

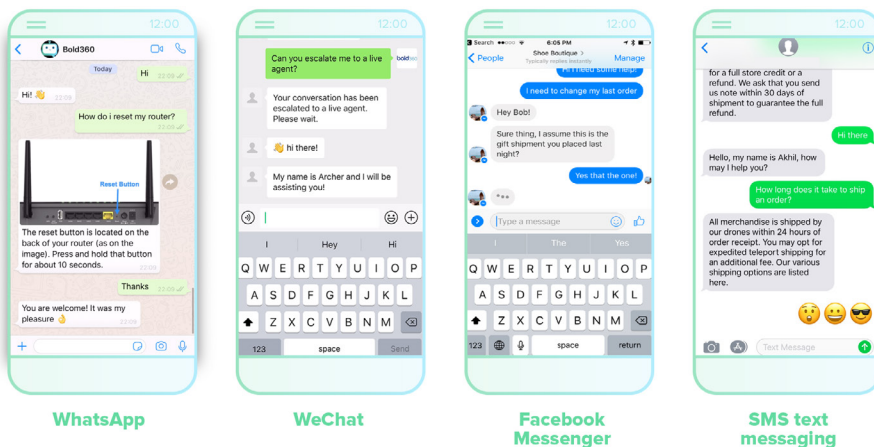
Asynchronous Messaging:

Bring Business Engagement to Your Customers' Favorite Apps

Billions of people all over the world use messaging apps every day to communicate with their families and friends. But when it comes to engaging with businesses, most consumers are forced to reach out via phone or email to get their questions answered.

While phone and email have their benefits and, in some instances, are better suited to solve complex problems, they're not always ideal. Sometimes, customers have a simple question and would prefer to send a quick message rather than dig around the company website for a customer service phone number or email address. Nine out of ten people say they would prefer to message a business because doing so is convenient and does not interrupt their day.¹

Consumers are accustomed to the convenience, speed, and ease-of-use that messaging apps deliver for their personal conversations, and they want to engage with businesses in the same way. For these reasons, messaging is making its way from the world of personal interactions to the world of customer engagements.



Benefits of Asynchronous Messaging:

Customer Benefits

- Easier to initiate and respond to customer service interactions via messaging
- Communication on the customer's own terms and timeline
- Continuous conversation threads allow users to scroll back in chat history to reference previous messages

Business Benefits

- Increase customer satisfaction (CSAT/NPS) by offering customers the channels they prefer
- Reduce volume of inquiries sent to human agents with AI chatbots on messaging channels
- Scale customer support with cost-efficient, AI-powered messages

“Globally, 85% of people want to be able to send and receive messages from a business.”

— TWILIO STUDY

So, what exactly is asynchronous messaging?

In layman's terms, asynchronous messaging is essentially a conversation that does not require an immediate response. Unlike a phone call, which is a continuous communication exchange between an agent and customer, asynchronous messaging allows the customer to respond and engage on their own terms, when it's convenient for them. For instance, if a customer wants to send a question to their hotel about their reservation before taking off on a flight, they'll have an answer waiting for them upon landing.

With Bold360, AI-powered chatbots handle the routine queries that come in via messaging apps, freeing human agents to spend more time on higher-value inquiries.

Billions of Customers are Messaging

According to a June 2019 Statista report, WhatsApp, Facebook Messenger, and WeChat combine to have more than 4 billion monthly active users.² Bold360 empowers businesses to meet their customers over these and other popular messaging channels including WhatsApp, Facebook Messenger, WeChat, and SMS text, offering more choice and improving the customer experience.

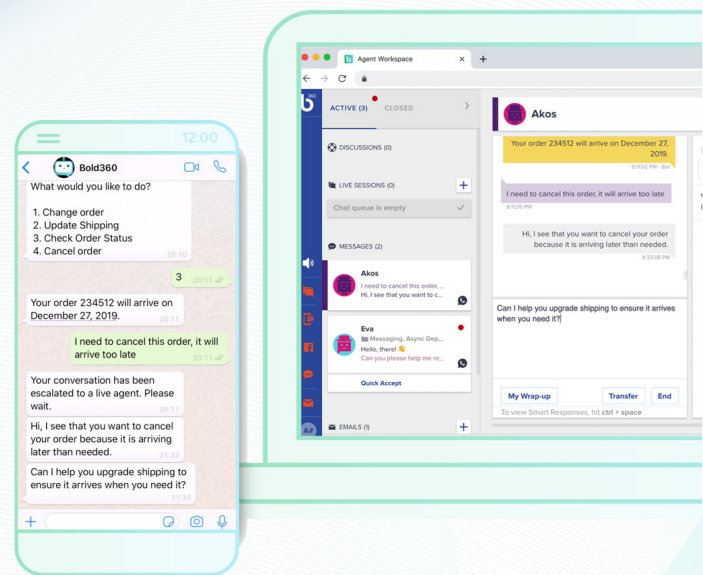
AI Chatbots on Messaging Channels

While reaching customers on the platforms they use most is great in theory, businesses need the tools to handle these new streams effectively and ensure that support teams do not become overwhelmed.

Bold360's purpose-built customer engagement solution offers the best recipe for messaging success at scale, so businesses can meet increasingly demanding customer expectations and still grow the bottom line. AI-powered chatbots handle the routine queries that come in via messaging apps, freeing human agents to spend more time on higher-value inquiries. This means you can do more than just be there – you can be there and be truly helpful.

Integrated Bot and Human Support

Whichever channel they choose to use, customers are met with fully integrated chatbot and live agent support. That means that if questions become too complex for a chatbot, the conversation transitions to a live human agent in the same messaging application. The full history of the conversation goes to the agent, so they can pick up where the bot left off. With Bold360, your business can offer the optimal type of engagement for the issue at hand, allowing your customers to get to the point faster, and quickly return to their busy lives.



¹ <https://www.sparkcentral.com/blog/10-powerful-stats-building-case-messaging/>

² Statista, Most Popular Global Messaging Apps 2019, October 2019