

inContact SMS

Provide Your Customers Diversity in Their Channel Choices by Fully Utilizing the Power of Texting

As texting volumes continue to increase and mobile proliferation is constantly changing consumer demands, SMS has become an imperative channel to improving the customer experience.

inContact's new SMS offering is a channel contact centers can implement to help meet these demands.

Whether you want to have your agent send an SMS message to their patron at the end of a voice contact with specific call information, or allow your patrons to send in a text message initiating a service request, our solution enables you to use this channel as a full service experience instead of simply pushing messages where your customer may send a message back to a black hole.

The dynamic growth in our technical landscape can make for tough competition. A company's ability to differentiate and personalize the customer experience becomes essential to customer retention. Customers have become accustomed to receiving a proactive notification from a company providing information, but what they are not used to is having a full interaction through the SMS channel. With inContact SMS, your customers will not only be able to reply back to a message they receive from you, they will also be able to initiate an interaction with a published short or long code.

Companies are finding success in promoting SMS codes that customers can opt into for specific information like order statuses, fraud alerts, relevant promotions, or reservation changes. In going one step further to make your SMS channel a two-way conversation you open up new possibilities to consumers as you deliver personalized experiences. Knowledgeable contact center representatives that have insight into a customer's entire history thus have the power to influence the loyalty of your patrons.

Brief Overview

Key Features

- Two-way communication channel
- Threaded history for agents to view previous texts
- Fully integrated in the Universal Queue for routing and agent handling

Key Benefits

- Threaded history means that a customer doesn't have to start over when the interaction is routed to a new agent
- A customer response doesn't fall into a black hole but instead is routed to the appropriate agent for a personalized response
- Integrated with the inContact Universal Queue to maximize routing and priority settings with your agent strategy

