



# Messaging Services

An immediate and engaging way to talk to customers and employees



# A tailored solution for measurable results

## Increase success rates

Our solutions range from simple one-to-one and one-to-many SMS platforms to intelligent multi-channel decision-making engines. Rules and criteria to be set so that communications can be personalised for each recipient, and organisations can choose to lead with the most cost-effective channels. If a message is undeliverable, the system can convert it to a different format, for example from text to email – increasing success rates. Messages can also be scheduled in advance or triggered by system events, thanks to integration between the platform and your back office systems, so that communications such as appointment or payment reminders can be fully automated.

## Be more engaging

Messaging Services can improve current business processes by opening up new channels of communication with customers and employees, improving engagement and satisfaction. Quick to read and easy to answer, SMS produces engagement rates six to eight times higher than email.

Messaging Services can also help you reduce customer churn, letting you gather feedback straight after a purchase or delivery. A quick SMS survey allows you to react to any negative experiences faster, and communicate more proactively with your customers.

## Save time and money

SMS, email and in-app push messaging are low-cost alternatives to traditional forms of direct marketing, and have proven increased cut-through.

Consolidating all of your comms systems, and using one intelligent platform, can help to reduce complexity, improve data quality and reduce costs. In addition to keeping your customers engaged, using Messaging Services to proactively communicate with customers means you can save money and resources by reducing inbound calls to your contact centres. By making simple changes to business processes, such as keeping customers updated on the arrival time of a repair engineer, or setting up the facility for customers to text in for their bank balance, our clients have achieved an average 20% reduction in calls within the first three months and improved their customer experience scoring.

“We’ve seen over 10% uplift in loans that we’re able to open for customers, solely down to the immediacy of communication from email and SMS reminders.”

**Miles Hillier,**  
Sales Fulfilment Lead,  
Digital Sales at Royal Bank of Scotland

# Creating the right solution for you

We work with best-of-breed partners to create the most appropriate solution for your organisation. You can choose from three service options:

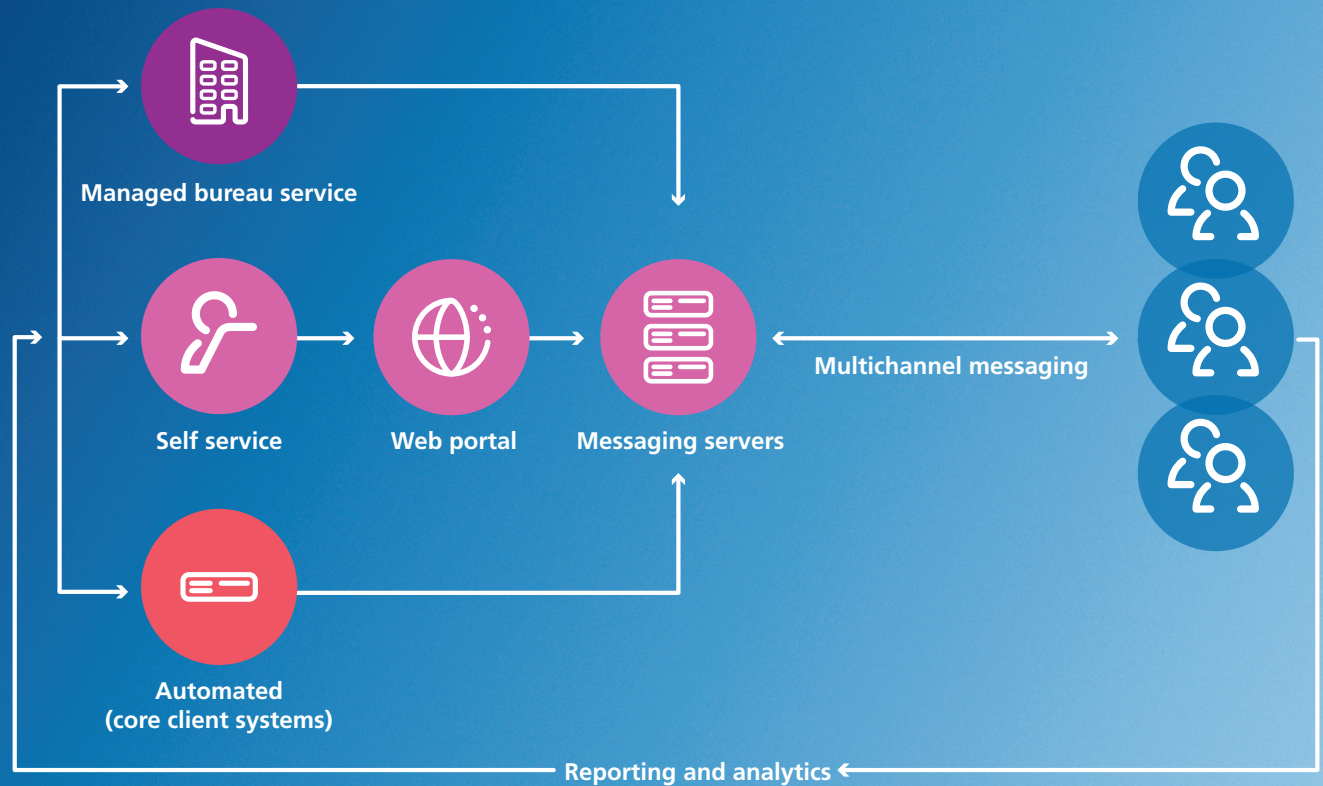
- **Self service** – allows you to run campaigns in house through an easy-to-use web portal, by uploading your own data and managing your own campaign schedule.
- **Managed bureau** – provides an outsourced service. Together with our partners, we have dedicated Messaging Services teams to run campaigns and provide reporting. All you need to do is complete a simple order form and attach the recipient data.
- **Automated** – is where the solution is integrated directly with your back office systems, like a CRM or order system, through an API. Messages will be sent as part of your workflow according to predefined rules and triggers.

As the customer data is yours, you're totally in control of which customers are contacted, and when.

## Keep track of the results

Reporting is available for all three service levels, so you can track key campaign stats, including delivery and open rates, and recipient interactions. And if you want to improve your results, our expert Messaging Services team can help.

## Three levels of service



# How can Messaging Services be used?

There are three main uses for Messaging Services: notifications, two-way communications and channel integration. What follows is a simple explanation of each and a few examples of how they're often used. This list is not exhaustive, and we can work with you to develop a bespoke solution that fits your needs.

## Notifications

A simple one-way message is sent from the messaging platform to an individual (one-to-one) or group (one-to-many) of mobile subscribers or email addresses.

### Bulk information updates

Banks can inform opted-in customers that interest rates will be changing and send out promotional offers.



### Personalised information

Billing statements can be sent to opted-in customers at the end of each week.



### Triggered updates

Consumers can order a product or service from a retailer and opt in to receive a message about related products. Promotions and alerts can be triggered by stock levels or service issues.

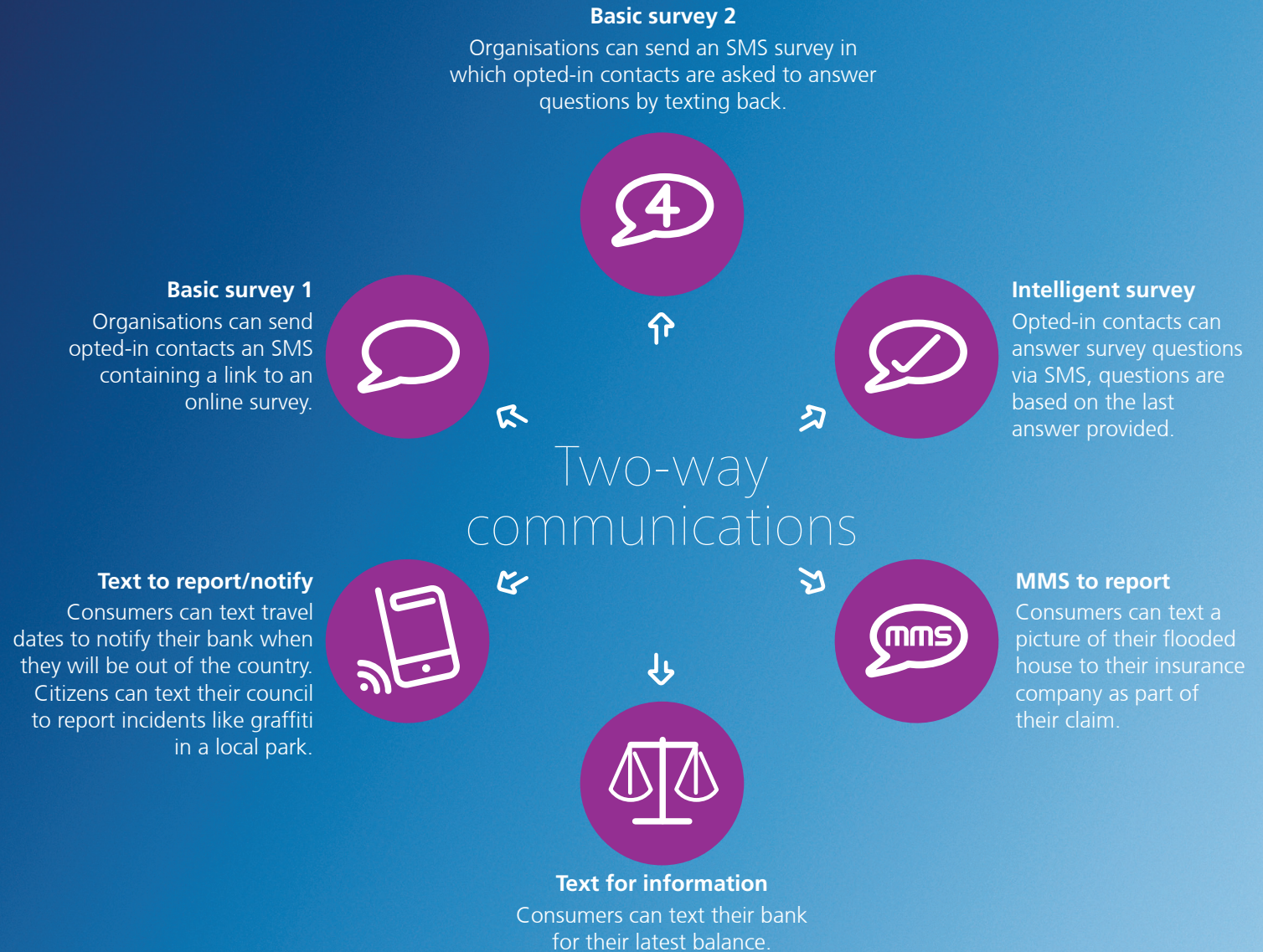


### In-app push messaging

People can receive messages about new properties for sale via estate agent apps they've downloaded

## Two-way communications

The messaging platform can be configured to receive inbound messages or handle intelligent two-way conversations.



## Channel integration

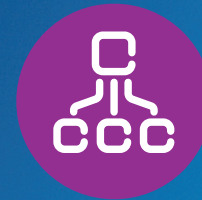
Messages are created once, and then delivered using the right channel for the recipient. Organisations can convert text messages to voice messages, or emails can be crafted and converted to SMS for delivery. A message can also be configured to trigger a call.

### Convert message from one format to another

An organisation can use its existing email system to create an email to employees. This email can then be converted to text to reach fieldworkers in a timely manner.

### Crisis management

A crisis team is set up to react to any network outages. If one does occur, an SMS is sent to the group telling them that they will be entered into a conference bridge. All are then connected on a call.



Channel integration



### Call connect

Consumers can send a short code via SMS to request help on using a product they have purchased. The text creates an inbound call to a customer service agent. A recorded message tells the agent who they're calling and why. And an outgoing call is automatically made to the customer. Call connect can also be used to automatically contact customers that provide negative feedback via an SMS survey.

### International voice

A bank can send one-time passwords via voice messages to customers in countries where communicating by SMS is restricted, e.g. USA and France.

# Why O<sub>2</sub>?

- **Our mobile heritage** – at O<sub>2</sub>, we know mobile. We send over half a billion messages to our own customers each year, and have market-leading customer satisfaction, so we have hands-on experience that we can share with you.
- **Scale** – our solutions are highly flexible and scalable. We currently deliver 45 million messages every month. By working with us, customers can join up their digital communication requirements into a single solution.
- **Reliable and trusted** – we already deliver messaging solutions for over 100 enterprises and public sector organisations, including five of the six high street banks, some of the biggest UK retailers and transport operators, as well as police forces, local authorities and emergency services. Our platforms are located in a secure UK data centre. We also provide a dedicated UK-based technical support team, and if required can support the service 24 x 7.
- **Cost-effectiveness** – we offer competitive per-message pricing, and only charge according to messages delivered, not messages sent.
- **Ease of purchase and deployment** – organisations can get started quickly using the managed bureau or self-service options. We're the only mobile operator with a specialist Messaging Services team that provides best practice advice and support where it's needed.

## And we'll support you all the way



Talk to us.  
Get in touch on

**01235 433507**

or contact your Account Manager  
to find out more about what  
Messaging Services can do  
for your business.

**O<sub>2</sub>**  
**business**