



Drive engagement with Interactive Messaging

Business benefits

Increase engagement

95% of text messages are opened and read quickly. They're perceived as personal communications, so you're highly likely to get a response.

Increase loyalty

Increase customer satisfaction and build loyalty by creating interactive, timely and personalised messages.

Increase sales

Vouchers and discount codes sent by text message are 10 times more likely to be used than those in print.

Increase efficiency

Messaging services can help you communicate with employees quickly and efficiently. It can also improve staff effectiveness too.

Free up your people

Our customers reduce inbound calls by an average of 20% within 3 months, freeing up their people to achieve more every day.

Environmentally friendly

Supports sustainability programmes by reducing paper use.

Why O2?

With over 10 years experience in interactive messaging, our market leading web portals are the messaging platform of choice for five of the big UK High Street banks, the Police and the NHS.

O2's experience covers a range of sectors such as Finance, Retail, Logistics, B2C, B2B and Crisis Management.

Market leading web portals

You can quickly and cost-effectively create innovative mobile engagement and employee productivity solutions on our Enterprise/Carrier grade secure platform.

Useful APIs

We also provide APIs that comply with the latest industry standard protocols such as Jason/SOAP/HTTP(s) so organisations can quickly develop and launch innovative services.

What interactions can you manage?

Sales and Marketing

Send out info on consumer campaigns and competitions, inform customers of new product launches and capture leads, or alert when bills arrive.

Internal communications

Alert when reports are due, meeting reminders, incident management and token-less authentication. Send communications to employees to notify them of software updates and changes.

Campaign performance

International communications with real-time performance management data so you can see how your campaign is performing across the globe.

Reporting

The solution enables full visibility and MI reporting on all messages sent and received in real time or can be configured so that they are sent regularly to specified email addresses and/or systems.

Two-way communication

Two way communications can easily be included in the platform.

Customer Service

Report faults to a shortcode, text alerts on account payment, customer service and delivery updates. Customer satisfaction surveys; surveys are easily configurable in the platform so that you can gauge customer satisfaction and improve your NPS score.

Fulfilment

Actual delivery arrival time, stock checks, delivery reminders, engineer job allocation and order placement.

Alerts

IT system failures, account balances and more.



Interactive Messaging is a managed service via SMS with bespoke options of email, in-app and push messaging.

Contact Us

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Want to find out more about Interactive Messaging?
Email us today and one of our Account Managers
will get back to you very shortly.