

# XP Messaging

**Elevate your brand by serving customers on their preferred channels.**

The emergence and dominance of multiple messaging channels offers businesses like yours a prime opportunity to nurture personalized connections with their customers by being available whenever and however they want to contact you.



**PEOPLE**



**TECHNOLOGY**



**BOTS**

Business messaging, also known as asynchronous messaging, allows customers to connect with your brand at their convenience, over their preferred devices, using their favorite applications and social media platforms.

With **Concentrix XP Messaging**, customers can start, resume, and end a conversation at their own pace.

Your business benefits because your agents can **help more people**, leading to a **reduction in support calls** and enhancing overall efficiency and **productivity**.

# An All-Inclusive Solution

Concentrix XP Messaging not only provides a messaging technology platform for customer service driven by bots, but also offers purpose-trained agents, making it an all-inclusive solution tailored to your unique business needs and requirements.

## People

Proven world class digital delivery

**RECRUITING:** Online Talent Attraction Tool™ & digital skills assessments for candidates

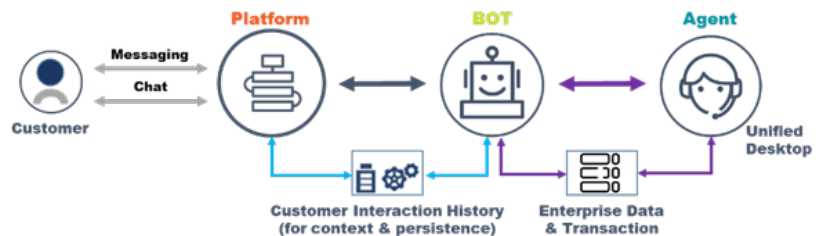
**TRAINING:** Essentials curriculum for messaging skills, techniques + training platform

**OPERATIONS:** Best practice insights shared across ops & digital messaging community

**QUALITY:** Quality standards, scorecards, evaluations & calibrations for digital channels

## Technology + Bots

Enterprise-class messaging & automation platform

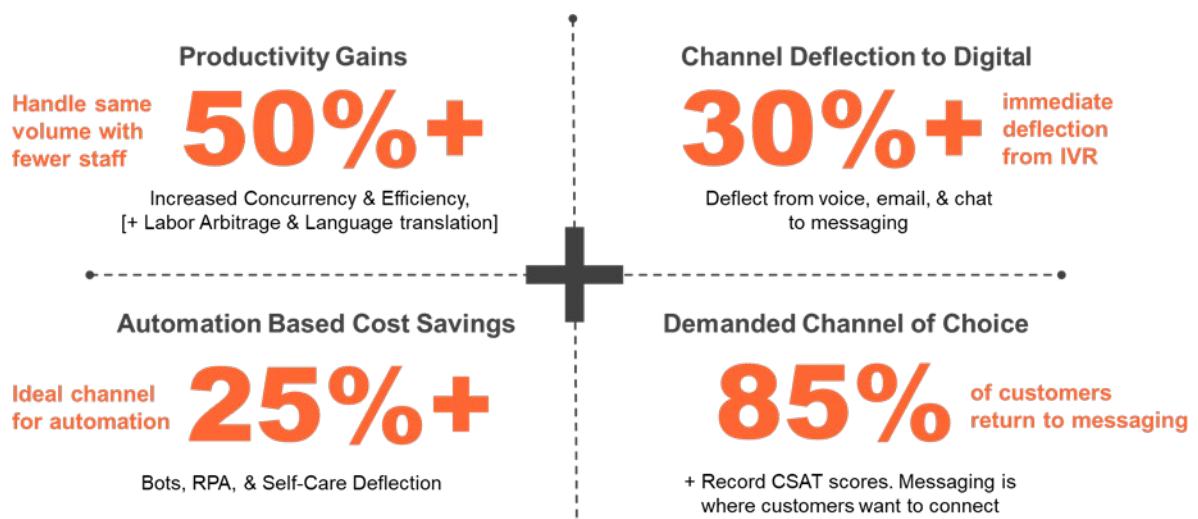


## Key Features

- **Asynchronous Messaging.** Convenience for customers and agents
- **Multi-Skilled Agents.** Purpose-trained to excel at messaging interactions
- **Channels of Choice.** SMS/Text, Apple Business Chat, Google Rich Business Messaging, Web Messaging, In-App Messaging, Facebook Messenger, Twitter, WhatsApp, WeChat and others
- **Bots—Yours or Ours.** Develop-Manage-Tune bots
- **Integrations.** Open API framework built on REST APIs and Webhooks
- **Reports and Insights.** Track the performance of your engagements

## Real-World Results

Leading Fortune 500 companies rely on Concentrix to drive their digital transformations. Our client successes include more than 120 messaging deployments that have resulted in higher conversion rates, improved efficiency, and dramatic increases in CSAT:



# Getting Started with Messaging Worksheet

Are you ready to leverage the power of Concentrix XP Messaging? Use this handy worksheet to help you envision how your business--and and your customers--can benefit!

Total Online Traffic \_\_\_\_\_

Website traffic \_\_\_\_\_ % = \_\_\_\_\_

Mobile traffic \_\_\_\_\_ % = \_\_\_\_\_

## Contact Type

How are you going to use messaging?

\_\_\_ To handle inbound queries \_\_\_ To send outbound messages \_\_\_ For both inbound and outbound

## CSAT Estimation

Current CSAT = \_\_\_\_\_ CSAT + 5-7 ppt. increase = \_\_\_\_\_

## Cost Savings Estimation

With 20% deflection of calls  
to messaging channel

Pre-Messaging

Current cost per call =

\_\_\_\_\_

\_\_\_\_\_

Inbound call volume =

\_\_\_\_\_

\_\_\_\_\_

Total inbound call expenses =

\_\_\_\_\_

\_\_\_\_\_

**Savings (Pre-Messaging – Post-messaging expense)**

\_\_\_\_\_