Extend the Digital Conversation.

One customer. One conversation. The end of starting over.

Brands Need to Create an Ongoing Personal Relationship With Their Customers

As consumer technology and preferences evolve, digital conversations are changing too. For businesses looking to create the best possible customer experience, making conversations more personal makes them more powerful.

Messaging is Changing the Conversation

Messaging use has exploded, with more active monthly users now on messaging apps (3 billion) than social networks (2.7 billion) or email (1.6 billion)[1].

Nine out of 10 consumers want to use messaging to engage with companies but only 48% of businesses are equipped[2]. Conversely, brands prefer consumers engage via their website and mobile app(s) where they're able to serve them best.

3 billion

# of monthly active users on messaging apps vs. social networks (2.7 billion) and email (1.6 billion)[1]

Consumers have come to expect the immediacy, simplicity and continuity they get with messaging.

In fact,

9 out of 10

consumers want to use messaging to engage with companies[2]

BUT only

48%

of businesses are equipped to connect with customers through messaging

Brands can capitalize on the channels that align with customer preferences to increase satisfaction while reducing the cost of service.

Companies using messaging see

2x improvement in customer effort and win-back rates and

3x Net Promoter Scores[3]

Sources: (1) BI Intelligence, 2017, (2) Twillio Report, 2016, (3)Aberdeen Group

"MESSAGING" IS BOTH A CHANNEL AND AN EXPERIENCE

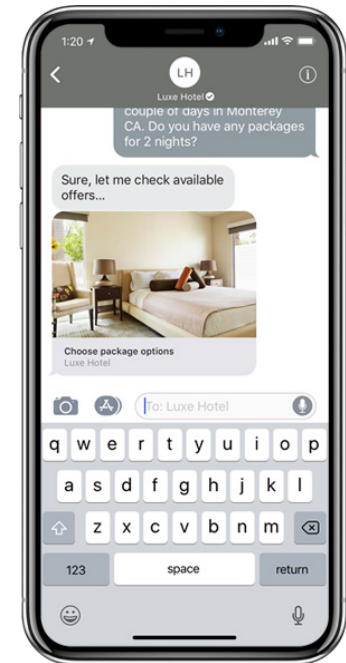## Messaging as a CHANNEL
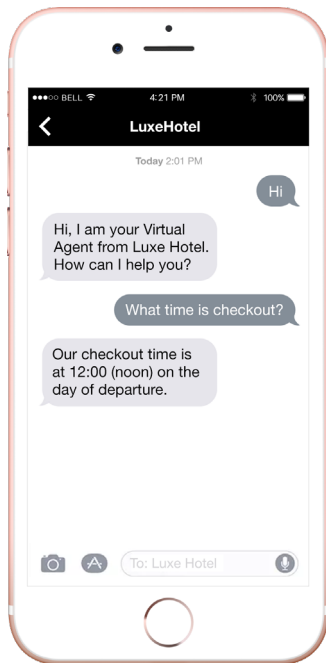
Messaging channels include web, mobile, native apps, Apple Business Chat, and messaging apps like Facebook Messenger

Messaging as an EXPERIENCE

• Always-on & easily accessible

• One continuous thread

• Connected across web & mobile

• Familiar experience

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Messaging, simply put, is the exchanging of electronic communications. Today, when consumers hear messaging, they often think of messaging apps like traditional SMS or apps like Facebook Messenger or WhatsApp.

But messaging is much more than that. It's a mode of communication that refers to the always–on, single conversational thread with the ability to stop and start the conversation over time, also known as asynchronous messaging, that makes messaging convenient and effortless.

EXTEND THE DIGITAL CONVERSATION

Make Every Conversation More Powerful

[24]7.ai is extending the digital conversation with intelligent messaging.

Now you can let your customers carry on continuous, contextual conversations in real time, on "their time," and over time, connected across your branded digital channels—including web and mobile apps—and using the messaging apps they love most.

Whether they're conversing with a [24]7 AIVA virtual agent or with a live [24]7 Chat agent, single conversational threads make it possible to pick up right where they left off even after time has passed—which means no more repeating the same information with every contact.
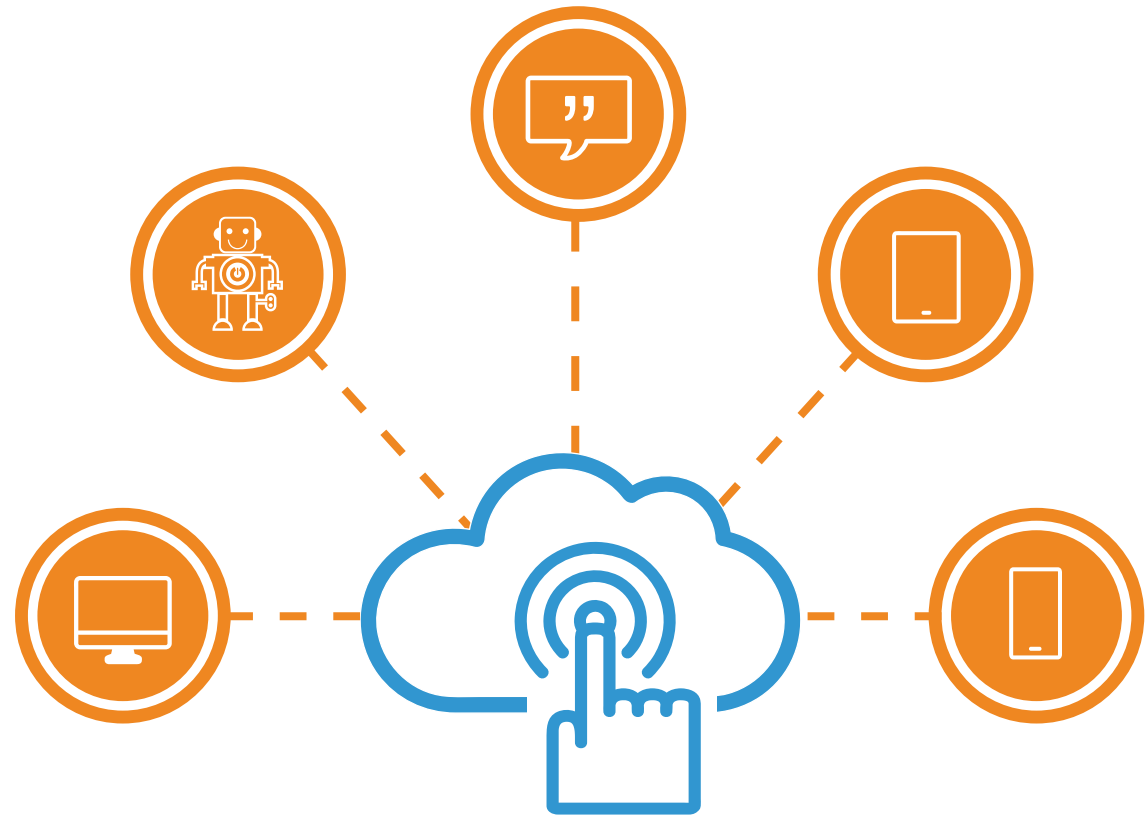
EASIER FOR CUSTOMERS. EASIER FOR ENTERPRISES.

[24]7 Messaging allows enterprises to enable continuous conversations with your customers.

Enable a single conversational thread with your customers across time, sessions, and devices.
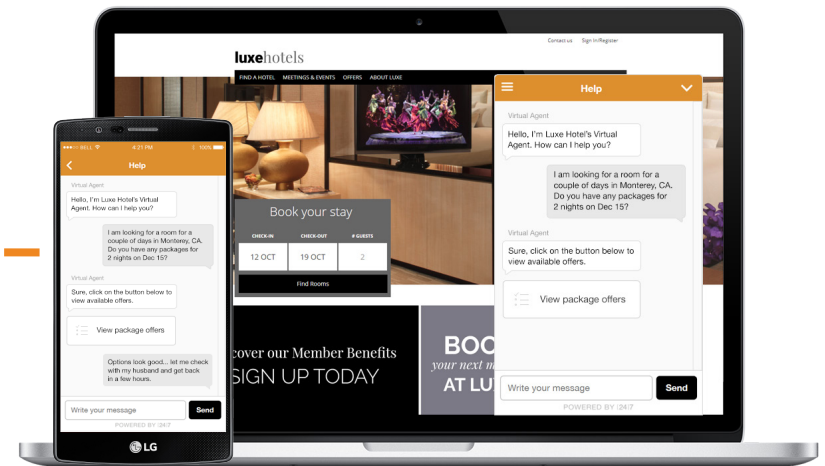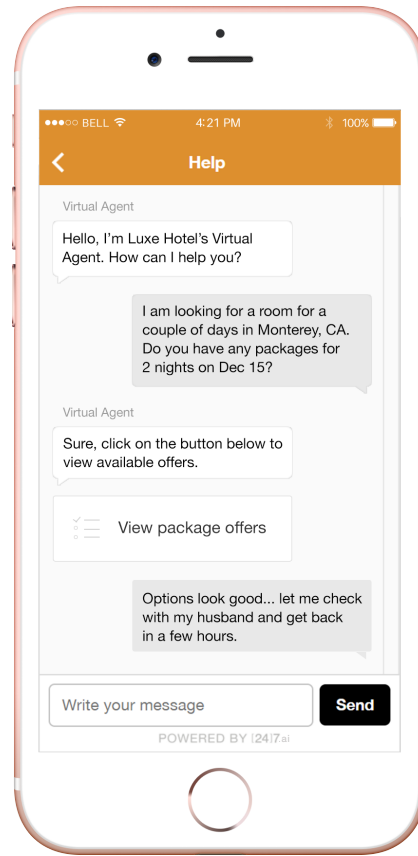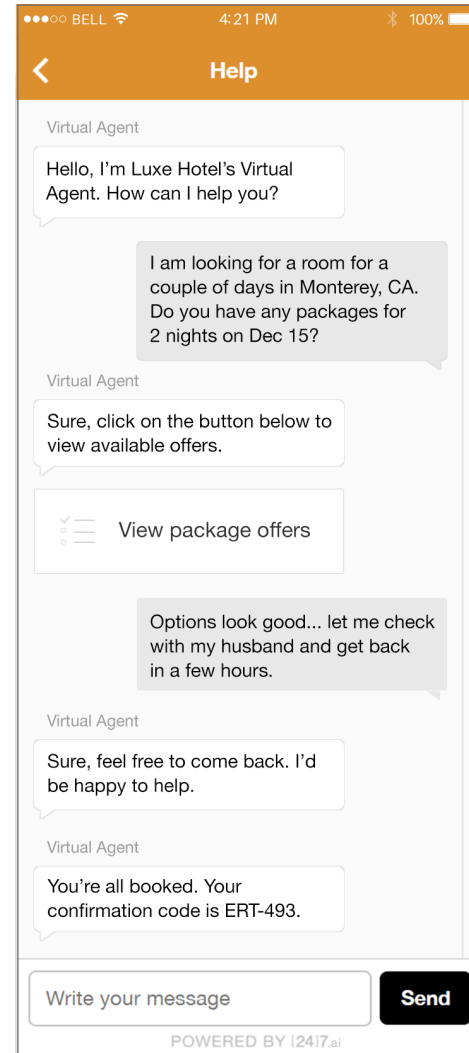
Continue the conversation without ever starting over.

History and context **across channels** creates personalized, effortless experiences for web and mobile iOS and Android.

ENABLE ONE CONTINUAL CONVERSATION WITH YOUR CUSTOMERS

Intelligent cross–channel messaging allows customers to carry on conversations in real-time, over time, and on their time through a single conversational thread.

●●●○○ BELL 📶   4:21 PM   ☀ 100% 🔋

Help

Virtual Agent

Hello, I'm Luxe Hotel's Virtual Agent. How can I help you?

I am looking for a room for a couple of days in Monterey, CA. Do you have any packages for 2 nights on Dec 15?

Virtual Agent

Sure, click on the button below to view available offers.

View package offers

Options look good... let me check with my husband and get back in a few hours.

Virtual Agent

Sure, feel free to come back. I'd be happy to help.

Virtual Agent

You're all booked. Your confirmation code is ERT-493.

Write your message   **Send**

POWERED BY |24|7.ai

Let your customers engage in **real-time**...

...on **their time**...

...and **over time**

DELIVER A PREMIUM EXPERIENCE ON YOUR BRANDED DIGITAL CHANNELS

Continue the conversation anywhere without starting over

Brands prefer customers engage on their branded digital channels where they can best serve them. Cross–channel messaging delivers an "always–on," single conversational thread with infinite history and real–time context across channels, devices and time so customers never have to start over.
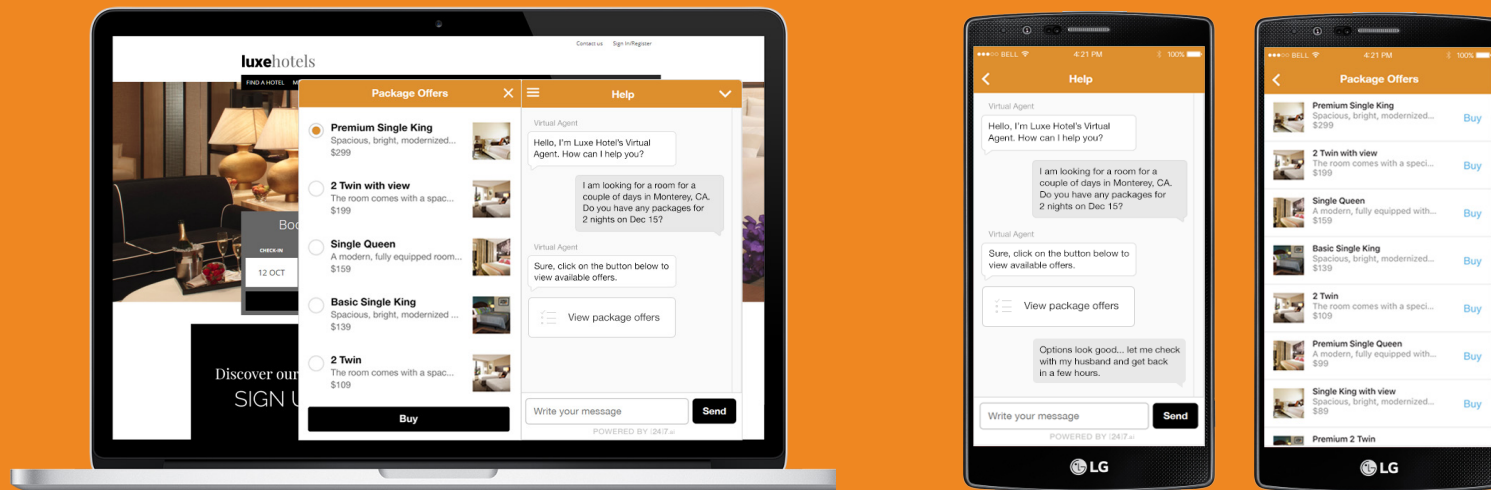

For Website, Mobile Web, and Mobile Apps including iOS and Android

EASIER FOR ENTERPRISES WITH A PLATFORM APPROACH TO MESSAGING

Create a unified customer engagement strategy powered by your customers' own, actual intent and extend the ease of messaging to all your digital touch–points, including branded channels. Maintaining conversational context helps route customers to the best resource to make every experience effortless and efficient, allowing you to deliver better self–service and assisted service for a better bottom line.

Key Features & Benefits

1 **Single platform approach to real–time and asynchronous messaging.** Future–proof, microservices approach allows [24]7.ai to quickly add emerging messaging channels, such as Apple Business Chat, with open APIs for other third-party integration.

2 **Powered by our patented AI–driven intent prediction** and natural language capabilities that can be built once and deployed across all channels.

3 **Enabled for cross–channel engagement and seamless transfer between channels** with support for web, mobile web and mobile iOS and Android, for effortless customer experiences.

4 **Tightly integrated self–service and assisted–service.** Enable seamless transfer from virtual agent/chatbot to live chat agent with context and history so agents can use prior activity to resolve issues quicker. Single agent console for messaging and chat agents.

5 **Proactive messaging** for journey specific updates and personalized notifications and offers.
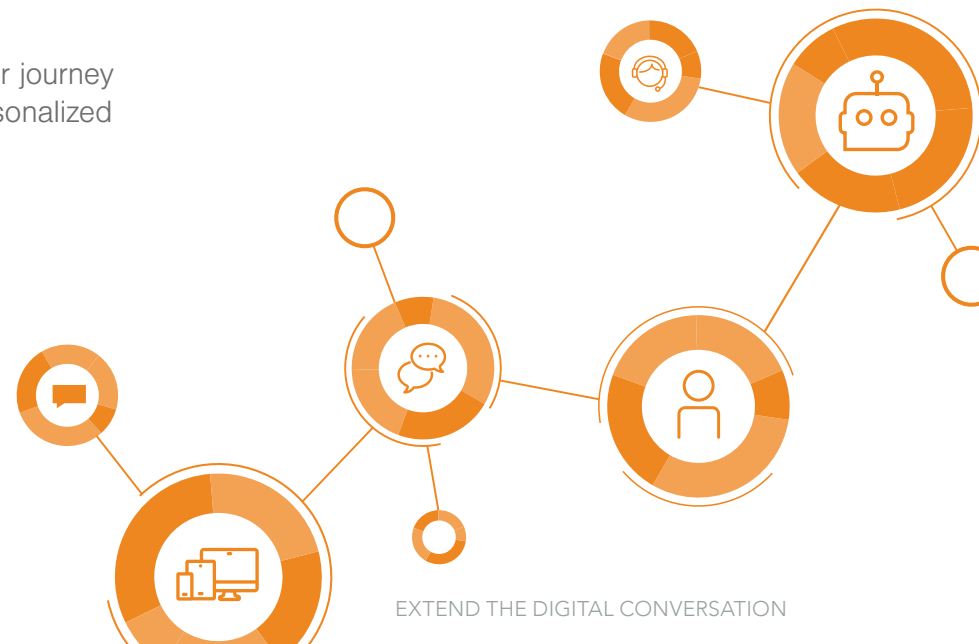
Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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About [24]7.ai

[24]7.ai is redefining the way companies interact with consumers. We help you attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.

For more information visit: www.247.ai