Customer Engagement in the Age of Omnichannel:

Leveraging Your Toll-Free Number for Voice AND Text

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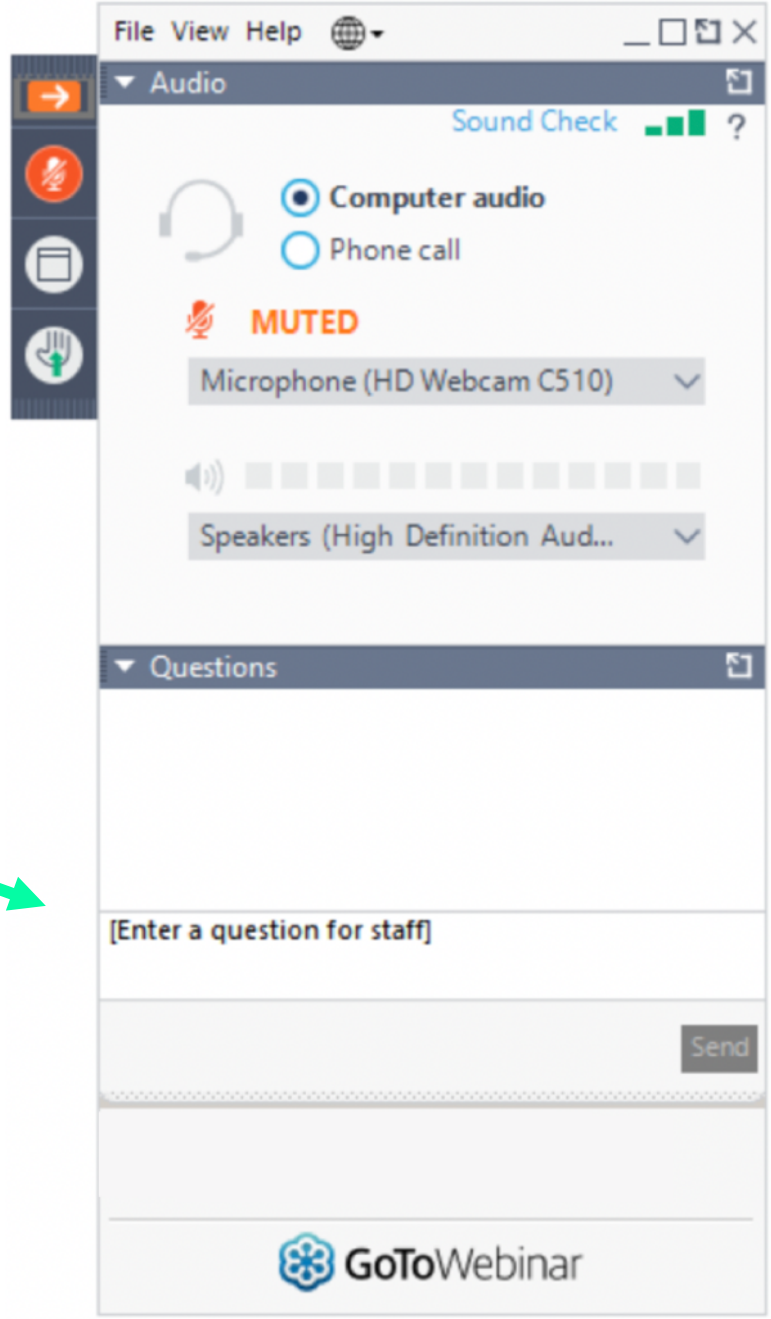

SOMOS

Your Presenters

Michelle Larsen

VP Customer Engagement & Product Strategy

Somos, Inc

Guest Speaker: Dan Bieler

Principal Analyst

Forrester Research

SOMOS®

A proven leader in registry management and data solutions

Our mission is to empower more trusted connections between brands, consumers and communities.

What we will cover today

1. How an omnichannel strategy can increase engagement
2. Why Toll-Free Numbers and texting are essential to your communication strategy
3. What are the steps to omnichannel excellence

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Omnichannel – A Key Tool To Evolve Toward A Digital Service Provider

Dan Bieler, Principal Analyst

Photo: Bergman Group©

24th March 2020

Customer expectations are changing

Photo: Bergman Group©

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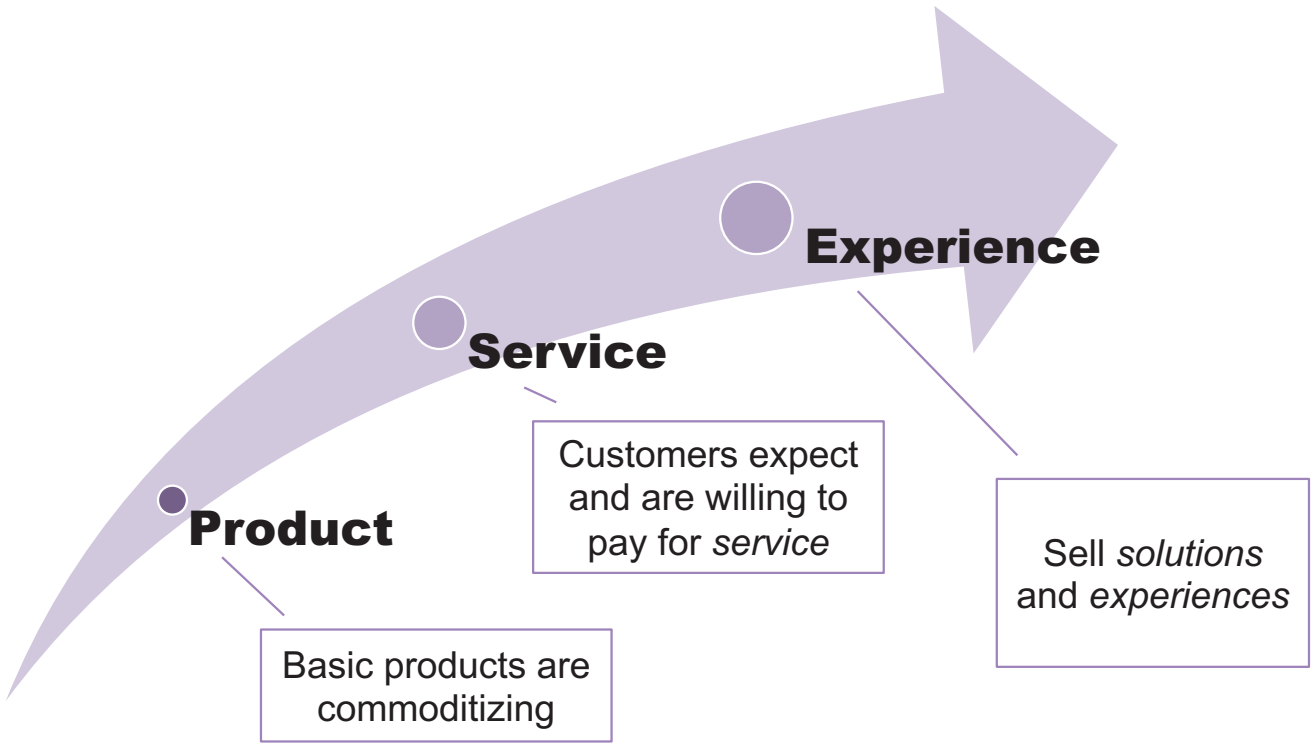
Forrester sees a shift from *product sales* to *service* and *experience delivery*



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Automotive services are evolving

Photo: Bergman Group©

Customer engagement is the focus for emerging value propositions

Overview of recent research

Somos commissioned Forrester Consulting to explore the role that SMS in general and text-enabled toll-free specifically play in omnichannel customer strategy. We explored the business opportunities and challenges associated with using SMS and TFT as a customer engagement and marketing channel.

We conducted an online survey of 301 B2C and B2B brands in the US, Canada, and the Caribbean and 3 telephone interviews with service registrars to test the hypothesis.

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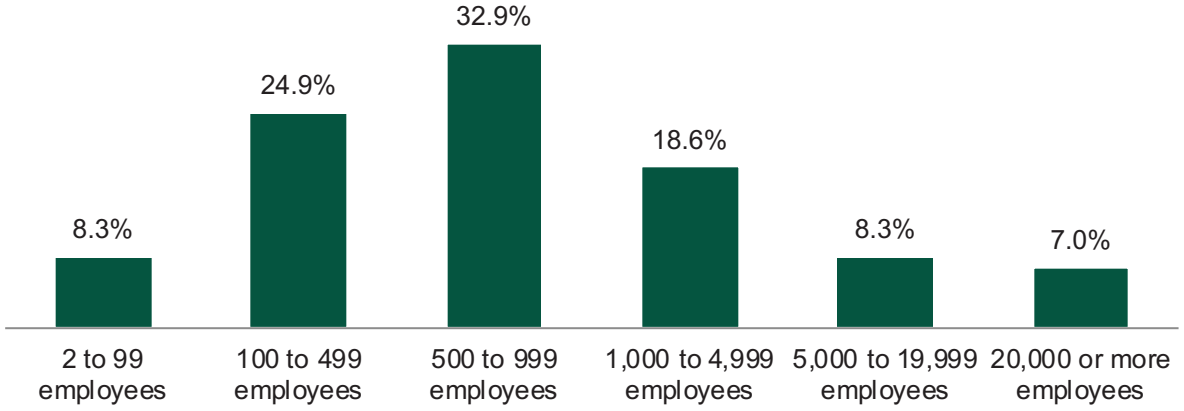
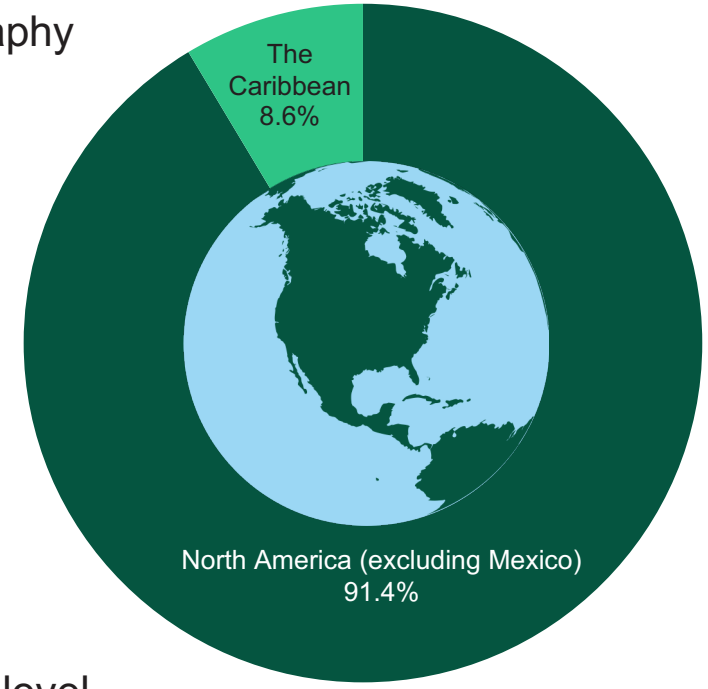
Firmographics

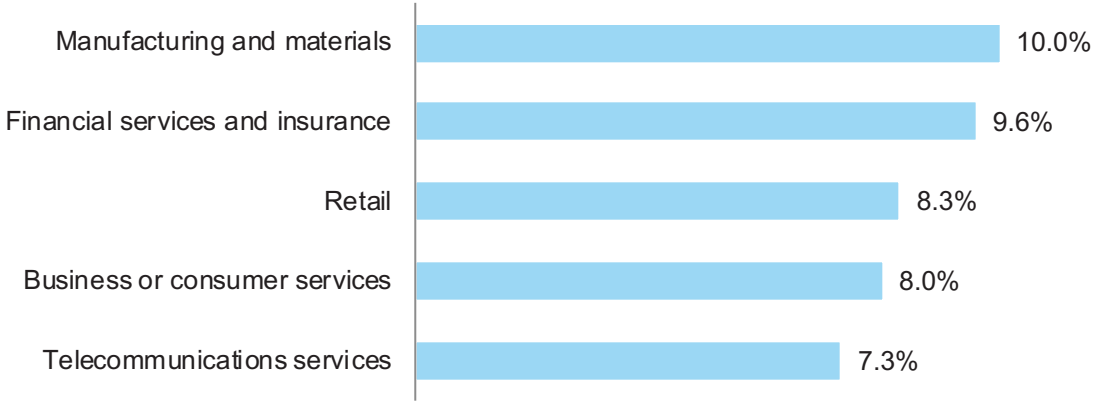
Company size



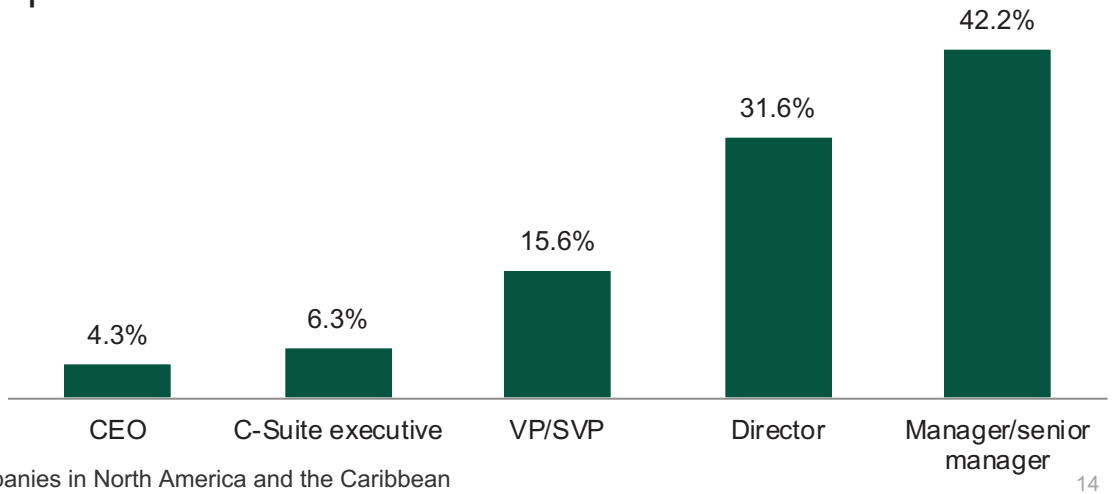
Geography



Top 5 Industries



Respondent level



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Base: 301 marketing and contact center decision-makers (manager+) at companies in North America and the Caribbean
Source: A commissioned study conducted by Forrester Consulting on behalf of Somos, September 2019

Key findings

SMS presents a tremendous opportunity for companies to build closer and more rewarding customer relationships.

Underinvestment in SMS customer engagement demonstrates a lack of customer focus.

Companies using SMS grow 10% on average year over year.

With text-enabled toll-free numbers, brands benefit from two-way communication at a lower cost.

Base: 301 marketing and contact center decision-makers (manager+) at companies in North America and the Caribbean

Source: A commissioned study conducted by Forrester Consulting on behalf of Somos, September 2019

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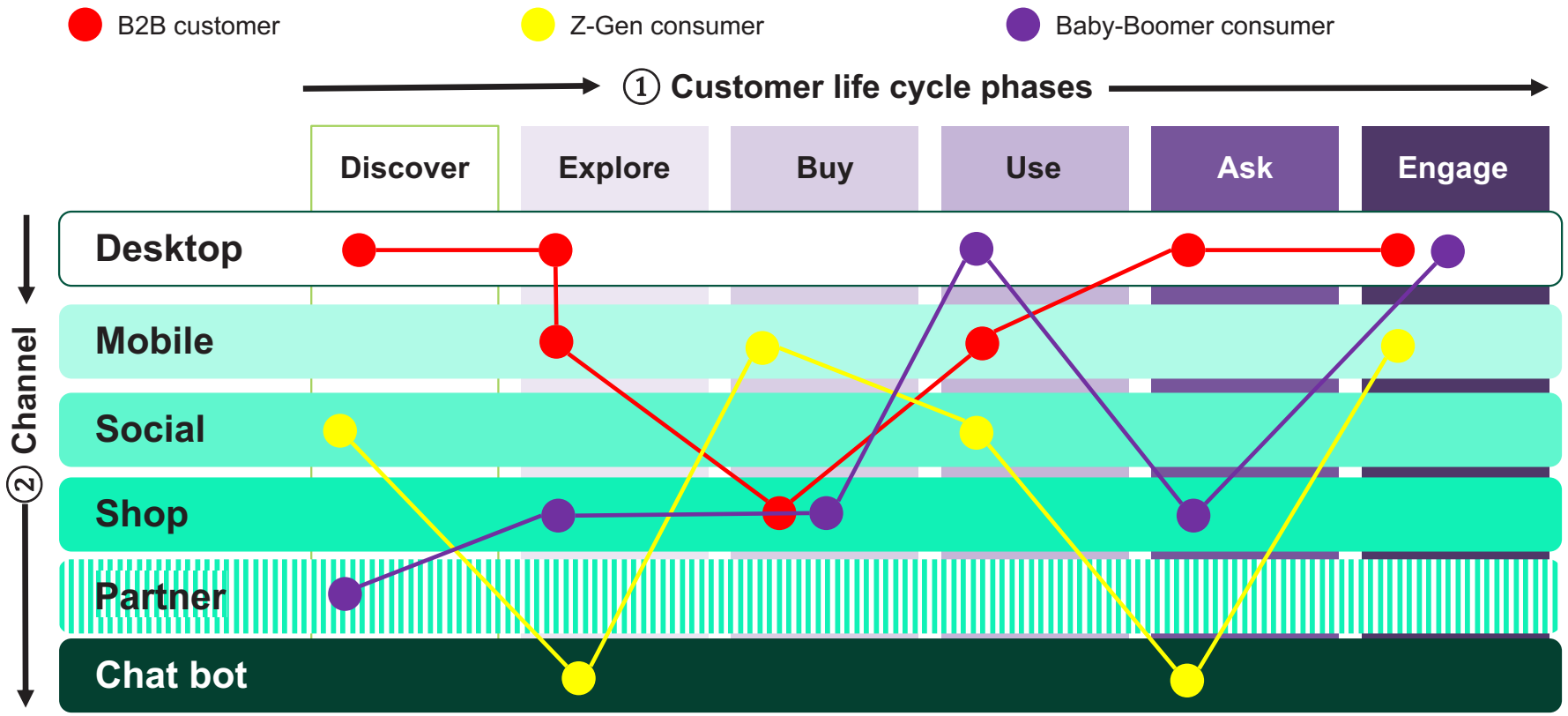
Customer journey mapping can get complex across several channels



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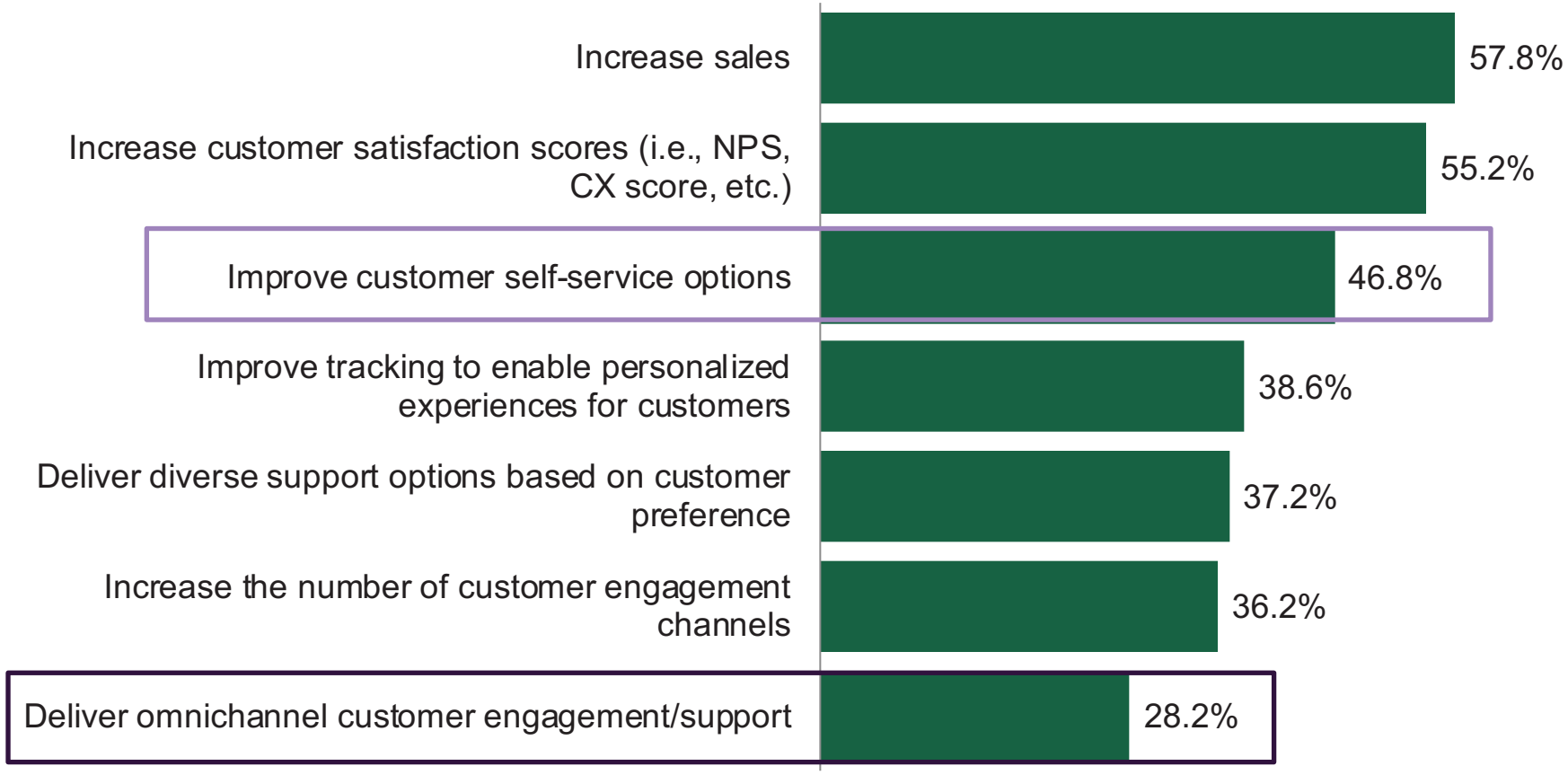
Omnichannel delivery is only a low priority

"Which of the following are the top initiatives driving your company's customer engagement/service strategy?"



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Forrester defines omnichannel as

*The coordination of traditional channels (marketing, selling, fulfillment) and supporting systems to create a **seamless** and **consistent** customer experience.*

"I expect relevant interaction – personalized based on a given context".

"I want to interact with my vendor in a way of my choice - when it suits me".

Photo: Bergman Group©

SMS over text-enabled toll-free numbers: a sweet spot within SMS

SMS customer engagement has three main forms:

Local number

Appears to the customer as any local number would

Short code

One-way messaging that appears to the customer as a five-digit number

Toll-free number

Appears as a "1-800" or other 8XX toll-free number to the customer

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The opportunity of text-enabled Toll-Free communications for customer engagement

Photo: Bergman Group©

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The business cases for SMS adoption and omnichannel engagement are the same

“What were the key drivers of your company’s decision to adopt SMS text messaging?”

Base: 301 marketing and contact center decision-makers (manager+) at companies in North America and the Caribbean

Source: A commissioned study conducted by Forrester Consulting on behalf of Somos, September 2019

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SMS and text-enabled toll-free numbers are essential to an omnichannel engagement strategy

"Please explain the advantages of utilizing a toll-free number as a messaging platform."

It usually is an **easy number** for the customer/client **to remember**.

Customers can use the same number to reach us. [It] **provides enhanced customer experiences**.

Faster response time as compared to other communication channels.

Most beneficial thing is customers can text back to us **in real time.**

Two-way conversation is possible via text-enabled toll-free numbers.

Base: 301 marketing and contact center decision-makers (manager+) at companies in North America and the Caribbean

Source: A commissioned study conducted by Forrester Consulting on behalf of Somos, September 2019

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Omnichannel demands an understanding of how varying channels fit within a customer's day-to-day life and how each channel can enhance the value of the brand-customer relationship.

SMS is a hallmark of omnichannel maturity

"Yes, all channels link back to a centralized database."

"Yes, all channel messaging is consistent across channels."

Base: 301 marketing and contact center decision-makers (manager+) at companies in North America and the Caribbean
Source: A commissioned study conducted by Forrester Consulting on behalf of Somos, September 2019

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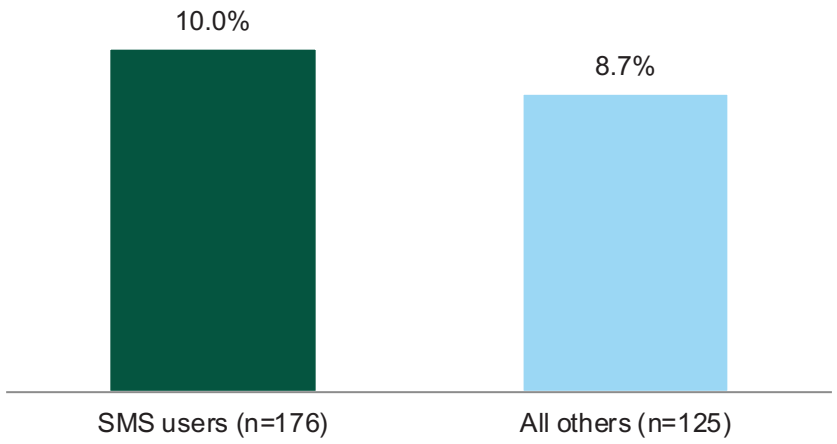
SMS engagement leads to greater customer satisfaction and helps brands grow and lends opportunities for automation

"What benefits have your company seen as a result of the adoption of SMS text messaging?"

"Please estimate your organization's average year-over-year revenue growth rate over the last two years."

Percentages are midpoint averages of YOY growth estimates



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Imagine omnichannel as part of a smart home offering and the consumer could:

Example of security webcam in smart home

- Customer receives a SMS notification of unusual movement on a security Webcam at home.
- Customer checks home status on her tablet when travelling.
- Customer receives option to call police if necessary.
- Customer receives SMS for two-way authentication to talk to police.

Examples for text support of omnichannel

- Identification
- Authentication
- Notification
- Transaction execution

Photo: Bergman Group©

Imagine omnichannel as part of a retail sector offering and a consumer of beauty products could:

Examples for text support of omnichannel

- Confirmation
- Advice
- Navigation

Example: in-store customer engagement

- Customer receive via SMS a notification about a special promotion of a new product that is similar to a product that the customer bought online in the past.
- Customer arranges a personalized appointment with an assistant in the retail store – and confirm via SMS.
- Customer receives a SMS link to a Webcast on how to get the most out of the product.

Photo: Bergman Group©

Steps to omnichannel excellence

Photo: Bergman Group©

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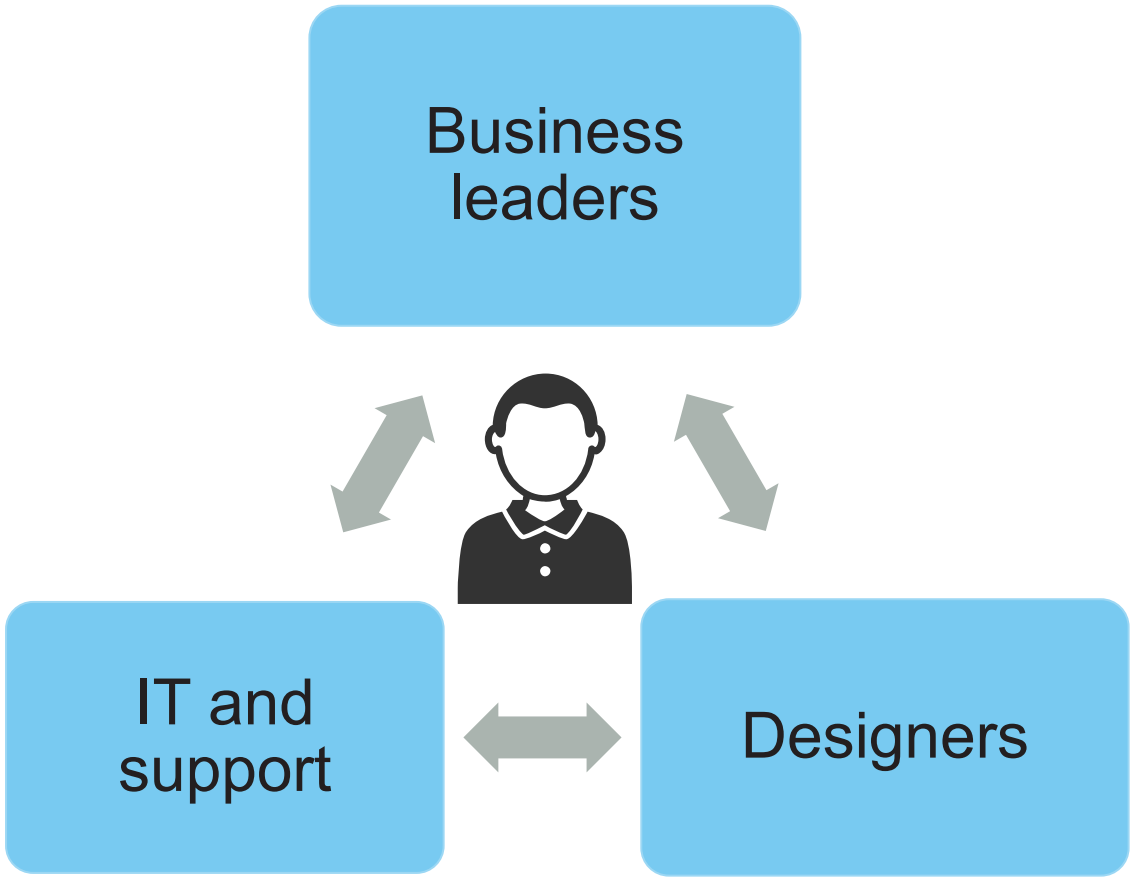

Redesign approach to product and service management

- Get closer to your customer
- Work faster, and get faster feedback
- Open-up opportunities for collaboration
- Enhance cost transparency
- Speed-up product and service delivery

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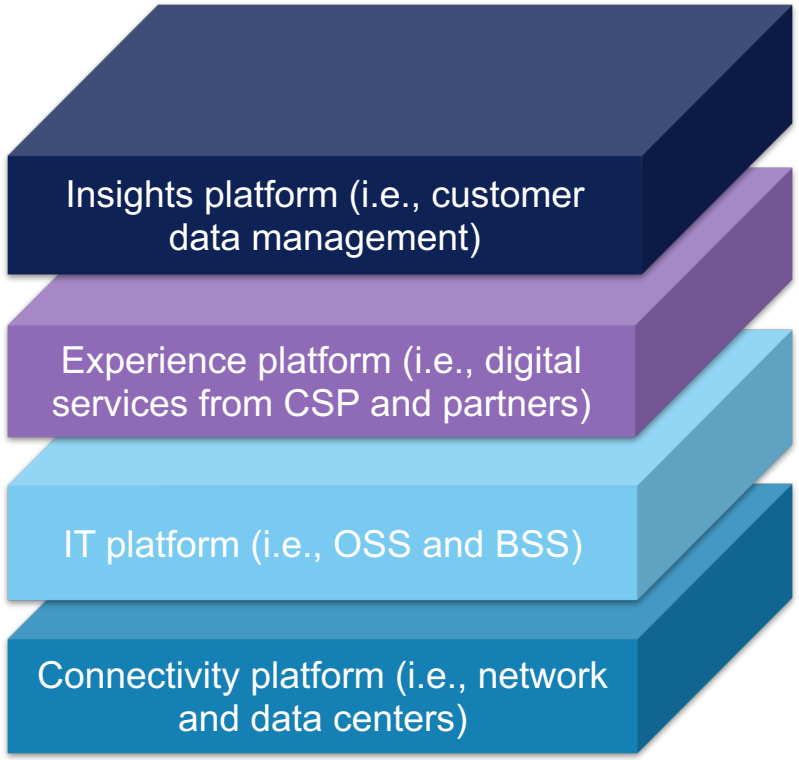
Invest in omnichannel architecture that supports technology interoperability



- **Unified presentation layer**: content management system as a unified presentation layer for all channels (Light UI)
- **Unified access layer**: API management system for self-care, commerce, ecosystem partner mash-ups and authentication
- **Unified customer view layer**: customer information management for identity models, CRM, data warehousing, and analytics
- **Unified analytics layer**: personalized and proactive services; consultative sales; co-browsing

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Your next steps depend on where you and / or your clients are in the omnichannel transformation

Beginner
Define your organization's business objectives and outcomes for omnichannel
Involve affected stakeholder and make them work across silo divisions and channels
Align omnichannel and customer experience activities through interdisciplinary teams
Build customer engagement based on outside-in / design-thinking
***KPIs**: e.g.: resolution time; contact center costs*

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Your next steps depend on where you and / or your clients are in the omnichannel transformation

Beginner	Intermediate
Define your organization's business objectives and outcomes for omnichannel	Integrate back-end data to create a single data lake
Involve affected stakeholder and make them work across silo divisions and channels	Create a customer profile at single location
Align omnichannel and customer experience activities through interdisciplinary teams	Embrace structured and unstructured data and embrace social listening
Build customer engagement based on outside-in / design-thinking	Explore possibilities to deploy omnichannel platform capabilities for your growth initiatives
***KPIs**: e.g.: resolution time; contact center costs*	***KPIs**: e.g.: churn; customer satisfaction*

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Your next steps depend on where you and / or your clients are in the omnichannel transformation

Beginner	Intermediate	Advanced
Define your organization's business objectives and outcomes for omnichannel	Integrate back-end data to create a single data lake	Ensure consistency of business functions across the extended organization
Involve affected stakeholder and make them work across silo divisions and channels	Create a customer profile at single location	Open your omnichannel platform to ecosystem partners via an API management layer
Align omnichannel and customer experience activities through interdisciplinary teams	Embrace structured and unstructured data and embrace social listening	Collect customer data from and share data with external partners
Build customer engagement based on outside-in / design-thinking	Explore possibilities to deploy omnichannel platform capabilities for your growth initiatives	Ensure visibility into processes, services and applications for remote and predictive services
***KPIs**: e.g.: resolution time; contact center costs*	***KPIs**: e.g.: churn; customer satisfaction*	***KPIs**: e.g.: NPS; up- & cross sales; sales from partners*

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Thank You.

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"I would say turn toll-free texting on and see who's texting you already. You may be getting text messages, and you don't even know it."

- Director of carrier relations at a US-based service registrar

Questions?

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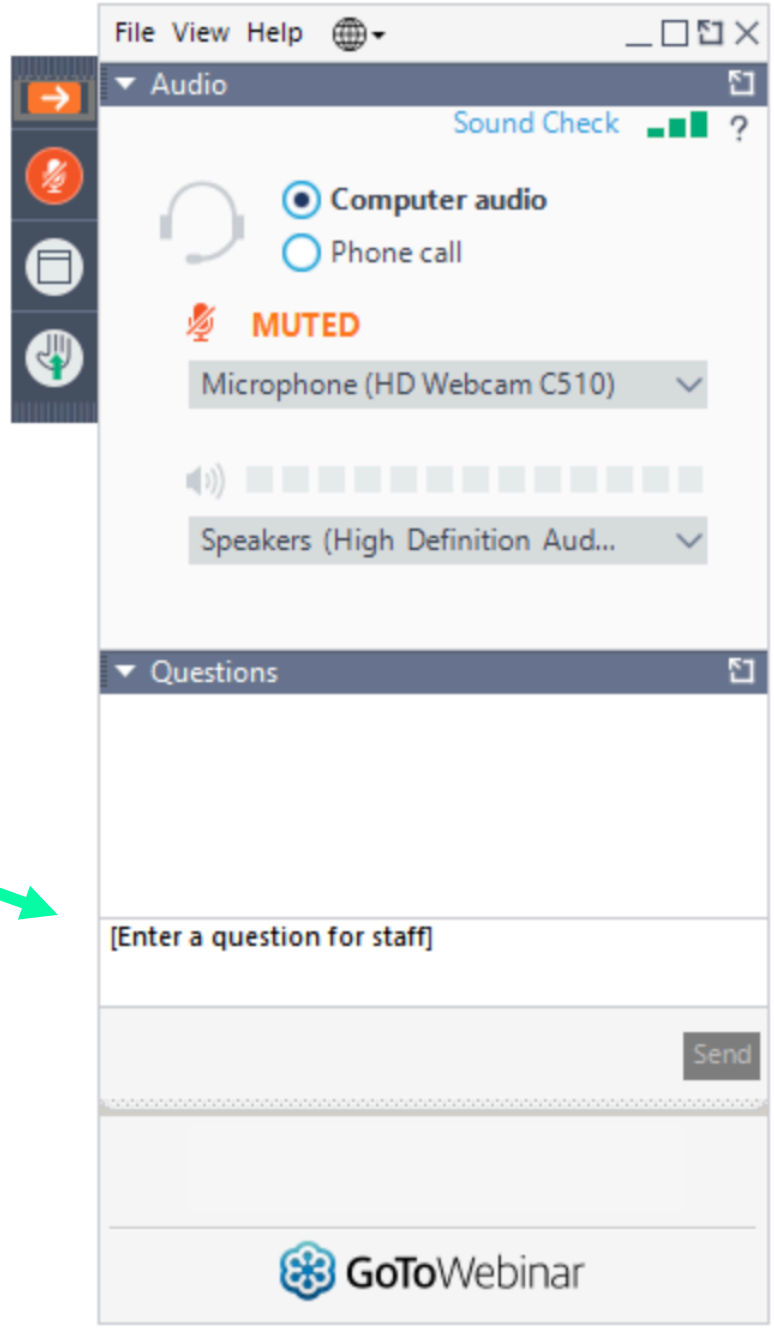
in the Questions box and our moderator
will address your questions live.



Ready to Text?

1. Access to this webinar:
   - Slide Deck
   - Recording
2. Advanced copy of the Forrester Thought Leadership Paper commissioned by Somos
   - *Text Me When You're Ready*
3. Reach out to:
   - Your telecom provider OR
   - Contact a Service Registrar

Service Registrars – Offer Texting to Toll-Free

ANI

bandwidth

brightlink

EZTexting

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Text Enabled Toll-Free Numbers

Helping to Drive Your Omnichannel Strategy

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