

10 Ways Messaging Can Transform Your Contact Center

Messaging might be the consumers' favorite form of communication, but most companies aren't aware it's the secret to better customer service. Here are 10 ways companies can use messaging to transform the contact center from a source of customer stress into a convenient, personal, and efficient hub for help.

1. Manage multiple conversations at once

When agents aren't weighed down by phone scripts or the need to take copious notes, they can hop between conversations and focus their attention on solving issues rather than documenting them. Free them from the time constraint of synchronous conversations, and drastically improve efficiency.

2. Give agents AI insights

Support messaging interactions with an intelligent underlying AI framework that can extract conversational intent and interpret levels of customer need. Prompt agents with suggested responses that increase service speed and accuracy.

3. Enable seamless handoff

Agents and bots share access to the same conversation, context, and customer data. Whether it's a bot escalating to an agent, or one agent picking up where another left off, the right messaging platform makes the transition seamless.

4. Track communication history

Telling the same problem to different agents is maddening for customers and a waste of precious time on both ends of the line. Messaging gives every agent access to the full conversation history in a single, persistent thread. Less repetition means more happy customers—which is easier for agents, too.

5. Offer ongoing solutions

Messaging allows customers to come in and out of a conversation over time. When they don't have to set aside a block of time to make a phone call, they're more likely to seek help and provide updates. And that makes it easier for agents to find solutions now, and over time.

6. Create more sales opportunities

Messaging allows consumers to reach out on their own time, which means they're more open to discussing sign-ups and upgrades. Leveraging an AI platform to power messaging interactions can also help identify opportunities for cross-sells and up-sells, and make them feel more organic.

7. Ensure brand consistency

Choosing a messaging partner with an omnichannel platform makes it easy to maintain your brand ethos across every interaction, even over long periods of time. This helps to deepen brand engagement and boost customer loyalty. With [24]7.ai, you can build your messaging framework once and deploy it easily across any channel.

8. Enrich the conversation

With [24]7 Active Share, AIVA conversational AI and human agents can push interactive content into the conversation to help customers do things like compare products, submit payment information, or review terms and conditions—quickly, easily, and on their own time.

9. Reduce operational costs

Improve agent productivity. Increase self-service containment. Reduce IT dependency. Scale without adding more seats. With messaging as the front line of customer service, you can streamline operations and lower overall operational costs.

10. Improve agent morale

Messaging makes customers feel cared for, so all interactions start on a better note. Agents can manage their time better, have access to better tools to make their job easier, and are free to focus on the high value customer issues that require personal attention. It all adds up to happier agents—and that's better for business.

Ready to transform your contact center? [Schedule a demo today.](#)

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

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