How Omnichannel Communication on the Gupshup Platform Drives Successful Customer Engagement?

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Introduction

Picture this: You are a fast-food brand in the town with several customers visiting your outlet every day. One of your customers is tired after a long day's work and would want to grab a bite at one of your cafes but is unwilling to stand in the queue. Can you afford to turn him away citing helplessness? Of course not. You already have the technology stack in place to receive and deliver online orders through your brand's mobile app, but is that sufficient? **Research** shows that 91% of the customers do not wish to download a new app to communicate with a brand.
Therefore, relying solely on the mobile app of your brand is no longer a safe bet. Catering to tech-savvy customers requires brands to build a presence on apps that their customers frequently use. And what better than messaging apps to achieve the objective?

Thought leaders at **Gupshup** strongly believe that messaging apps are fast emerging as the new age browsers. How? We substantiate.

Before the internet era, customers had no choice but to visit brick-and-mortar stores to purchase products of their choice. However, with the onset of e-commerce, customers had a more convenient alternative to visiting physical outlets, which was disrupted by the advent of smartphones. Shoppers could download apps of their favorite brands to access them from anywhere at any time of their choice. But of late, the trend of mobile apps seems to have reached an inflection point, as well. It is practically not possible to control the number of brands that an individual can interact or engage with.

Brands must go where the customers are. Being accessible to customers from the messaging channel of their choice eliminates the need for downloading new apps. Further, building a presence on the messaging platforms does not imply that brands would shut doors for customers intending to visit a physical store, look at the range of products available, touch and feel them before purchasing. This is where the idea of omnichannel customer engagement kicks in.

What is Omnichannel Customer Engagement?

Simply put, it is a marketing strategy that enables a seamless transition between multiple channels of customers' choice, which are managed from a single platform. For example, customers are using several messaging channels such as WhatsApp, Facebook Messenger, Viber, Instagram, or RCS; SMS is still in the game. To serve people across the board, brands ought to have a presence in all of them.
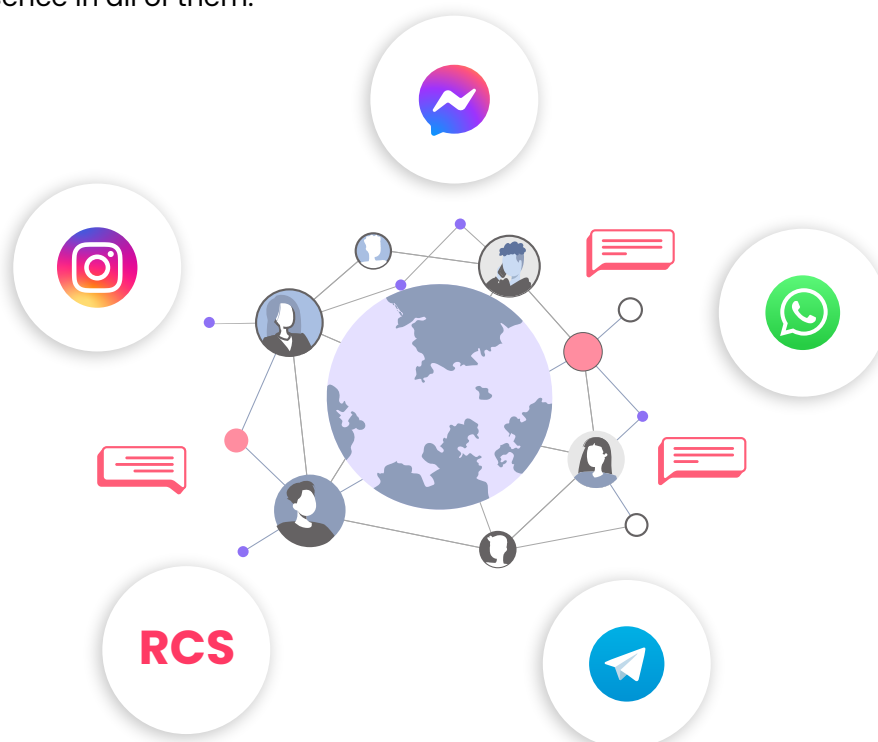
Omnichannel Vs Multichannel

Working with the APIs available for each messaging platform and integrating them into your CRM, ticketing system, and so forth is a trivial approach that does not guarantee the best efficiency. This is where Gupshup becomes relevant for brands as our **conversational messaging platform** allows brands to engage with customers on a multitude of channels, thereby simplifying omnichannel customer engagement. Be it **WhatsApp Business API** or the **SMS API, RCS, Instagram Messaging API,** or **Google Business Messaging,** or any other messaging channel, we have got you covered. Furthermore, Gupshup can assist you with cloud telephony and all the associated **voice-powered solutions** to create a more fruitful customer engagement process.

It is important to note that the terms 'omnichannel' and 'multichannel' are not to be used synonymously. A multichannel environment is one where the multiple channels through which customers can connect with brands, are not essentially synchronized. Typically, a multichannel environment includes a brand website, webchat, and presence on social media platforms such as Facebook and Twitter.

Omnichannel, on the other hand, is one where multiple channels are unified allowing users to seamlessly switch between each of them using any device or platform. All omnichannel environments use multiple channels, but all multichannel environments are not omnichannel.

Why is Omnichannel Messaging Important?

Today, brands cannot have a loyal customer base by just selling products and services. It is imperative to delight customers with experiences that prompt them to return to the brand, thereby reducing the churn rate. Omnichannel messaging gives customers the flexibility to reach out to their brands on channels of their choice at their convenience. The brands, on their part, can walk the extra mile to personalize their communication with customers to delight them. The benefits associated with omnichannel messaging are numerous.

Benefits of Omnichannel Messaging

The benefits of omnichannel messaging, which brands can tap into are:

❯ **Synchronization of Data Sets:** The omnichannel approach helps the brands organize disconnected data sets pertaining to customers' purchases, and shopping trends to gain insights into customer preferences. The elimination of data silos allows enterprises to fine-tune their consumer engagement process.

❯ **Effective Customer Communication:** Unlike in the past when brands had no access to customer data or insights into their brand preferences leaving the sales personnel to engage with them only when they visited the stores, omnichannel messaging allows brands to reach out to customers over channels where they spend most of their time. Data analytics and business intelligence can be deployed to inform customers of the new arrivals based on their shopping history.

❯ **Personalization:** Customers like it when brands cater to their specific requirements. Personalized communication is an integral part of omnichannel customer engagement that increases the CSAT scores, resulting in increased RoI.

❯ **Segmentation of Customers:** Customer engagement platforms allow brands to segment their customers based on a variety of parameters, which drives personalized communication.

Challenges in Adopting Omnichannel Communication

Reducing the customer churn rate is one of the most important objectives of the omnichannel communication strategy, and achieving it comes with its share of challenges. Some of the most noteworthy challenges are:

> **Ensuring Consistency in User Experience:** When multiple communication channels are involved, it is important to ensure consistency in the user experience standards across all touchpoints. Delivering consistent experiences online and in the physical stores is a step ahead in driving customer loyalty toward the brand.

> **Unifying the Cross-channel Customer Data:** Managing communication across multiple channels involves working in various data formats. Establishing a data architecture to enable seamless management of communication across channels is a challenge.

> **Effective Customer Communication:** Communicating the right message to the right customers through the right channels involves working with customized message templates across channels.

Creating the Perfect Omnichannel Customer Engagement Strategy

The winning strategy that would help brands foster long-term relationships with their customers—both existing and potential— would involve the following steps:

> **Determining the Messaging Channels:** The first task in creating a successful omnichannel communication strategy would be to select the channels on which the brand would be available for customers to reach out. Typically, WhatsApp, Instagram, SMS, Telegram, RCS (Rich Communication Services), GBM (Google Business Messaging), and Viber are some of the most popular channels where brands are looking to build a presence.

> **Mapping of the Customer Journey:** The end-to-end mapping of the journey that a customer would embark on to engage with the brand is critical for the success of omnichannel communication. Some of the best practices to finalize the customer journey would be to keep the steps at a bare minimum; integrate payment gateways with the chatbots for a seamless experience; deploy conversational AI to get the right insights into customer preferences, spending patterns, and more.

> **Automation:** Manually handling all the tasks in a sea of messages from customers is a painful task. Automate the processes by using features such as quick replies, suggested responses, and more.

> **Cross-channel Engagement:** Every customer can engage with a brand over more than one channel. Therefore, it is critical to provide the same quality of service and support across all the customer touchpoints. Typically, omnichannel customer engagement involves chatbots built on the most popular messaging platforms, with additional features such as suggested actions, QR codes, payment gateways, and a lot more that help in improving the user experience.

> **Content Matching:** While we said that the customer experience across channels ought to be similar, the patterns of presenting information across channels do not have a one-size-fits-all approach. For example, the way a retailer displays products on a channel like Instagram is different from that over WhatsApp. Therefore, brands must be mindful of the presentation formats for various channels.

Global Market for Omnichannel Messaging

Retail has been one of the most popular verticals to leverage omnichannel messaging for customers. A **study** by Persistence Market Research shows that the global omnichannel commerce market for retail is estimated to be valued at $8,305.2 Mn by 2025, at an 18.7% compound annual growth rate (CAGR).

Omnichannel Communication with Gupshup

Having seen the various aspects concerning the implementation of omnichannel communication, let us now see how Gupshup helps in simplifying the task for brands. The Gupshup platform has all the components necessary to make the life of brands easy when it comes to going live with omnichannel communication for customer engagement.

> **Messaging API:** The single smart messaging API of Gupshup enables brands to interact and transact with customers seamlessly across 30+ messaging channels. So far, more than 44000 businesses have leveraged the API, resulting in over 7 billion messages being sent every month!

> **Conversational AI Engine:** It enables the creation of Intelligent chatbots and improvement in on-device messaging experiences. The conversational AI engine also comes with a **bot platform** containing do-it-yourself (DIY) artificial intelligence tools for chatbot development in the no-code, low-code, yo-code forms, along with CPaaS. Plug-n-play AI Models and Templates (pre-built, pre-tested AI data models and industry AI chatbot templates) are also included.

> **Pre-built Integrations and Connectors:** Gupshup has over 500 pre-built integrations and connectors with CRMs, commerce platforms, marketing and support automation tools, payment gateways, and a lot more that help in creating a seamless customer experience across multiple channels.

> **Enterprise-grade Security:** Gupshup is committed to maintaining the best standards in terms of data security and privacy program across its complete suite of services. We comply with the GDPR and ISO27001 standards while conducting the periodic security audit.

> **Agent Assist:** It provides a feature-rich dashboard to manage your omnichannel customer support across channels. Address customer queries, check order information, provide delivery status, book appointments, and more with the Agent Assist dashboard. Currently, over 140 customers leverage the Agent Assist dashboard to manage an average of over 4.3 million conversations a month. Agent Assist can easily be integrated with bots across channels such as WhatsApp, Facebook Messenger, GBM, Web widgets, and other third-party tools such as external databases, CRMs, and help desks across industries. It also enables intelligent routing of chats to serve specific business needs including round-robin, user, and agent binding to connect customers to specific agents. Powerful analytics to provide real-time visibility into the incoming and outgoing messages across channels is another highlight of Agent Assist.

> **Customer 360:** The Gupshup platform features an AI-based personalization engine that provides actionable insights for brands to enable a transformative customer experience.

Gupshup's Omnichannel Messaging Success Stories

Gupshup has several success stories across verticals to its credit, as far as omnichannel communication is concerned. We share a few of them in this section.

Real Estate: NoBroker

About
NoBroker is a Bangalore-based real estate property portal that directly connects owners with genuine, verified buyers and tenants, in multiple Indian cities like Bangalore, Mumbai, Pune, Chennai, and Gurugram.

Challenge
Uploading photos of their properties for listing on the NoBrokers' website/app was a challenge for customers. The NoBroker support team would contact customers via SMS/email but see poor responses due to poor clickthrough rates. The company invested on support calls with property owners to collect and upload pictures onto the portal, which proved cumbersome. Therefore, NoBroker sought to simplify property listing through a self-service platform that allowed property owners to easily upload property photo s.

Solution
NoBroker partnered with Gupshup, to leverage our leading smart messaging platform that offers a comprehensive product portfolio, including an easy-to-use omnichannel messaging API, advanced bot-building platform, and mobile marketing tools for the API integration.

Results
Having gone live with Gupshup's solution, NoBroker witnessed:
· A 20x increase in annualized return on investment through cost savings
· 2.8x increase in properties let out or sold
· Time for uploading photos to list properties reduced from 3 days to 6 minutes

NoBroker on WhatsApp
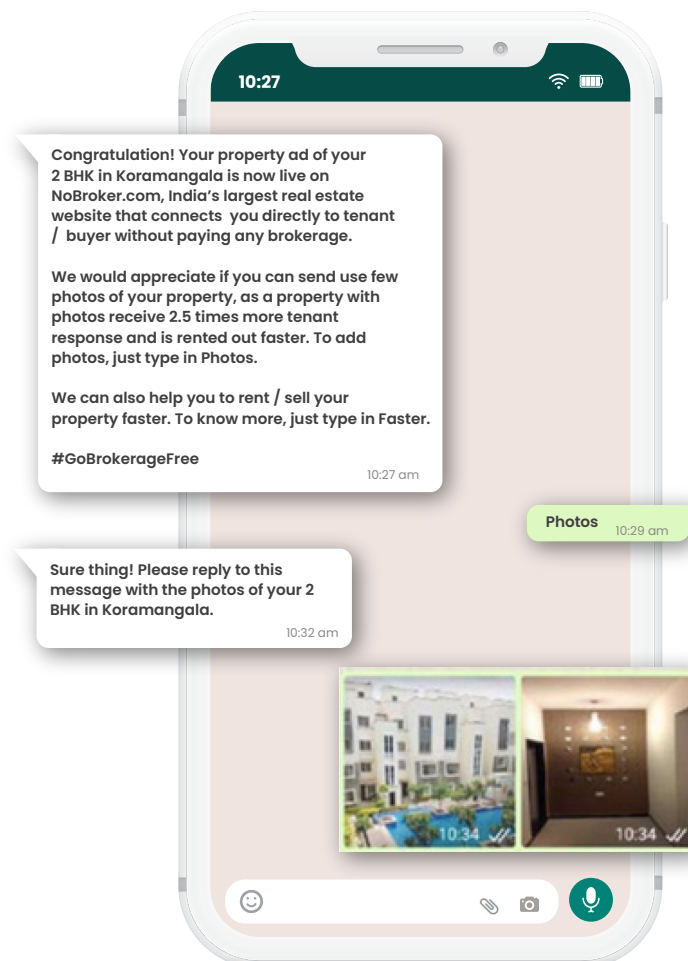
BFSI : Citibank

About
Citibank is the consumer division of financial services multinational Citigroup with over 2,649 branches in 19 countries.

The Challenge
Citibank needed a reliable messaging communication partner to engage and retain its customers.

Solution
Gupshup offered Citibank a customized solution with its Smart Messaging API, enabling one-way and two-way communication on a single platform with multiple messaging channels across all geographies.

❯ Gupshup provided Citibank with a Global Messaging API that handles transactional and pro-motional SMS, WhatsApp alerts, and WeChat notifications.

❯ Additionally, Gupshup's smart messaging platform enabled Citibank users' Opt-in and Opt-out management for various messaging channels including WhatsApp, mobile web-widget Link tracking services to gather real-time information from Citibank consumers such as account preference details, card requirements, and KYC documents.

❯ Citibank also used Gupshup's mobile marketing tools to run targeted cross-selling chaser campaigns to accompany higher value transaction alerts.
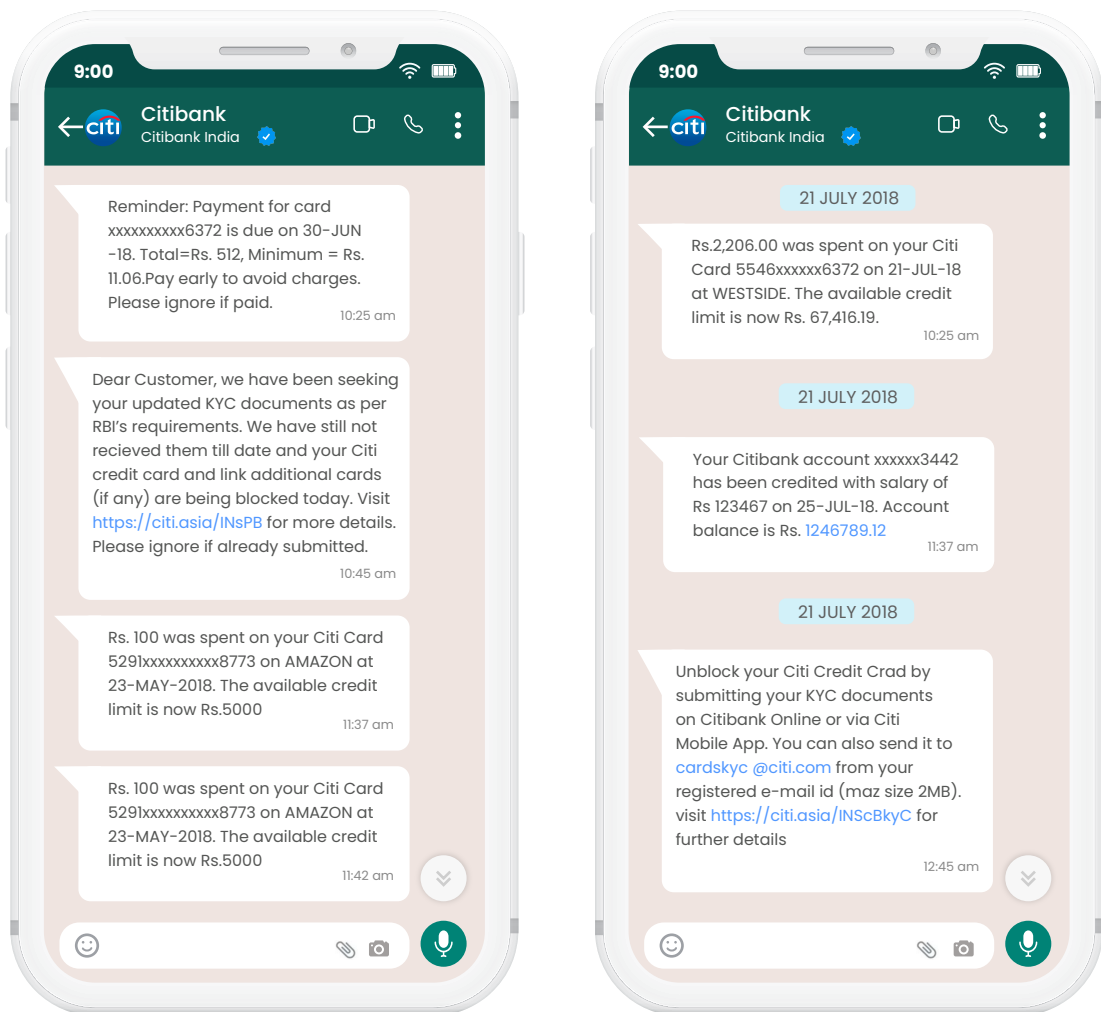
Citibank WhatsApp Chatbot

To Try the Solution Yourself: Say "Hi" on +91 70655 52484
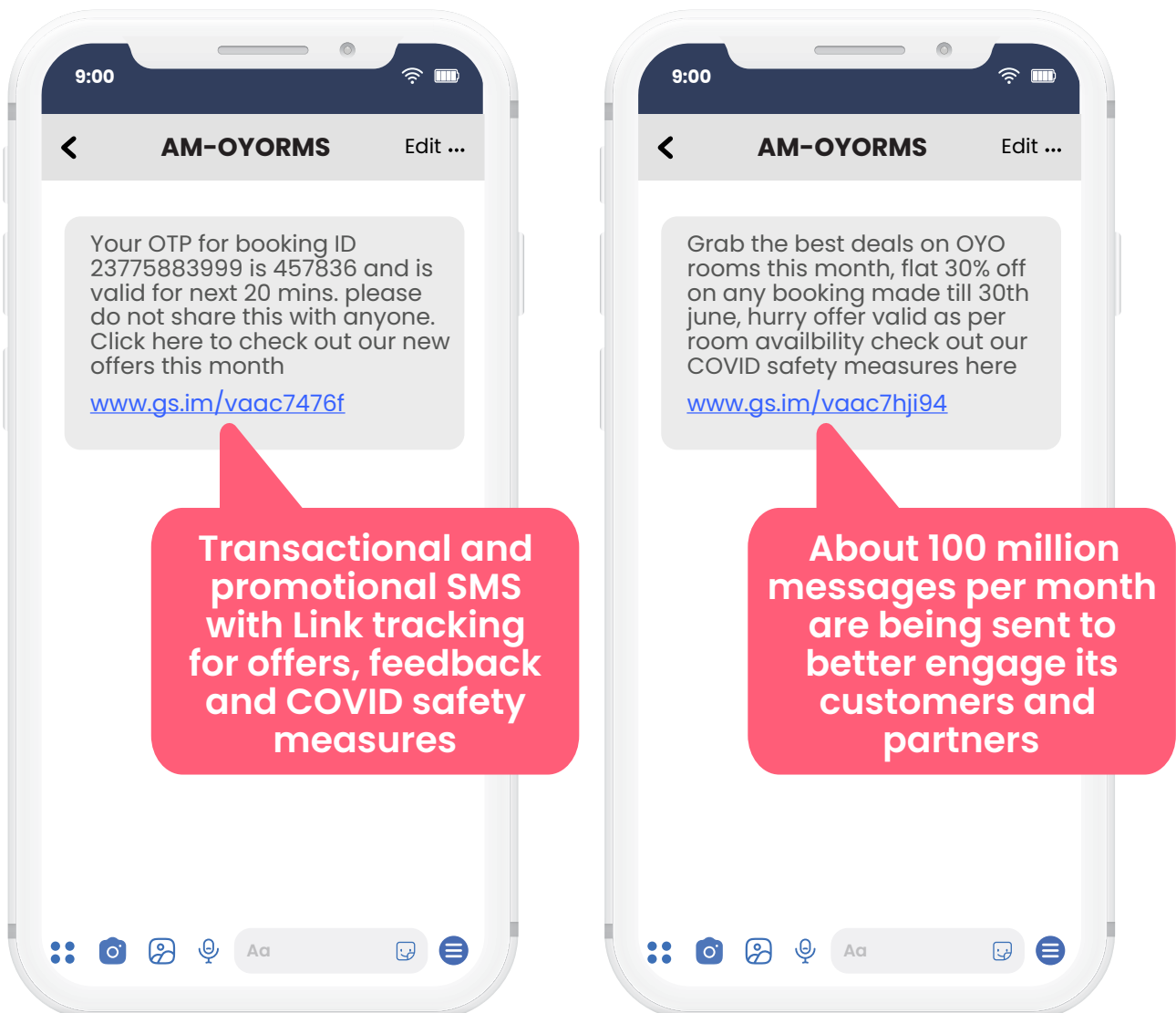
Read the complete Citibank case study here

Hospitality : OYO Rooms

OYO Rooms decided to partner with Gupshup to engage and communicate with its customers and living space partners, as our Global Messaging API helped reach its customers and partners across multiple geographies and messaging channels including using mobile web-widget for NPS surveys and feedback.

Solution:

Gupshup helped OYO to grow and engage its several million customers across various geographies and messaging channels:

❯ Gupshup provided OYO with low latency 2FA and transactional messaging with Voice OTP backup using its single messaging API across countries such as India, Indonesia, Malaysia, Vietnam, and Philippines.

❯ Gupshup's Mobile marketing tools like link tracking were also used by OYO to market various promotional offers, manage opt-in opt-out, get customer feedback, run COVID safety campaigns, and various other marketing activities.

❯ Gupshup also provided OYO with a unified dashboard for real-time usage statistics and a single panel to browse through all their marketing campaigns across all countries thus helping OYO seamlessly expand to new markets and increase their global presence.

9:00   **AM-OYORMS**   Edit …

Your OTP for booking ID 23775883999 is 457836 and is valid for next 20 mins. please do not share this with anyone. Click here to check out our new offers this month

www.gs.im/vaac7476f

Transactional and promotional SMS with Link tracking for offers, feedback and COVID safety measures

9:00   **AM-OYORMS**   Edit …

Grab the best deals on OYO rooms this month, flat 30% off on any booking made till 30th june, hurry offer valid as per room availbility check out our COVID safety measures here

www.gs.im/vaac7hji94

About 100 million messages per month are being sent to better engage its customers and partners

Gupshup's Solution for OYO

Conclusion

Omnichannel communication is a must-have to stay ahead of the competition curve as customers deserve the freedom to interact with brands on their terms through channels of their choice. Supporting and managing the seamless transition between channels to provide an engaging experience to the buyers, requires brands to have a unified customer profile view. Being a pioneer of advanced technologies such as conversational messaging and conversational AI, Gupshup is well-positioned to handhold brands towards building a successful omnichannel customer engagement strategy. Our smart messaging platform allows brands to go live with their omnichannel environment on 30+ channels; it also comes with a host of integrations to help enterprises create the most user-friendly workflows in use cases across a wide range of verticals.

If there is anything we can assist you with, please leave us a message. We would love to hear from you!

#LetsGupshup to get started.

Talk to Us

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