Genesys Text Messaging
Interact with customers via two-way mobile messaging

Text messaging has grown at historical rates

Text messaging is the fastest growing communications channel in history, and it has become a preferred communications channel for billions of consumers due to its convenience, immediacy, and ease-of-use. Businesses that leverage text messaging for customer communications are being rewarded with a deeper level of customer engagement and improved response rates.

Benefits

For consumers:
• Convenience
• Immediacy
• Ease-of-use
• Self-service
• No waiting on hold

For businesses:
• Cost-effective
• Reduced inbound calls
• Increased agent productivity
• Enhanced customer experience
• High response rates

Mobile opt-in database, or Genesys can work with you to grow, store and maintain one for you. Genesys also removes deactivated cell numbers from your opt-in database, and provides a self-service rules builder to control contact frequency.

Escalate texts to contact center agents when needed

Genesys can also bring the benefits of interactive text messaging into contact center operations by enabling organizations to use a combination of automated and agent-assisted interactive text dialogs. Automated text chats that require special handling can be escalated to live agents when needed for either phone or text response.

Engage customers in automated text messaging dialogs

Genesys enables your business to interact with customers via SMS and MMS text messaging in a variety of ways, including fully automated two-way text campaigns. Genesys simplifies compliance efforts by leveraging your own

Text messages throughout the customer lifecycle

There are many examples of text messaging applications, including:

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<td>• Opt-in campaigns</td>
<td>• Welcome messages</td>
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<td>• Loyalty programs</td>
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<td>• Post-purchase surveys</td>
<td>• Product recalls</td>
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How Genesys text messaging works

A consumer sends a text message to your company to either initiate an interaction, or to respond to a message you sent to them. For example, a customer receives a communication from you via text or other communications channel, such as an outbound IVR call, email, or letter. Rather than being instructed to call your company, they are prompted to send a text using the provided keyword and short code. The customer sends the text message and Genesys automatically reviews the communication using a set of predefined business rules to determine the appropriate automated or agent-assisted response.

SMS and MMS texts

Genesys enables you to send two types of text messages. Short Message Service (SMS) is alphanumeric character-based text messaging up to 160 characters to mobile phones, while Multimedia Messaging Service (MMS) lets you send longer texts that include multimedia content, including graphics and video.

Automated rules engine

Genesys text messaging is powered by an automated dialog engine that enables customer self-service and issue resolution using automated two-way text messaging. It reviews incoming texts using intelligent decisioning logic, business rules, keyword search and message processing to facilitate the appropriate response. The automated solution responds with a personalized text message, resulting in many customer interactions being resolved without agent intervention. Optionally, business rules can dictate that certain text message dialogs are escalated to an agent for text or voice follow-up. Authentication and right-party verification are built into the system, as is support for automatic opt-outs.

Agent interface

Some text messages cannot be resolved in an automated fashion and should be handled by contact center agents. Inbound texts that the automated dialog engine determines need the involvement of an agent are routed to the agent interface for either voice or text response. Agents access assigned text dialogs via their inbox, where they can view a customer’s text message history and can send a pre-defined response or write a free-form text back to the customer. They can simultaneously support text chats with multiple consumers, and text dialogs can transition seamlessly from automation to agent and vice-versa, depending on the consumer’s most recent response. Agents can also manually opt-in or opt-out customers from future text messages.

Manage opt-in

A required step of any text messaging strategy is to first capture the mobile consent of your customers. Genesys works with you to build your compliant opt-in consumer database. Genesys also simplifies the process of managing and honoring opt-in and opt-out requests by channel so that you can proactively interact with customers over a preferred communications channel.

Features

- SMS and MMS text messaging
- Automated one-way alerts and two-way interactive dialogs
- Rules engine escalates texts to agents when needed
- Optional agent-assisted text conversations
- Built-in mobile compliance tools including mobile opt-in
- Broadest Free-to-End-User (FTEU) text coverage
- Global SMS delivery in the appropriate language
- Short codes and long codes
- Leverage Genesys relationships with aggregators and carriers
- Integrated campaign reporting
- Desktop integrations to CRM including SFDC
- Text analytics to help analyze campaign effectiveness
- Integrates with Genesys voice, dialer and email channels