

Let's get conversational:

9 ways to transform your CX
with messaging



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The messaging revolution

Over the last decade, messaging has fundamentally changed the way in which we interact with friends and family in our personal lives. Messaging apps like Facebook Messenger and WhatsApp have made it easy to connect with anyone, anywhere in the world, and share meaningful content with the people we care about the most. Unlike live chat, messaging is designed for rich, continuous and convenient digital relationships.

However, the messaging revolution has transformed customers' expectations. Consumers globally now expect to be able to engage with brands with the same richness and convenience that they're used to in their personal lives.

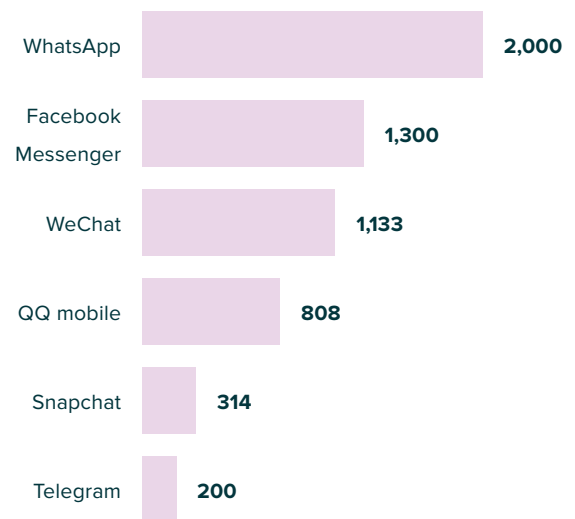
Brands are paying attention and are planning to use messaging to build more personal relationships with their customers. This means being available on every channel already used by customers, and making every interaction feel personal and effortless. With this new global demand for business-to-consumer messaging, companies like Facebook, Google and Apple are all racing to deliver messaging offerings designed for businesses.

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consumers want to message with brands.

[Source](#)

The most popular messaging apps by monthly active users (in millions)



With every new channel that customers use, brands need a way to continue to deliver a seamless customer experience. Richness and connected customer data can give your customer a complete picture of their relationship with your business. Imagine if your products, customer orders and more could be delivered to customers as part of an interactive in-app experience.

Rising customer expectations are driving businesses to seek a new kind of messaging solution to engage with customers. To meet these expectations and to future-proof, brands are turning to integrated messaging platforms that make it easy to deliver the best experience wherever customers are. These platforms unify messages from every channel into one continuous conversation, and give developers the tools and flexibility to create scalable messaging experiences. The results? Increased engagement, higher customer satisfaction and a conversational relationship with every customer.

Conversational business is here

Conversational business is driving brands to interact with customers in an entirely new way. Messaging-driven customer engagement yields greater convenience and flexibility for both agents and customers, who can pick up and respond at their leisure.

Beyond reducing operational overheads, leading brands that introduce automation, chatbots and rich messaging are encouraging customers to find answers for themselves and take action on their own – directly from the messaging interface. With conversational business, brands are empowered to go beyond support and create new opportunities for customers to engage, convert and make transactions using messaging

Unlock conversational CX with an open messaging platform

[Sunshine Conversations](#) is the world's most advanced messaging platform for conversational business. With the platform, you get a single API that unifies messages from every channel under a single customer profile and conversation. With powerful SDKs for web and mobile, you can also build modern in-app messaging on any device to drive more conversational engagement within the products and services used by your customers every day.

Sunshine Conversations is open and flexible, so you can enhance the out-of-the-box experience with automation, chatbots and extensions that go beyond the conversation window. Then bring any business person or system into the thread with a shared view of the customer. With a single view of the customer conversation, you can harness the power of conversational data to transform support into conversational business at every step of the customer's journey.

Here are nine ways to use an open-messaging platform like Sunshine Conversations to transform support into conversational business.



Transform support into conversational business with Sunshine Conversations

01 Deliver omni-channel customer support

Siloed conversations across your website, mobile apps and social channels make it hard to identify customers when they contact you. Without a single view of the customer conversation, customer-engagement teams are missing valuable context at every touch-point.

With Sunshine Conversations, customers can contact you on their favourite channels and switch seamlessly between channels at their convenience. A unified API connecting to dozens of the world's most popular messaging channels also means that your messaging strategy is future-proof. Add channels easily as you scale, and keep a single record of the customer conversation.



For example, media and entertainment companies can give customers the freedom to contact Support about their favourite streaming service from any app or device. With Sunshine Conversations, agents can pick up the conversation and see connected, historical messages from every channel, helping to resolve problems more quickly.



Financial services companies can start conversations on public channels like Facebook Messenger. Then, before information about personal or regulated financial information is exchanged, customers can be transferred to native messaging on a brand's website or mobile app for complete end-to-end encryption and compliance.

Embed modern messaging into your website and apps

Customers have come to expect a brand's website and apps to provide the same type of rich messaging experience as that of industry leaders like Facebook Messenger and Apple Business Chat. This means that your digital properties should be able to deliver a persistent, asynchronous conversation that goes beyond texting.

With Sunshine Conversations, you get the latest and greatest messaging trends built natively on SDKs for your website and apps. Now you can deliver persistent, asynchronous messaging on the Web, Android and iOS using read receipts, typing indicators and rich content types such as GIFs, quick replies and location sharing.



For example, telecommunications providers can make it more convenient for consumers by giving them a modernised customer experience on their website, while optimising staffing levels. Customers can have ongoing conversations about new services or to get help, especially when they don't need an immediate response.



App makers can embed messaging directly into a product to make it easy to get support. The entire conversation history is always available, and being able to send pictures and links to Help articles makes troubleshooting easier for both parties.

Help customers take action inside the conversation

Session-based chat makes it hard for customers to do anything beyond getting answers to basic enquiries at the time. Today's customers are looking for chat experiences that allow them to find answers for themselves, while doing more across the entire customer life cycle.

With Sunshine Conversations, you get access to rich message types such as carousels, forms and drop-down menus, as well as developer tools to create embedded experiences that help consumers take action across the customer life cycle. Go beyond the conversation window with web-view-based extensions that help customers make bookings, appointments and complete payments without ever leaving the messenger.



Online retailers can create apps for customers to chat with stylists, where they can view carousels of personalised outfits and accessory recommendations. Then, customers can complete their purchase inside the conversation, driving in-app revenue.



Restaurants can give customers the option to book a date and time with drop-down menus and quick replies. Customers can even select the type of table they want and where they'd like to sit using lists and forms.

04 Integrate chatbots for self-service at scale

The rise of chatbots and AI has unlocked a major opportunity for businesses to automate and streamline their customer interactions as they grow. Without these tools, companies are missing out on the chance to automate low-complexity tasks, drive down operational costs and let agents focus on human-to-human conversations.

Sunshine Conversations lets you integrate AI and chatbots into your messaging apps to deliver automated, yet personalised content that sets your digital experience apart from the rest.

The Conversations API gives you the power to leverage third-party data, enabling you to put conversations in context and deliver self-service at scale.



Financial services providers can integrate chatbots into their websites and native apps to help customers perform routine tasks, such as verifying their account balances, making payments, transferring money and even reviewing their online credit score.



Insurance companies can use AI and bots to help customers build car-insurance quotes based on input gathered from the conversation, such as vehicle information, mileage, driving history and driving licence particulars.

05 Start the conversation with your customer

In the digital age, customers are distracted, making it hard to drive engagement across the customer life cycle. Businesses need access to tools that get them ahead of customer problems to promote and build customer loyalty.

Sunshine Conversations lets you [start a conversation](#) with your customers and automatically route messages to their preferred channel. Drive customer engagement and satisfaction with personalised messaging touch-points throughout the customer journey, whether you have one customer or many.



Telecommunications providers can prevent escalations by proactively notifying customers when they go over their data allowance, as well as driving additional revenue with upgrade options. They can also proactively advise customers about interruptions to service or upcoming and overdue payments.



Online retailers can use outbound messaging with their customers to deliver personalised promotions and bring them back to the shopping basket to complete a transaction.

Bring anyone into the conversation

Modern customer relationships are complex and often include multiple parties, both inside and outside the business. Marketplaces and gig economy companies have emerged, creating a demand for connecting buyers and sellers, supporting groups of customers and driving complex collaboration across internal teams. With no way to bring fragmented one-to-one conversations together, customers and businesses alike are left in the dark.

With Sunshine Conversations, you can bring everyone into a single conversation with the richness of modern messaging. [Multiparty for Sunshine Conversations](#) manages participants and monitors conversations to give you full control over every multi-sided customer-support problem.



Marketplace companies can connect buyers with sellers, and passengers with drivers – all while allowing your business to monitor conversations actively or passively, intervening when necessary to handle escalations and disputes.



Finance companies can connect brokers or portfolio managers with customers on any channel. With Multiparty for Sunshine Conversations, you can own both sides of the conversation and access it at any time for reporting and compliance purposes.

07 Speak your customer's language

Globalising customer support in every language that customers speak can be challenging. Businesses need to be able to clearly understand the context and intent of every customer problem to deliver a transparent and seamless customer experience.

With Sunshine Conversations, businesses can translate and enrich messages with valuable context on the fly to streamline every support interaction. Integrate third-party services, such as two-way language translation and intent detection, to predict customer sentiment and understand what customers are really saying in their messages.



Hospitality companies and hotel chains can translate messages from international travellers in real time to give hotel staff context and the convenience of responding in the local language.



Telecommunications providers can use natural language processing to understand customer sentiment and recommend the best course of action or automatic escalation to reduce the likelihood of churn.

Share conversations with anyone in your business

The explosion of new channels and business software for customer engagement has made it hard for brands to understand their relationship with their customers. As businesses scale, this approach creates conversational siloes that force customers to repeat themselves, leaving sales, support and marketing teams on different pages.

Sunshine Conversations unifies conversations across multiple channels, provides a holistic view of the customer and lets you share customer information across your business. Maintaining a persistent conversation thread means that teams always have access to the data required to improve customer experience and reduce unwanted friction.



Banking companies can keep track of customers as they contact them for support across a variety of different channels, including WhatsApp, Facebook and the Web. Depending on context, a customer enquiry about mortgage rates can be routed to either Sales, Marketing or Support, but persist as part of a continuous conversation with the entire business.



Retail and manufacturing companies can use messaging to give customers updates as orders make their way through the value chain. Then, if customers contact them with a problem, everyone has a view of each message sent along the customer journey, thus simplifying resolution.

Control the flow of the conversation

As brands introduce chatbots, automation and multi-department messaging infrastructure, controlling each customer conversation becomes a challenge. Businesses need a way to define the rules of engagement centrally and to streamline hand-offs between teams and automation across systems for a more streamlined customer experience.

With *Orchestration for Sunshine Conversations*, you can design and manage the conversational journey centrally between bots, channels and all your customer-engagement software. Use keywords, conditional logic and sentiment to create a next-generation messaging experience that's as seamless as it is personalised.



E-commerce providers can use bots to deflect routine tickets, then route higher-touch enquiries – complete with conversation history – to a live salesperson for help. Afterwards, conversational context can update customer segments so that marketing teams can build more targeted upselling campaigns.



Delivery and logistics companies can use event-based data to find the exact location of an order and automatically escalate conversations to the right team, such as restaurant staff or an assigned delivery driver.

Ready to begin your journey into conversational business?

Learn more at www.zendesk.co.uk/conversations

Read our [State of messaging report](#)

