

How to Choose the Right Messaging Partner

You want to give your customers a more convenient, and more personal, way to communicate with your brand. Messaging is the logical next step. But what's just as important as your decision to make the change is your choice of vendor. Look for a provider with these qualities to help you navigate the transition with ease and make your customers happy.

1. An expert in AI

To make the most of messaging and maximize self-service abilities, you need a vendor that can deliver complex AI within a simple messaging platform. That means a seamless blend of chatbots and human agents that can manage smooth handoffs, and conversational AI that can recognize human emotions and offer informed suggestions to agents and customers.

2. Open to omnichannel

Consumers today juggle multiple screens, channels, and platforms as they go about their day. It's important to choose a vendor that can offer omnichannel support on a unified platform. So, for example, you can engage a customer on your website, through a Facebook ad, Google search results, or a QR code on a product, and then invite them to message you.

3. The best on the backend

Your vendor should set up and manage the technical aspects of your messaging solution for you, so you can focus on the customer-facing frontend. Less IT dependency means more business agility.

4. Build once, deploy anywhere

You shouldn't have to recreate the wheel for every messaging channel. Find a vendor that can build your messaging framework once and deploy it on any channel. For example, you could start with Facebook Messenger and once the model is working the way you want it to, add Apple Business Chat or Google's Business Messages. Meet your customers where they are—faster, and with controlled cost.

5. Connected to consumer favorites

Popular messaging platforms have the lowest cost per customer conversion. That's why you want a vendor that's partnered with the messaging platforms your customers prefer, and one that can accommodate both Apple and Android devices.

6. Experience is everything

The difference between a new company and one with 20 years of experience is evident on every level: reliability, quality, backend assistance, and access. Find a vendor that understands not just the technology, but also how to operationalize it in your contact center. A vendor that can help you design and execute your contact center operating model by rethinking agent staffing models, skill development, tools, incentives, and key performance indicators. A vendor with a proven history of top-quality human agents and AI integration across platforms. Don't be afraid to do some digging.

7. Support at every level

A good provider will help you determine the best combination of platforms, systems, and AI capabilities for your sales, marketing, or customer service goals. As you roll out asynchronous communications, consulting services will also help you avoid any road bumps by leveraging expert experiences and best practices to prevent major issues.

8. Information at your fingertips

Success starts with attracting the right customers and accurately measuring results. Your vendor should be able to collect complex data from your campaigns so that you can understand how they're performing and adjust your communications accordingly. With detailed metrics, you'll know exactly who your customers are and deliver exactly what they need.

9. Looking to the future

Your vendor should have a deep understanding of the capabilities of every available messaging platform. They should be ahead of the curve when it comes to new developments. Most importantly, they should be looking forward, helping you create strategies and configure your platform to support new functionalities and new business processes that will make things easier for your customers and your agents.

To learn how [24]7.ai can serve your messaging needs. [Schedule a demo today.](#)

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

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.

For more information visit: www.247.ai