Messaging

Consumers have long since gone digital, and now expect to be able to contact any organisation via whatever channel they like.

Using our smartphones to discover products, place orders, make payments, and access customer service is just second nature now. In fact, it seems strange to us when companies don't allow us to do that.

Companies that don't facilitate this run the risk of seeing their customers defect to competitors that do.

While not all channels are created equal, and some are a lot more popular than others, it doesn't take that much effort these days to integrate most of them and provide maximum convenience for customers.

Here are some of the features Infinity offers for numerous different messaging and self-service channels.

Email

- Interactive: agents can modify emails before sending
- Non-interactive: mergeable templates used
- Simple text or full graphical HTML editor with embedded images
- Emails stored against contact, with full interaction history (calls, emails, chat, SMS) – overall view of the customer
- Requires one SMTP service (shared by all campaigns)
- Outbound and inbound

Chat

- Switch on/off depending on agent availability
- Easily transfer chats to other agents
- Manage chat exchanges with customers
- Media blending possible
- Agents can handle up to eight chat sessions at a time
- One user interface
- Customer engagement channels
- Support most platforms where API exists
- Instant messaging style chat interface
- Pre-defined text and transcripts available

SMS

- SMS stored against contact, with full interactive history (calls, emails, chat, SMS)
- Scheduling available
- Inbound/responses/tracking available
- Trigger SMS messages to be sent as a result of an action such as a call recycle event or emails to be sent
- Create outbound campaigns that are sent as SMS messages rather than phone calls
- Create complex SMS systems that require the customer to respond to the message (acknowledge that they have read and understood it /request a call back)
- Manage call interactions in one single user interface
- Single customer view

Social networks

- Respond to all social media enquiries
- All about convenience
- Communicate with customers where they are – go to them instead of waiting for them to come to you
- Make it easier for them to engage with you
- Handle multiple conversations across multiple channels
- Facebook, Twitter, WhatsApp, Snapchat, Instagram?

About Infinity

Infinity's technology and services unlock your ability to win customers, retain them and maximise their satisfaction by empowering you to deliver exceptional customer experiences, across multiple channels, with ultimate efficiency.

Infinity has more than 20 years' experience working with contact centres in several different industries, and our solutions are deployed across more than 12,000 users in 13 countries.