

# 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.

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

