.06.2016 11:16	28.02.2016 14:17
✓	Toney742 (deleted)	23.06.2016 14:55	
⏸	Chung67	17.06.2016 22:23	22.02.2016 01:25
▶	Pritchett2014	17.06.2016 02:00	
■	Wai876	23.02.2016 03:09	
▶	Edelmira1996	21.02.2016 16:04	
▶	Dylan1981	21.02.2016 05:26	
■	Valery1978 (deleted)	20.02.2016 23:46	
▶	Edelmira1996	17.02.2016 22:06	
✓	Toney742 (deleted)	17.02.2016 11:16	
⏸	Douglass1	17.02.2016 01:01	21.02.2016 05:20
⏸	Horace2007	17.02.2016 01:01	
⏸	Crews279	17.02.2016 01:00	



MessageMedia

# Questions?

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# Thank You!

See You Next Time

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