



Ready to Become a Conversational Business?

Here are 5 Essential Tips to Get Started.

The rise of messaging has transformed the way people communicate. Gone are the days of phone tag and email chains. Now, people communicate instantly and asynchronously with friends and family. Luckily for businesses, [it's never been easier to reap the benefits of two-way messaging thanks to the evolution of the messaging landscape and technological advancements like automation](#). Now, businesses have the potential to use conversations to help drive business outcomes.

But before we go any further, let's define "conversational business."

Conversational business is the use of messaging apps to deliver personalized experiences at scale through the use of chatbots as well as one-to-one human conversations. It's a [growing trend](#) that is poised to become the new medium for interactive conversations between businesses and their customers. Conversational messaging isn't going anywhere, and the sooner businesses take the time to understand and implement conversational business strategies, the sooner they can reap the benefits of optimized customer communication.

Being a conversational business has never been more important. [54% of customers surveyed say companies need to transform how they engage with them](#), and business messaging can provide the solution customers have been asking for.

But where do you even start? Here are some tips to jumpstart your business' journey into messaging.



TIP 1

Know your customers' needs

Understanding your audience helps you design the ideal communication strategy.

Using conversational messaging to meet customers on the platforms they use on a daily basis can improve customer satisfaction and issue resolution.



Customers want to learn about your business and your products through messages. Instead of calling to check inventory or searching the website, they can simply message your business and ask if you have a particular item. Customer service has always been a pain point for customers, and through messaging they can resolve issues and get answers to any question they may have.

Want to know what your customers want? You've got to get closer to them -- and today, we believe the best way to do that is through messaging and conversations. That's because today's buyers rely on being able to connect with your business on-demand. But you've got to make sure your business is leveraging a business messaging solution that enables quality communication and, ultimately, a more conversational way of conducting business. So, when you're trying to understand your customers' needs -- for example, the need for product information, technical support, or anything in between -- a direct connection via conversation can be the best way to serve them.



TIP 2

Personalize your messages

Connecting with your customers on a personal level can make them feel valued and can establish a more trusting relationship.

Mass text messages and poorly filled out templates are a sure way for customers to leave you on read and move on to the next business. Personalized messages help establish a strong relationship with customers and can increase the chances of future engagement and sales.



Your customers want to be engaged. They're asking for your business to take a personal interest in them and make them feel valued as an individual, not just another buyer.

You can use personalized messages to suggest products related to items customers have bought in the past, or use previous shopping data to create personalized offers you know they'll enjoy.

Some examples of personalization include...

- ➔ Sending product suggestions based on a customer's previous purchases.
- ➔ Using a customer's name and referencing their history with your business.
- ➔ Messaging a customer to rebook an appointment with a personal trainer they've worked with previously.
- ➔ Reminding customers of an upcoming event they've attended in the past.



TIP 3

Be proactive in your conversations

Remind your customers you value them with proactive, personalized messages and offers.

The most important thing about proactive messaging is that people have opted into receiving messages from you -- maybe from a marketing campaign you ran, a previous purchase, or some other interaction. By opting into your messaging, customers are giving you their most valuable asset - their trust. Once you've got that, it's time to think about the ways you can drive value to your customer and bring them back to help drive sales and marketing conversions.

Initiate new conversations and remind customers they're important to you. By proactively sending messages, your business can stay top of mind when they're ready to purchase. Being proactive with conversations can give you more control over your sales funnel and help bring customers back for repeat purchases. When you have a product or news that's relevant to share-- share it! Just make sure your customers have opted in.

You should also provide an easy opt-out option for existing subscribers. A long and tedious process can leave a bad taste in a customer's mouth.

Remember, it's all about ease-of-use!





TIP 4

Keep messages expected, timely, and relevant

46% of customers surveyed expect companies to respond faster than 4 hours. If you aren't actively engaging in your customers' conversations, you'll lose their interest and probably also their business. Learn your customers' preferences on when they want to talk and how often they want to hear from you. Striking that balance between distant and overbearing can create the ideal environment for customer communication.

The asynchronous nature of messaging makes it ideal for customers as it allows them to communicate on their terms, but it can present a challenge for businesses. It's crucial you respond to each message in a timely manner, whether the customer is messaging you within seconds or they take hours to respond. Your response time should be quick no matter what the customer's schedule is. Only 7% of companies respond within 5 minutes, with most responding within 5 days. Prompt response times can put you way ahead of the majority of companies.

When designing and creating messages make sure they're relevant to your customers needs and interests. Keeping them up-to-date on their favorite products and programs through friendly interactions can make customers feel valued and can increase the likelihood of repeated engagement.





TIP 5

Use automation to scale outreach

Automation can help with issue resolution, service agent costs, and reduce inbound call volumes.

68% of companies surveyed expect advanced mobile messaging apps to play a highly important role in online consumer marketing within five years. That's a massive market opportunity, and one that companies can't afford to ignore. Businesses who don't adapt their communication practices to fit customer expectations may be left behind, their customers moving to businesses that provide the conversational messaging experience and support they want. Globally, the amount of people who send and receive text messages is predicted to rise to 5.9 billion by 2025. As an enterprise business, you need to be able to scale your conversations with customers as your business and customer base grows.



Automated messaging and bots are a great way to help you scale conversations without necessarily deploying more resources. Use conversational workflows deployed via messaging to resolve simple issues such as inventory questions, bill payments, directions, and account inquiries, without the need for human assistance. When implemented correctly, these programs can be your business's little worker bees, streamlining the process and keeping things running smoothly.

Automated solutions can also potentially help decrease operational costs when you route inbound inquiries to a conversation instead of a toll-free number. The automated assistants can pull from your existing data to answer questions, make suggestions, and handle requests quickly and efficiently. Customer service agents will always be needed for the more complex issues, but these tools can help revolutionize the way your business interacts with your customers.

The Conversational Business Bottom Line

Being a conversational business means more than just adopting a friendly tone (but that's also important). To create a conversational environment you need to be there for your customers at all times. Stay in touch with customers no matter the country or time zone. Give them the quick responses and personal attention they're asking for. We believe conversational messaging can make customers feel like they're talking to a real, friendly person and can skyrocket engagement and improve their perception of your business.

Now it's time to use these tips to start creating meaningful and valuable conversations with your customers. Remember, give your customers the attention they want, and they'll return it in kind!

