

Tipsheet

9 Reasons to add messaging to your customer service mix

Messaging has changed the way consumers interact with each other and the world at large. During the COVID-19 pandemic, many organizations struggled with reduced staff, lower productivity, and delayed responses.

According to **The New CX Mandate**, a Freshworks survey report, **44.4%** of customer service leaders identified **chat on the web and on messaging apps as the most critical capability to maintain service levels** through the crisis. Messaging as a customer service channel is growing, and here are 9 reasons why you need to add it to your customer service strategy.

1

Make it easy for your customer to talk to you

When dealing with an issue related to your product or service, the last thing your customer wants to do is fill out a form. Messaging allows customers to get straight to the point and even embed images and screenshots that could help define their problem faster. Customers that engage with you via chat & messaging tend to provide higher CSAT ratings on their interactions than if they engage with you on traditional channels.

Axminster Tools, a customer of Freshworks, achieves 96% CSAT on chat vs. 82% on traditional channels.

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2

Bring down customer wait times by 80%

Long wait times are the bane of every customer's existence. **9%** of consumers believe it's **acceptable to wait up to 1 minute** to speak to an agent; another **42%** believe a **1-3 minute wait is acceptable**. Providing a messaging option to customers allows them to avoid queues and get in touch with your support team without the wait.

3

Strike a balance between 'real-time' and 'any time' with continuous conversations

The benefits of messaging are two-fold - your customers are able to engage with agents then and there, or go away and pick up the conversation again at a later time. The asynchronous nature of messaging means your agents have context of past conversations and your customer doesn't need to repeat themselves. With anytime engagement, both your customers and your team can multitask even if there is a short wait time and with real-time engagement, customers can get fast and instant responses.

4

Appeal to customers of all ages

No matter who your customers are, from baby boomers to millennials, research has shown that they prefer messaging. **63% of boomers**, **65% of Gen Xers**, and **65% of millennials** all have said that they prefer to message over email or call.

5

Reduce your cost-per-interaction

According to a Forrester study, the average cost per phone interaction is around **\$15.5**, whereas messaging is considerably less expensive with its cost per interaction ranging between **\$1 to \$5**. You can save a minimum of **\$10** per interaction by shifting some of your volumes to messaging.

Klarna, a financial services provider, was able to shift **31%** of their phone volumes to chat and messaging.

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6

Make scaling easier with chatbots

If you want to improve customer satisfaction without scaling your team or increasing costs, then messaging is the answer. With bots and self-service, which according to a Gartner report costs only **\$0.10** per contact vs **\$8.10** in the case of email, messaging is the answer to scale and customer satisfaction.

Dunzo, a 24/7 delivery service provider, is able to resolve 48% of their queries without human intervention, saving 30% of their support costs.

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7

Provide proactive customer service

Set up triggered workflows that will allow you to engage with customers proactively. Our research has shown that **69%** of consumers globally have a clear preference for brands that offer proactive notifications and service to them.

Bel USA, an e-commerce company, has used triggered campaigns to reach 3.1 million visitors with a 28% response rate. [Read more ->](#)

8

Make great experiences your differentiation

Messaging is still not commoditized and can be a differentiator for your business. Messaging across channels - web, social messaging, mobile can still be a game-changer for your customer service. In a survey of 8,398 customers by Gartner, the top five channels businesses employ for issue resolution included: phone (**44%**), chat (**17%**), email (**15%**), company website (**12%**), and search engine (**4%**).

9

Increase agent productivity

With messaging, your agents can do more in the same amount of time. Multitasking becomes easier, with agents being able to handle multiple customer queries simultaneously. As a result, your team will be able to increase productivity without adding headcount. Messaging is intuitive and familiar to everyone, so onboarding new agents becomes easier as well!

MakeMyTrip, a digital travel agency, has seen a 3x increase in agent productivity since implementing messaging for support.

[Read more ->](#)

Want to add modern messaging to your customer service channel-mix?

[Schedule a personalized demo now ->](#)

