

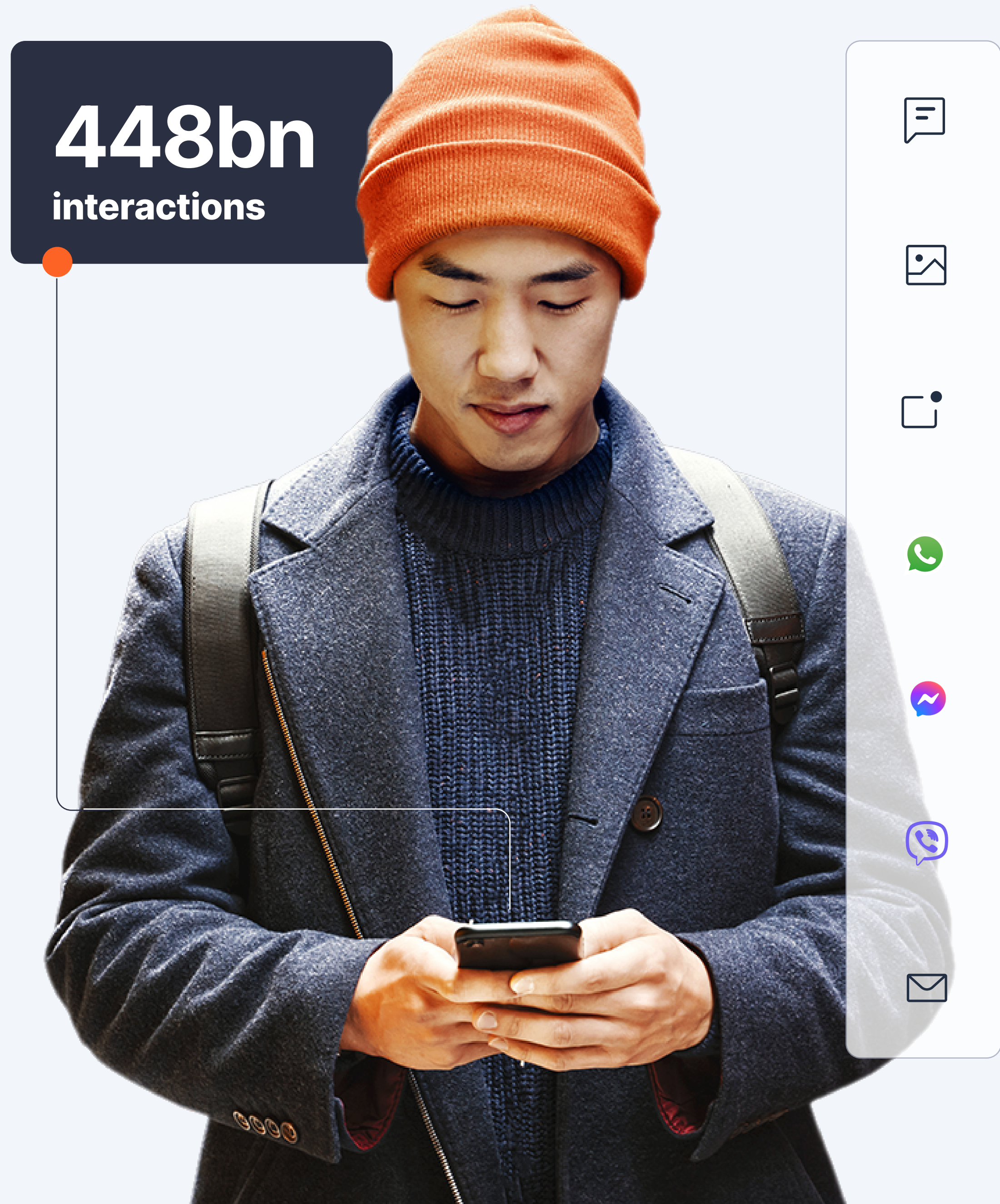


448bn  
interactions

# Messaging trends 2023

Discover the current trends in business communication based on **interactions that took place on our platform.\***

\*2021 vs 2022



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# The era of conversational everything

In this report, we dive into the channel interactions that took place between businesses and their customers on our platform in 2022 and compared it to 2021 to identify trends in business communication.

These findings serve to help you build your own winning conversational experience with the channels, tools, and technology that resonate most with today's consumer.



**Ivan Ostojic,**  
Chief Business Officer, Infobip

Consumer habits have evolved at a rapid pace – and continue to evolve as we experience further advancements in technology.

The days of consumers finding brands in-person or online are over. Now, they expect brands to find them in the spaces they prefer. Communication channels, automation, and personalization all play important roles in building experiences that drive loyalty and retention.

We've entered **the era of conversational everything** – whether for marketing, support, or sales, customers want a conversation with a brand on the channels they already use. For customers, the benefits are clear. They get richer, more convenient, and more personalized experiences. Meanwhile, businesses and brands benefit from customer loyalty and ultimately stronger sales.

Emerging channels such as Google's Business Messages and Apple Messages for Business enable brands to chat with customers at each stage of their journey – from search to purchase and support. And customers want these interactions to be fast. We see this through the **near 4x increase** in chatbot interactions on Apple Messages for Business and **near 2x increase** on Google's Business Messages.

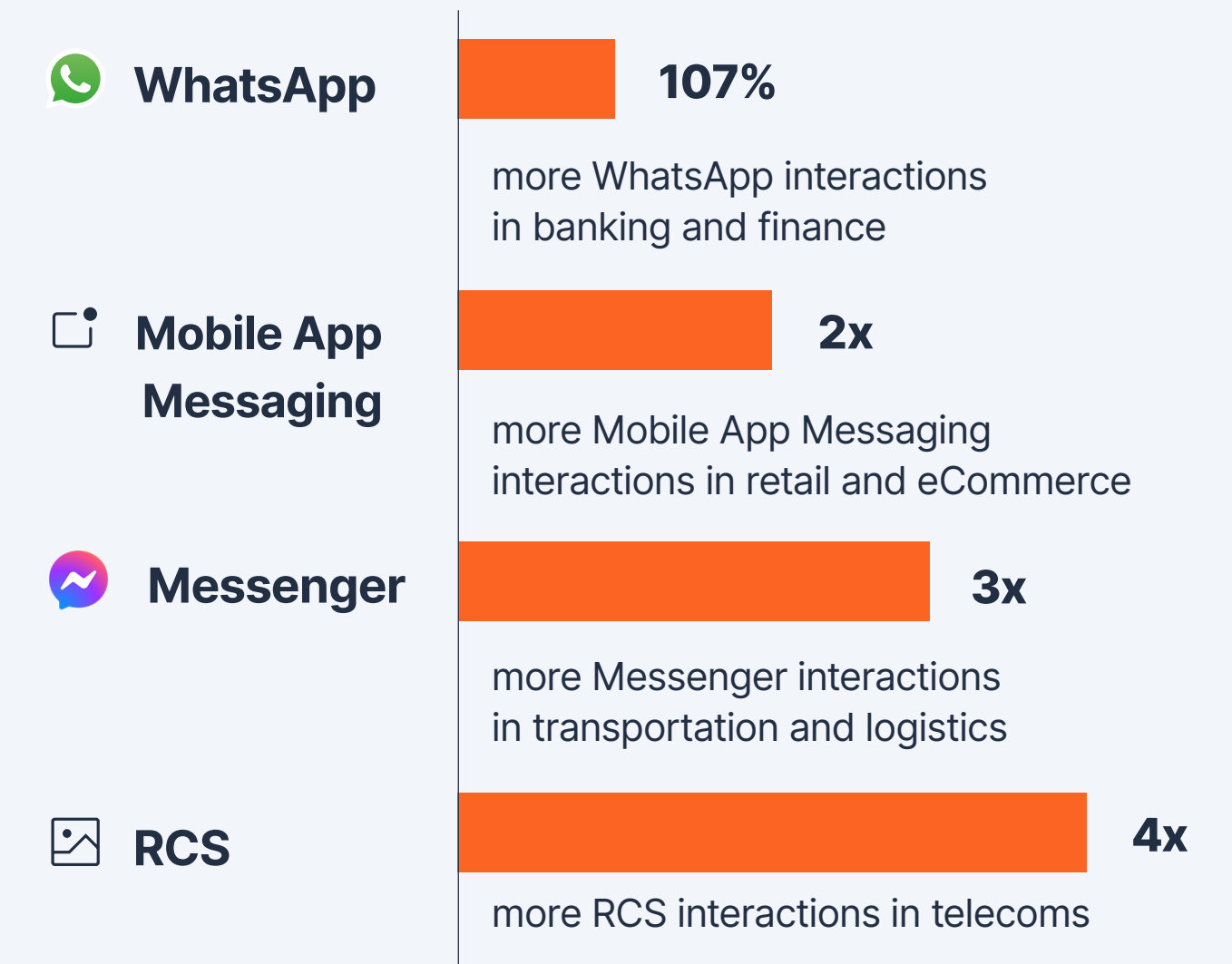
Still, **SMS remains the core channel** to any brand's omnichannel approach – being the constant for two-channel and three-channel combinations used by brands on our platform, with **more than half (56%)** using more than one channel. The most popular two-channel combination in 2022 was **SMS and WhatsApp (29%)**, followed by **SMS and Email (14%)**.

This is true for B2B platform interactions, too – where **more than 20% of platforms** across industries adopted an omnichannel approach via Infobip in 2022.

Brands have also found new uses for traditional channels such as Voice, using it to re-engage customers that are about to churn. As a result, we've seen **almost 2x more Voice interactions** for customer engagement in 2022 compared to 2021.

We expect to see conversational experiences continue to expand across sectors from ride sharing to healthcare and even the public sector as organizations adapt to this new conversational landscape.

Different channels fit different business models, which we notice when we look at the increase in interactions across industries:





# Overview

After analyzing **over 448 billion interactions** that took place on our platform, we noticed more brands are moving towards providing conversational experiences.

These experiences are set up on a variety of channels and use different features, functionalities, and technologies to create engaging interactions between businesses and their customers.

With a **digital-first, omnichannel approach**, brands can leverage cloud technology to:

- personalize interactions
- A/B test promotional campaigns
- send messages at the right time
- automate answers to FAQs
- set up failover options

As a result, they can:

- simplify their customer journey
- increase revenue and conversion rates
- increase customer satisfaction, loyalty, and retention
- improve cart abandonment rates
- reduce customer service costs

**Dive into the findings of this report to learn the latest trends in customer engagement, chatbots, customer support, B2C communication, and platform interactions.**

## The business messaging landscape

Discover the tools and technologies that are helping brands evolve their customer engagement and support to build conversational experiences – from discovery to purchase and retention.

[Learn more →](#)

## How omnichannel is leading to conversational adoption

Learn what the most popular channel combinations are for customer communication among banking, retail, transportation, and telecom brands.

[Learn more →](#)

## The foundation for conversational success

Explore the year-on-year growth among the most popular channels for customer communication globally and within regions.

[Learn more →](#)

## An approach for B2B platforms

Find out which communication channels B2B platforms are adding to their business models – and how CPaaS has evolved to help more than just B2C brands.

[Learn more →](#)



# The business messaging landscape

Business-to-consumer (B2C) communication has evolved from transaction-based messaging to end-to-end conversational journeys across channels.

Customers want (and expect) to chat with brands as they do with their family and friends, while moving through each stage of their journey – from **discovery to purchase and retention** – in the same space. They want to engage, be re-engaged, get support, and transact on channels that are familiar and easy-to-use – eliminating friction and obstacles that have stood in the way between them and a brand’s products or services before digitalization.

**Hyper-personalization, automation, and 24/7 availability** are the building blocks to long-term conversational experience success. While AI chatbots, rich messaging apps, and upgraded voice and video channels are the tools and technology that help brands create them.

Although we’ve seen high adoption of these tools and technologies on our platform, we also notice that SMS, Voice, and Email continue to play key roles in **authentication** and **security** use cases.

This tells us that customers have different channel preferences for each type of interaction – and brands looking to meet demand must adopt an **omnichannel** approach that helps deliver rich experiences alongside secure, trusted interactions when necessary.

**Dive into the customer engagement, chatbot, and support trends we’ve seen take place on our platform – and learn how the right channels and technology can help you build a better conversational journey.**

## Customer marketing and engagement

With a focus on campaign ROI and customer lifetime value, explore how customer marketing and engagement practices have evolved with rich messaging app features and capabilities.

[Learn more →](#)

## Chatbots and AI

Find out how brands are using chatbots on emerging channels such as Google’s Business Messages and Apple Messages for Business, taking on marketing and sales roles alongside providing support.

[Learn more →](#)

## Customer support

Brands are using a mix of rich messaging apps and traditional channels to give customers a familiar, trusted support experience – learn why this combination is the go-to option.

[Learn more →](#)



	CUSTOMER ENGAGEMENT USE CASES		SALES & CONVERSATIONAL COMMERCE USE CASES		CUSTOMER SERVICE USE CASES			
	Marketing messages	Lead generation chatbot	Virtual assistant	Orders and returns	Notifications	Self-service chatbot	IVR deflection	Live agents
WhatsApp	✓	✓	✓	✓	✓	✓	✓	✓
Viber	✓	✓	✓	✓	✓	✓	✓	✓
Google's Business Messages		✓	✓	✓	✓	✓	✓	✓
Instagram		✓		✓		✓	✓	✓
Messenger		✓		✓		✓		
Apple Messages for Business		✓	✓	✓	✓	✓	✓	✓
RCS	✓		✓	✓	✓	✓		✓

### Different channels fit different business needs

Whether you want to reach your target audience with personalized campaigns, use digital channels as your new sales channel, or maintain customer loyalty with cost-effective solutions - there's a channel that best suits the ways you want to connect with customers

# Customer marketing and engagement

Customer engagement has taken strides forward since digitalization has become the norm. Shifting from marketing-only use cases, customer engagement efforts are now focused on delivering higher ROI on campaigns and increasing customer lifetime value.

Although traditional channels such as SMS and Email continue to be a **key part** of communication strategies for businesses – rich messaging channels such as RCS, WhatsApp, and Viber have helped brands achieve these new set goals.

The high growth in [WhatsApp customer engagement \(2.5x\)](#) can be attributed to the [introduction of marketing use cases](#) last year – enabling businesses to continue to build out their customer journey on the world’s most popular chat app. Popular features such as **product catalogs, quick replies, and list messages** make it easy for brands to set up interactive promotional messaging that increases engagement and marketing ROI.

[RCS Business Messaging](#) was the other leading rich messaging channel for customer engagement. The channel’s carousel feature helps businesses build engaging one-way and two-way campaigns using images, call-to-action buttons, and more.

Still, [SMS](#) and [Email](#) remain the reliable channels brands trust for **transactional** messages, **timely** notifications, and **sensitive** information such as account details, payment reminders, loan approvals, and more.

Brands that have mobile apps continue to rely heavily on [push notifications](#) and [in-app messaging](#) to keep customers informed – sharing special offers and discounts, app updates, and personalized notifications to their lock screens and notification bars. Mobile app messaging is a proven customer engagement channel, bringing users back to an app or website to explore new offers or revisit their cart to complete a purchase.

We’ve also seen new uses of **Voice** as a customer engagement channel. Brands are starting to use the channel to add a human touch to re-engagement efforts by calling customers who are predicted to churn with new offers and promotions - motivating them to complete a purchase or renew a service.

**Brands looking to increase customer engagement** should introduce conversational marketing models by combining marketing and promotional campaigns and engaging with customers in real-time using two way conversations.

## [ Channel ]

### Increase in interactions

2021 vs 2022



## [ Top use cases ]

- Set up promotional two-way campaigns
- Send payment reminders, loan approval notifications, and account notifications
- Re-engage customers that abandon their cart or form

## [ Top channels ]

By number of interactions



RCS



SMS



Mobile App Messaging



Email



Viber



WhatsApp



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# Chatbots and AI

Evolving communication technology has shifted the role chatbots play in everyday business operations. Moving from support-only assistants to **sales and marketing roles**, chatbots are now being used for more than answering frequently asked questions. In fact, we see them being used to sell products and services or even complete entire processes such as account signups and card applications.

Rich messaging channels such as WhatsApp, [Google's Business Messages](#), Instagram, and [Apple Messages for Business](#) enable brands to use their chatbot across more stages of the customer journey – from **discovery to purchase to support and retention**. With artificial intelligence and natural language processing, chatbots can work alongside sales, marketing, and support teams to automate communication – freeing up time for employees to do more meaningful work that moves businesses forward.

In fact, we've seen high growth in both **Apple Messages for Business (4x increase)** and **Google's Business Messages (2x increase)** interactions as brands set up self-service chatbots that enable customers to schedule appointments, change contact information, automate subscription renewals, and even complete onboarding and verification processes.

Chatbots are also being used in multiple languages and are driving upsell and cross-sell efforts that lead to new acquisitions.

## We expect these chatbots will become more intelligent with the rise of generative AI and large language models such as GPT3, GPT4, and ChatGPT.

[Messenger](#) has also seen steady growth as a chatbot support channel to provide specific product or service information, resolve order-related queries, and help customers with non-transactional requests such as finding an ATM or store location.

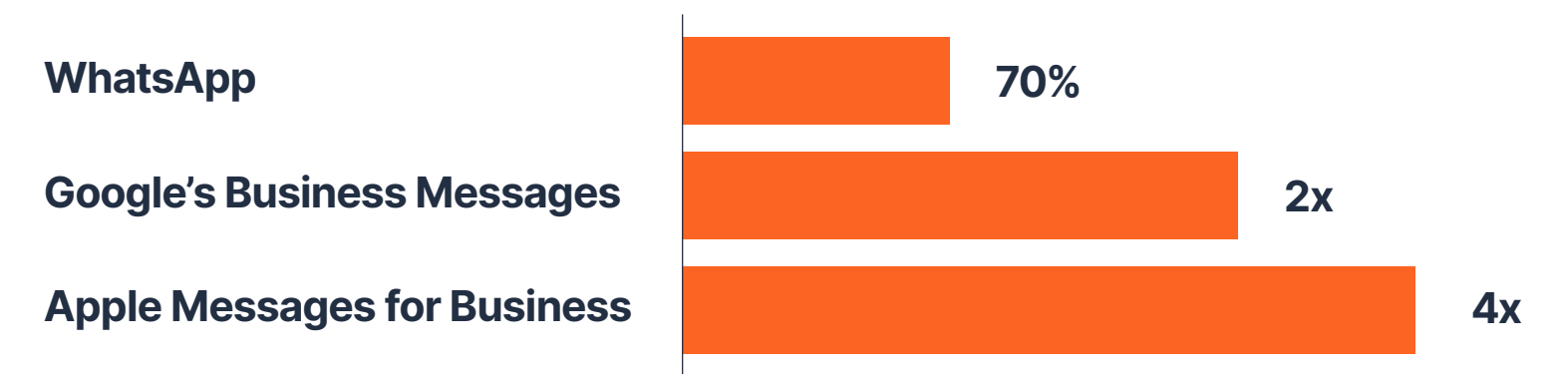
While [Instagram](#) is being used mainly to automate parts of the **purchase journey** – enabling customers to place or adjust orders, explore discounts and offers, or complete returns and refunds.

Still, one of the most appealing features of chatbots remains the ability to connect them to a contact center for easy agent takeover.

### [ Channel ]

### Increase in interactions

2021 vs 2022



### [ Top use cases ]

- Set up a self-service chatbot to book appointments, provide product or service information, and process returns or refunds
- Set up an AI chatbot to sell products and services through two-way conversations
- Offer a "transfer to a live agent" option that retains conversation history and context

### [ Top channels ]

By number of interactions



WhatsApp



Messenger



Instagram



Viber



Google's Business Messages



Apple Messages for Business



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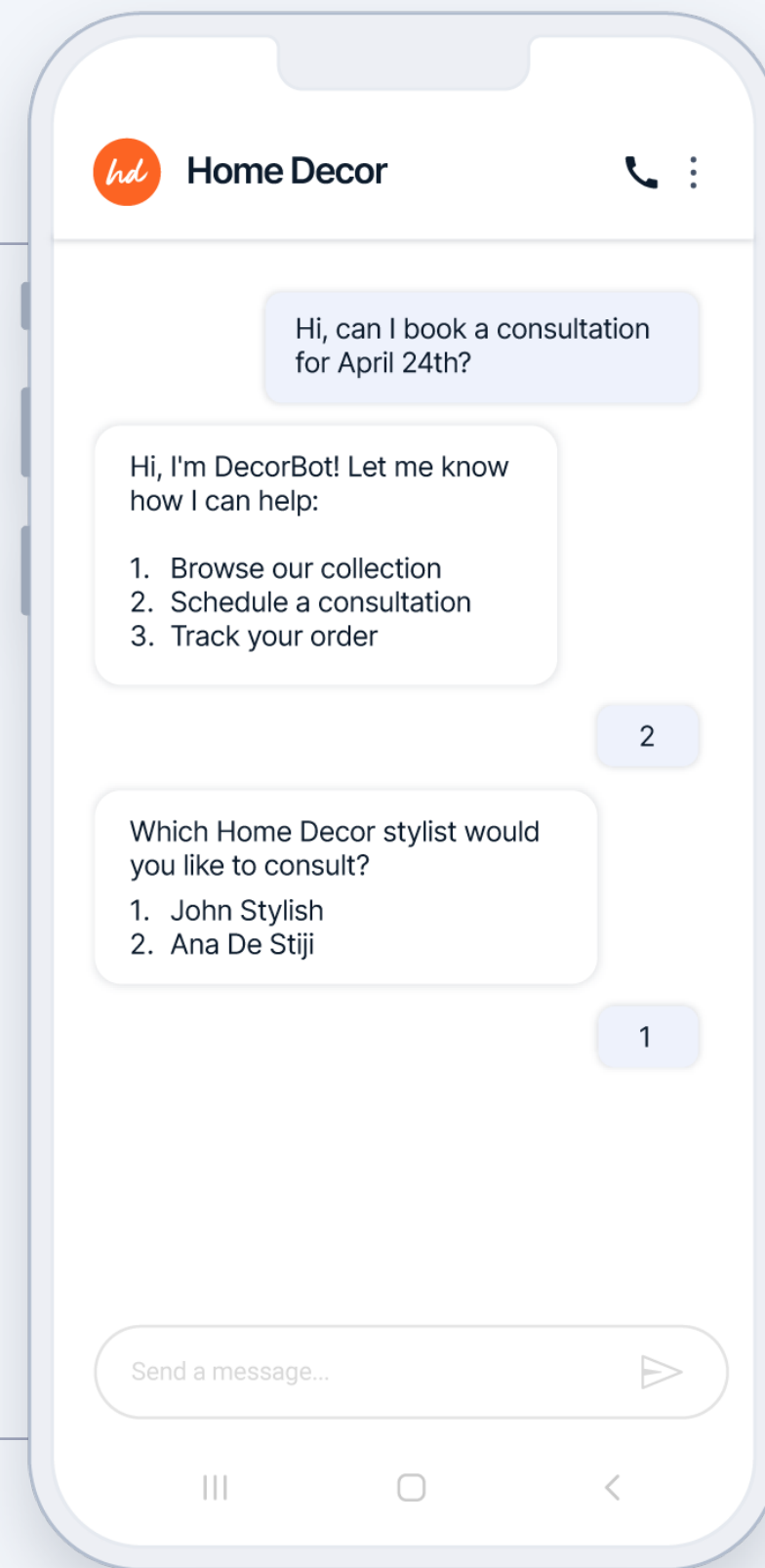
AI vs Rule-based chatbot:

# What's the difference?

The main difference between a rule-based chatbot and an AI chatbot is to do with how customers interact with it.

## [ Rule-based chatbot ]

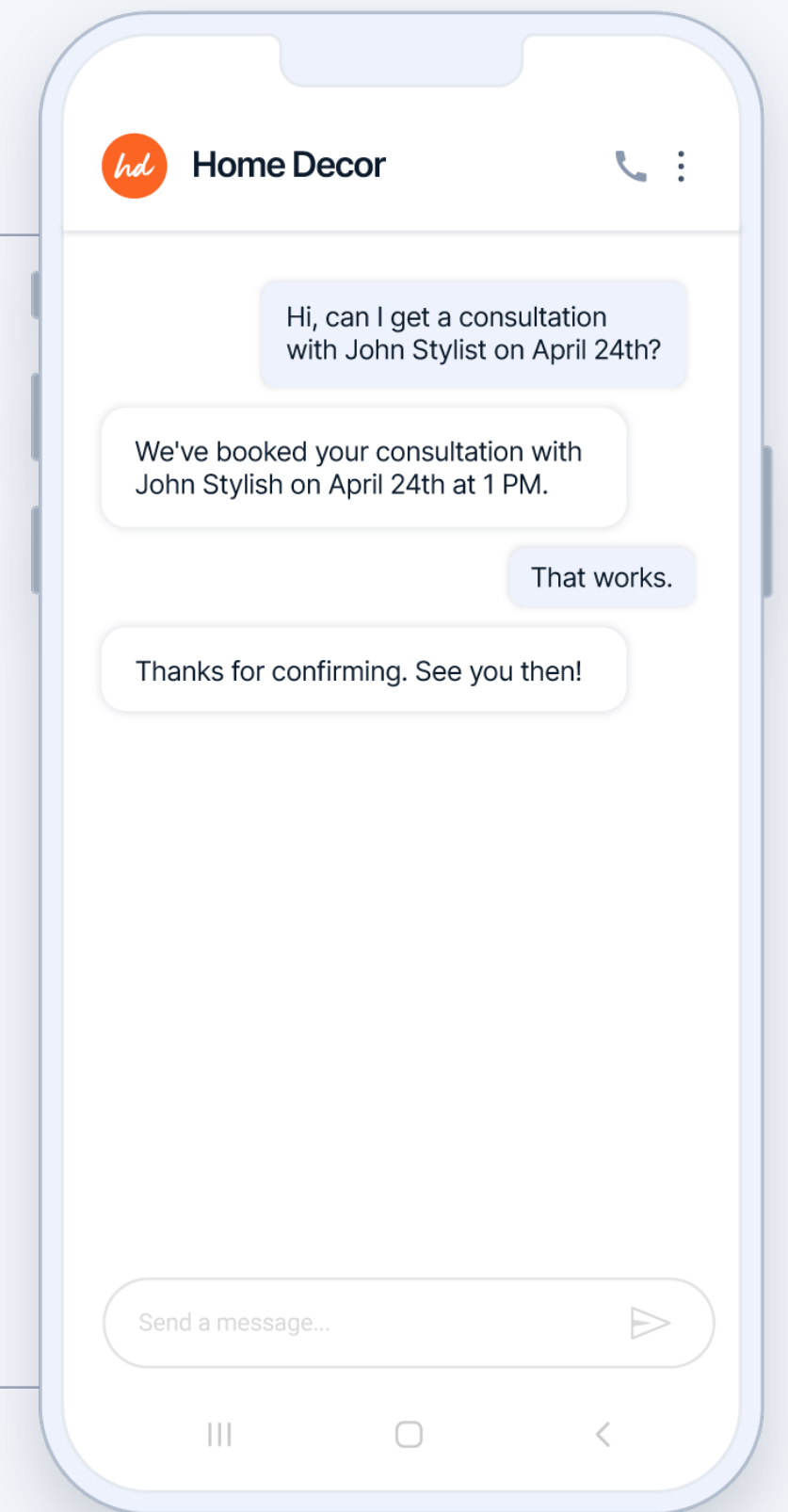
A **rule-based chatbot** provides a set of options from which a customer can select the best fit for their query. Your business sets up a specific flow the chatbot follows depending on the answers customers provide based on the pre-defined list you send them. For example, Reply "1" to talk to an agent or "2" to visit our website.



## [ AI chatbot ]

**AI chatbots** interpret the user's intent based on the language they're using. It can recognize more than one phrase or word to launch different sets of responses. For example, if a customer includes "location" in their message, your AI chatbot would know to send a map or list of locations within a specific city. Another customer might mention "store," and it will provide the same map or list of locations within the specific city.

There are different AI models that can power this chatbot, and they can range from NLP-based chatbots to LLM-powered chatbots (e.g. GPT3, GPT4, LLAMA).



# Customer support

Customer support today is more than one-off queries that get resolved and buried. Rather, brands that provide a conversational support experience have a competitive advantage - as they tie each customer query from one channel to another, getting to know their customers better to provide personalized service.

We've seen more and more brands turn to new channels such as Instagram and Google's Business Messages to connect their support to stages of the customer journey that might take place in different spaces. For example, Instagram support queries are often related to products listed on a brand's profile, while support queries on Google's Business Messages are related to a wide variety of search intents.

Still, **WhatsApp (91%)** remains among the most popular rich messaging channels for agents and customers. We've also seen high growth in **Apple Messages for Business (2x increase)** as a customer support channel - indicating that customers want to connect with brands in the same places they chat with family and friends.

Since these channels are also mostly used for AI or rule-based chatbots, their growth as customer support channels shows the importance of offering agent takeover as an option.

On the other hand, **Voice (51%)** remains the go-to support channel alongside messaging apps - showing us customers will turn to **familiar, trusted channels** that put them in direct contact with a person when they need them most.

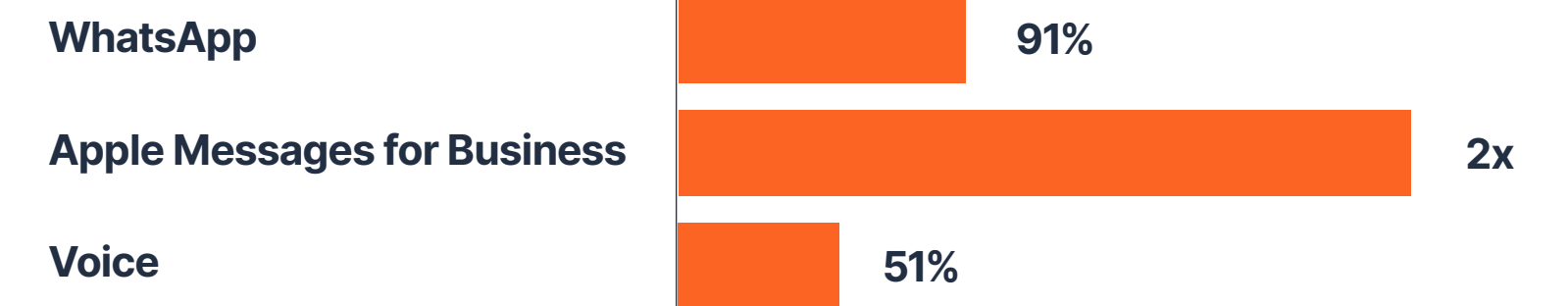
Brands that want to provide conversational customer support should introduce the right channels at each stage of the customer journey, without eliminating the traditional ones they initially used for such queries.

**A combination of automation and human-to-human interactions can help brands meet demand for any type of support query.**

## [ Channel ]

### Increase in interactions

2021 vs 2022



## [ Top use cases ]

- Provide support related to a specific action such as a search via Google or a post on Instagram
- Takeover chatbot conversations based on customer queries without losing history or context
- Connect with customers on one channel and continue the conversation on another channel that's more convenient

## [ Top channels ]

By number of interactions



WhatsApp



Messenger



Voice



Instagram



Viber

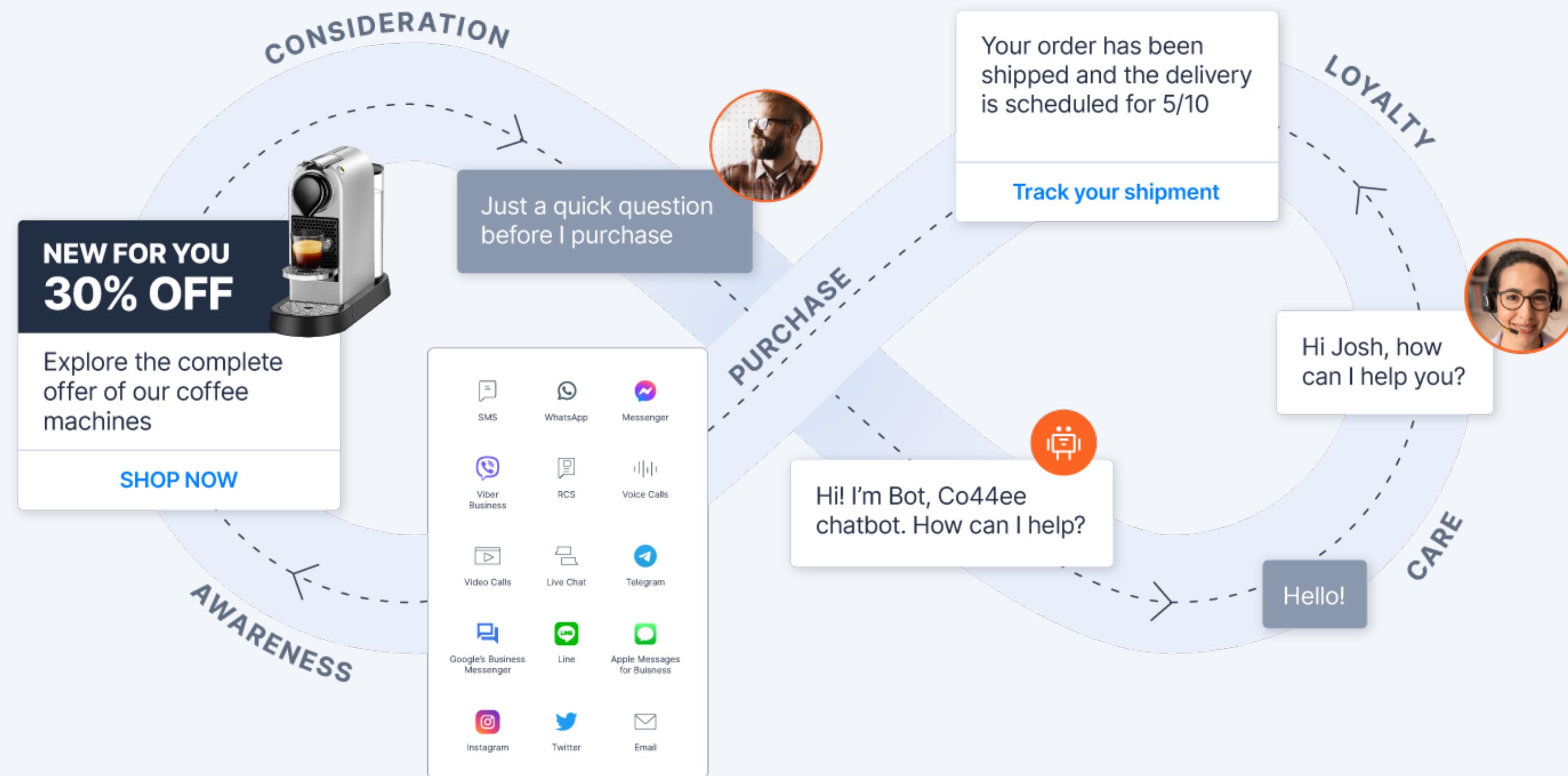


Email



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# How omnichannel is leading to conversational adoption



As mentioned in [our previous report](#), the future of customer experience will be made up of a combination of our favorite channels, features, and technologies.

But businesses that want to build rewarding conversational experiences must first build a strong omnichannel foundation.

Using a combination of customers' favorite channels helps businesses meet them where they are, optimize service and engagement interactions, or deliver timely information in a secure and reliable way.

The more you interact with customers on different channels, the more you can understand their communication needs and habits – enabling you to further develop their experiences with your brand on the chat app that resonates with them most. Many businesses have recognized the importance of having an omnichannel foundation to set up successful conversational experiences.

In fact, **more than half (56%)** of the companies that use our platform across industries use **more than one channel** to communicate with customers.

And although they use some more than others, and the popularity among channels varies for each industry, there's a **strong pattern** of mixing both traditional, reliable channels such as SMS and

Voice with channels that enable rich, interactive elements and are notorious for higher engagement (Email and WhatsApp).

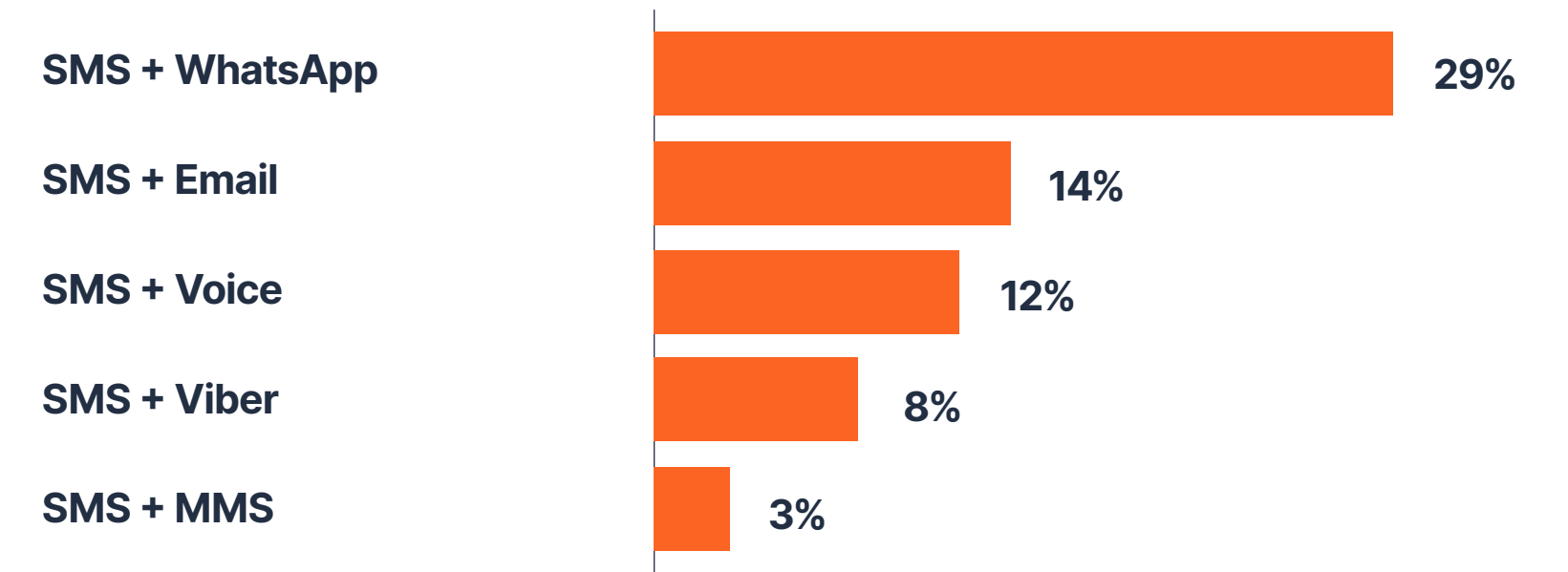
The most popular two-channel combination in 2022 was **SMS and WhatsApp (29%)**, followed by **Email and SMS (14%)**.

**The adoption of a wider omnichannel approach emphasizes the need for brands to build a strong CPaaS foundation. For most brands, SMS is a core channel in their omnichannel strategy - but increases in WhatsApp and Viber show the growing adoption of richer channels that enable conversational experiences.**

But to set up the best communication strategy for your business, it's important to understand the primary needs of your customer interactions. Whether it's **secure messaging** for banks, **engaging interactions** for retail brands, **time-sensitive alerts** for transportation companies, or successful **promotional campaigns** for telecommunication providers – your customer and business needs dictate which channels and combination of channels will give you the highest ROI.

**[ Top omnichannel combinations ]**

(Two channels) 2022





/ Banking and finance / Retail and eCommerce / Transportation and logistics / Telecom

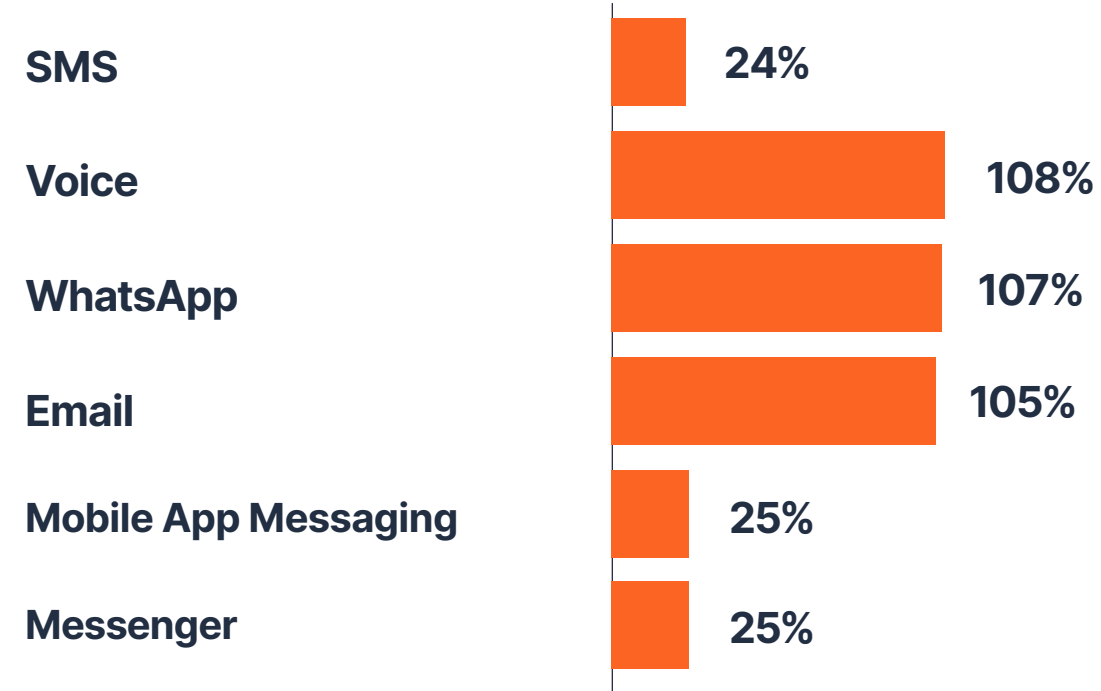
# Banking and finance

Banks and financial institutions need secure, reliable channels to deliver time-sensitive, personal information. This is often why they choose to connect with customers via SMS and Voice as human-to-human interactions are still highly favored in this industry.

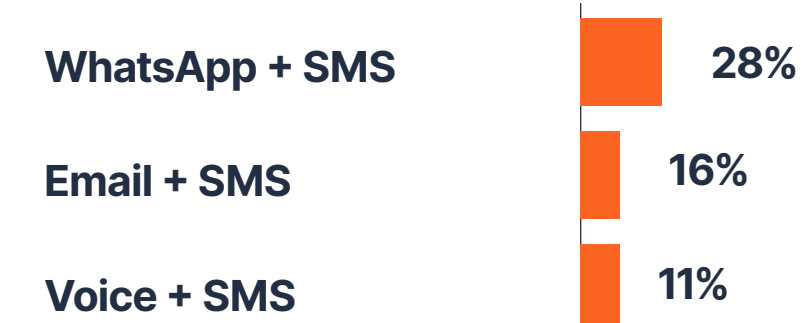
WhatsApp and Email, however, give banks the opportunity to introduce automation and rich media for other parts of their business, such as sending special offers, providing general information, and sharing updates that aren't as sensitive. These channels are both secure and work great with SMS and Voice when they are set up with a failover approach – ensuring customers never miss an important message.

## [ Top communication channels ]

2021 vs 2022



## [ Top omnichannel combinations ]



Increased marketing margin by 18% after setting up automated email and SMS flows

Juros & baixos

[Read the full story](#)

## Omnichannel maturity

Percentage of companies that have adopted more than one channel on our platform

Banking/finance

58%

Retail/eCommerce

55%

Transportation/logistics

53%

Telecom

59%



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/ Banking and finance / Retail and eCommerce / Transportation and logistics / Telecom

# Retail and eCommerce

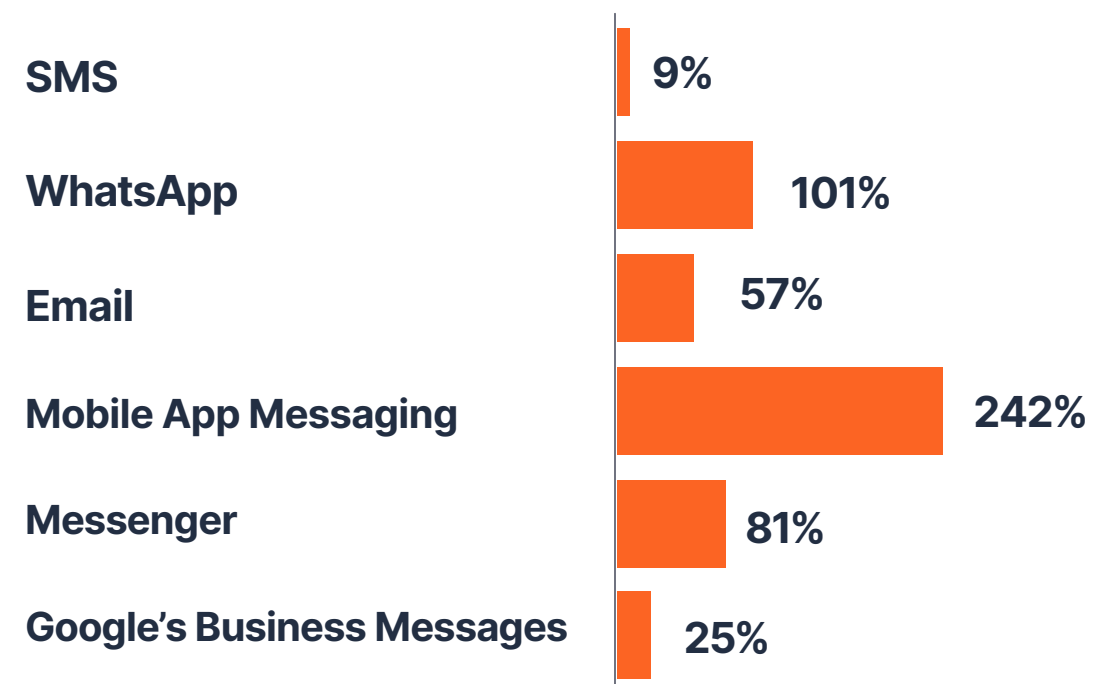
It's always been important for retail and eCommerce brands to have the right combination of channels for each stage of their customer journey to increase engagement and influence purchase.

That's why apps such as WhatsApp, Viber, Messenger, and Google's Business Messages have seen steady growth among these brands – boosting campaign results and introducing new ways for customers to explore products and services or place their orders.

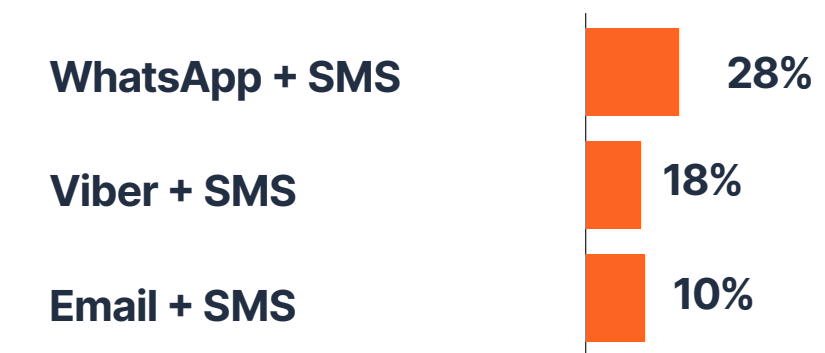
Email and mobile app messaging, however, still offer the great combination of being both reliable and engaging – but SMS remains the go-to failover channel to ensure customers receive the information they need.

## [ Top communication channels ]

2021 vs 2022



## [ Top omnichannel combinations ]



**14x higher sales** through conversational campaign on WhatsApp

[Read the full story](#)

## Omnichannel maturity

Percentage of companies that have adopted more than one channel on our platform

Banking/finance **58%**

Retail/eCommerce **55%**

Transportation/logistics **53%**

Telecom **59%**

/ Banking and finance / Retail and eCommerce / **Transportation and logistics** / Telecom

# Transportation and logistics

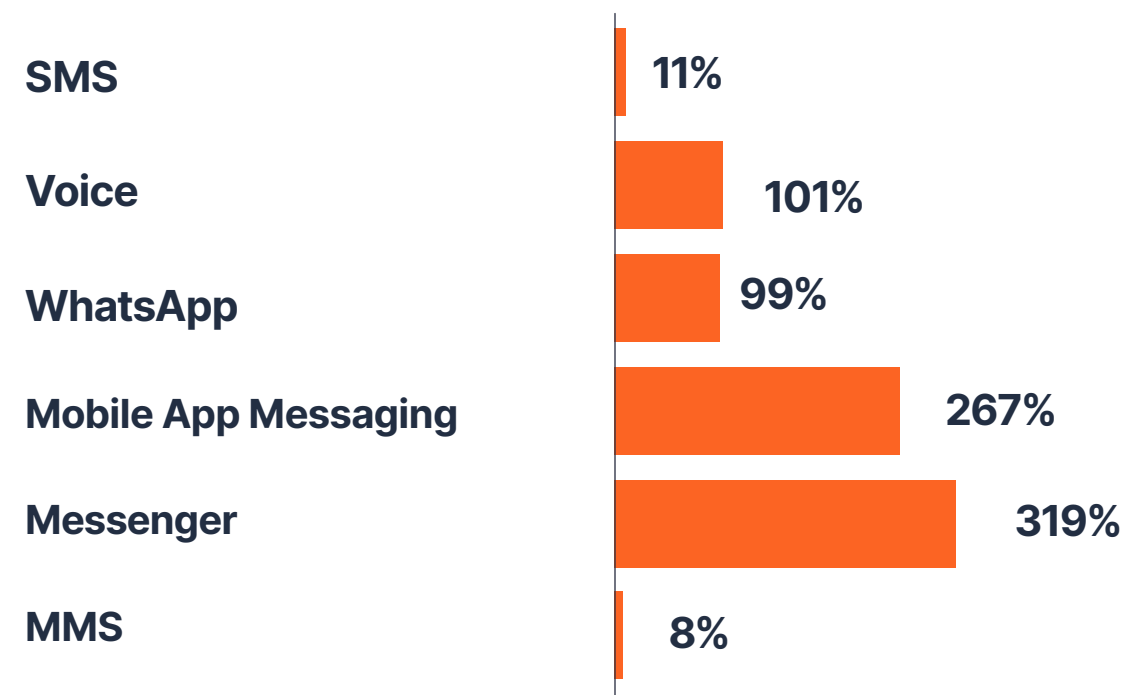
Most interactions with transportation and logistics companies are based on time-sensitive alerts and notifications. Which is why we've seen a high increase in channels that customers use daily, such as WhatsApp and Messenger, among these brands.

However, reliable channels remain the most used. Push notifications and in-app messages make alerts and notifications visible on lock screens and notification bars – ensuring customers don't miss them. While Voice helps customers resolve complicated queries efficiently with an agent.

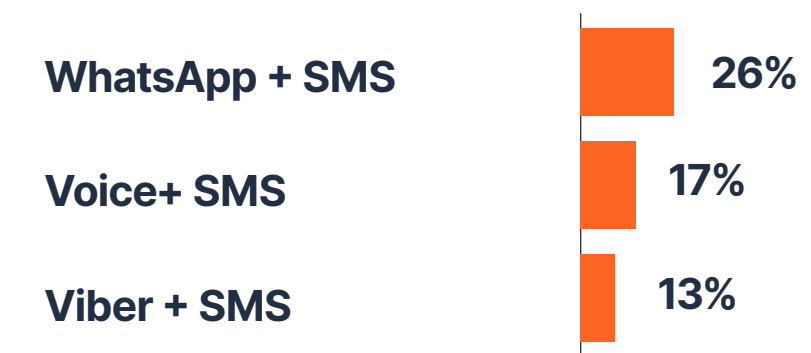
SMS, on the other hand, remains the reliable choice as a failover option to ensure customers receive information on time – regardless of internet connection.

## [ Top communication channels ]

2021 vs 2022



## [ Top omnichannel combinations ]



**Driver conversion up 40%** due to automated, efficient registration process

[Read the full story](#)

## Omnichannel maturity

Percentage of companies that have adopted more than one channel on our platform

Banking/finance

58%

Retail/eCommerce

55%

**Transportation/logistics**

53%

Telecom

59%



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# Telecom

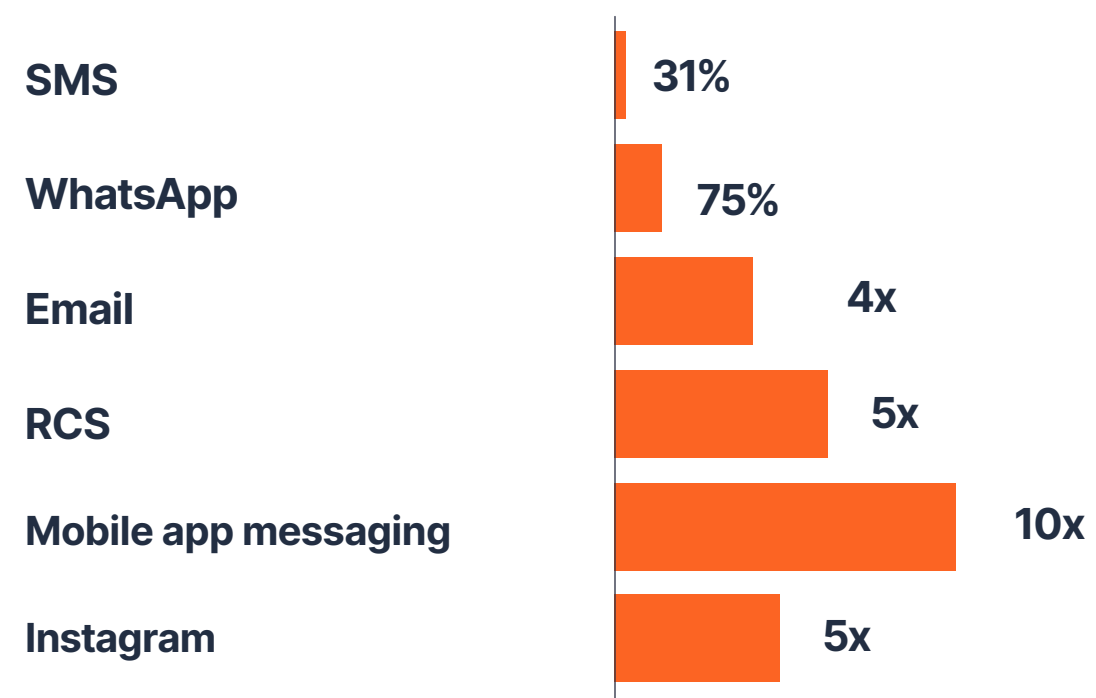
Interactions between telecom brands and customers are a good balance of both transactional and promotional.

Rich channels such as RCS and Instagram give telecoms the features and functionalities they need to set up successful promotional campaigns. While WhatsApp enables them to automate transactional services such as topping up an account, paying an overdue bill, or exploring the latest offers.

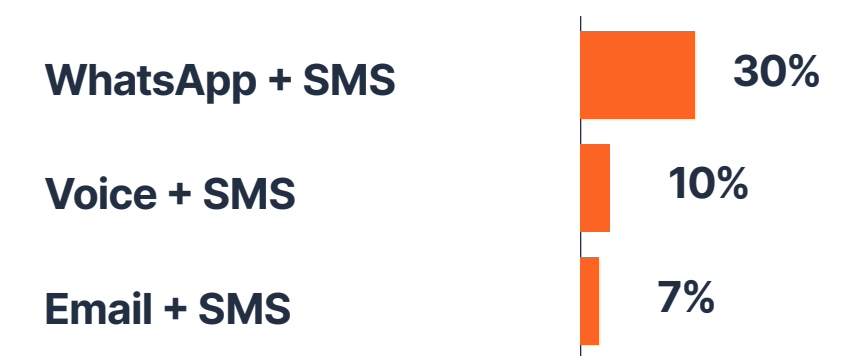
On the other hand, SMS, Email, and Mobile App Messaging enable reliable, timely communication to ensure customers don't miss important information that can interfere with their experience - such as missing a phone bill and losing out on their service for a month.

## [ Top communication channels ]

2021 vs 2022



## [ Top omnichannel combinations ]



**2x Increase in campaign** performance with RCS Business Messaging

[Read the full story](#)

## Omnichannel maturity

Percentage of companies that have adopted more than one channel on our platform

Banking/finance

58%

Retail/eCommerce

55%

Transportation/logistics

53%

**Telecom**

59%



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# The foundation for conversational success

Although not every business has moved towards providing connected conversational experiences yet – we've seen many adopt a variety of communication channels over the last couple of years.

In fact, we've seen steady growth in already-popular channels including **Email (51%)** and **WhatsApp (73%)** - both shifting from support channels to primary customer engagement channels. Today these channels are mostly being used to deliver promotional messages, re-engage form or cart abandoners, and provide timely notifications including back-in-stock or account alerts.

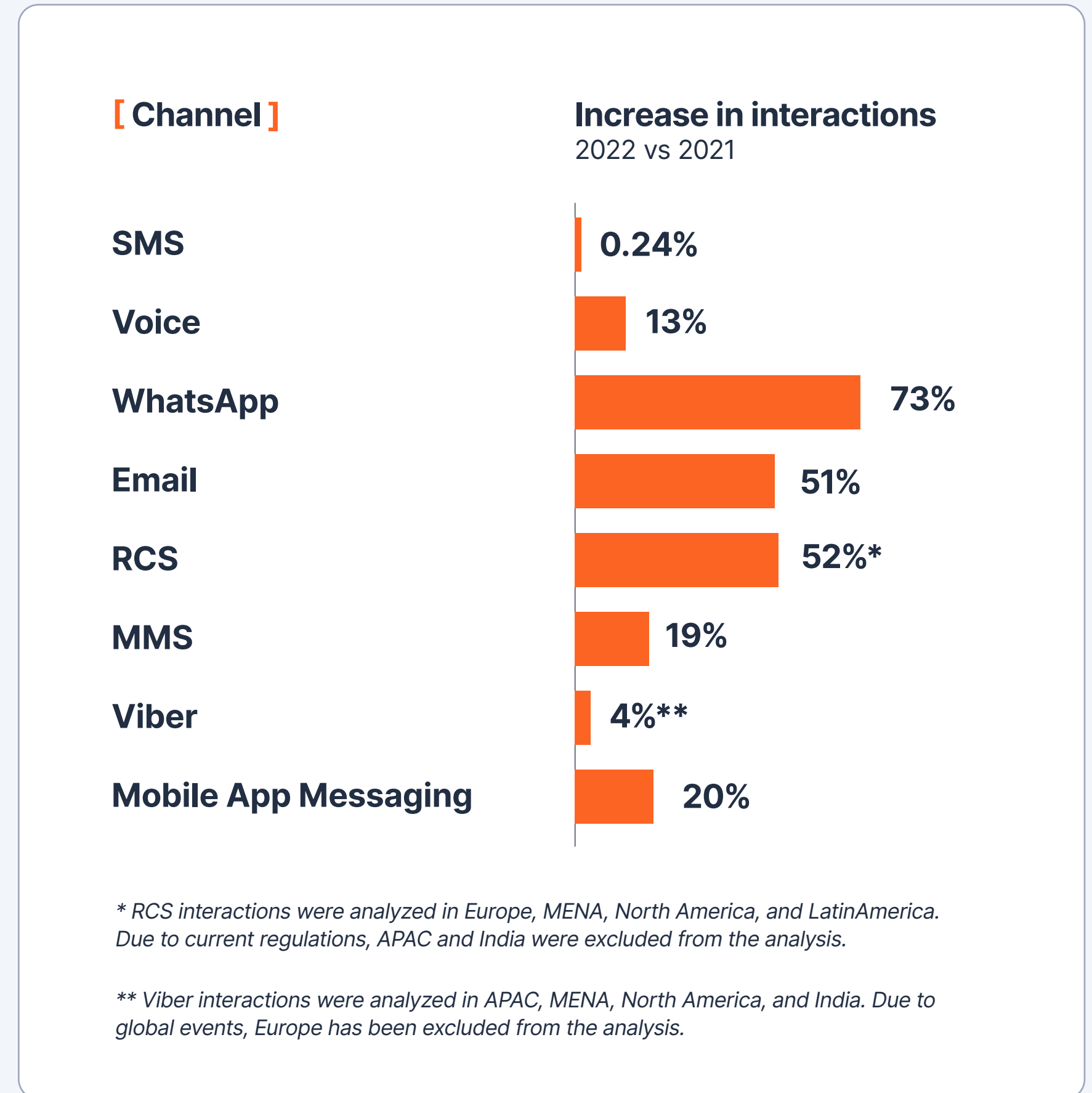
However, **SMS (0.24%)** and **Voice (13%)** continue to be important for businesses that want to connect with customers for time-sensitive information such as two-factor authentication, one-time PIN delivery, and debt collection. **Number masking** is a popular solution for brands that have person-to-person calls as a service options, such as [Uber](#), enabling them to increase user safety by

anonymizing customer phone numbers.

Rich messaging apps that come pre-installed on customers' phones such as **RCS (52%)** and **MMS (19%)** have also seen steady year-on-year growth. Their rich functionalities, including carousels, images, and videos, make them ideal channels for **promotional one-way and two-way campaigns**.

And although not natively integrated, **Viber (4%)** is another popular channel for promotional messages from businesses across industries and in specific regions that want to share their latest offers and discounts.

**Mobile App Messaging (20%)**, on the other hand, continues to be an important player for both promotional and transactional messaging for brands that have a mobile app. **Payment reminders, special offers, and account notifications** are only some of the eye-catching alerts customers often receive on their lock screens and notification bars.



# Customer communication on a global scale

USE CASES

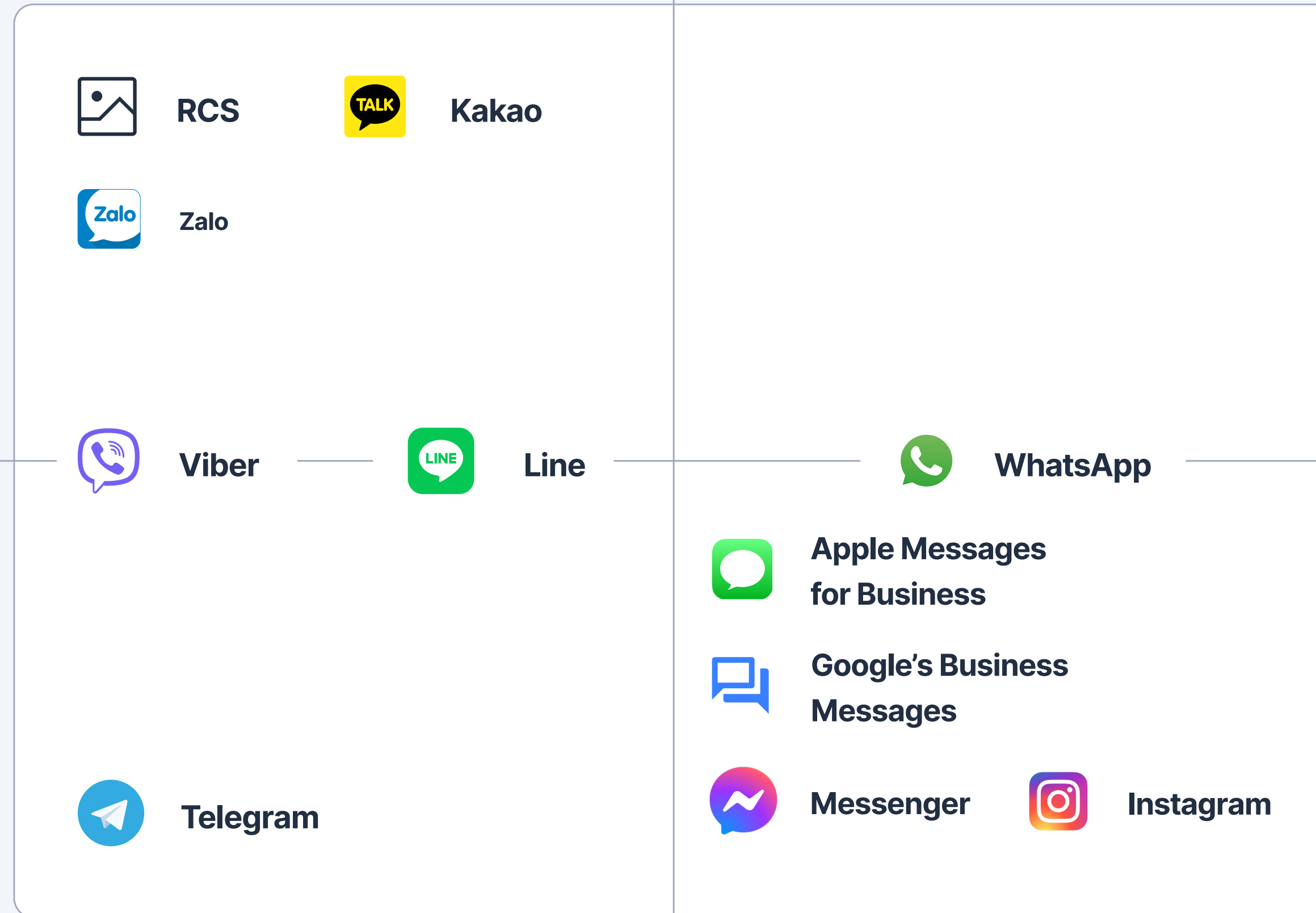
**Business-initiated**  
(marketing messages and notifications)

**Customer-initiated**  
(chatbots and live agent replies)

CHANNEL REACH

REGIONAL

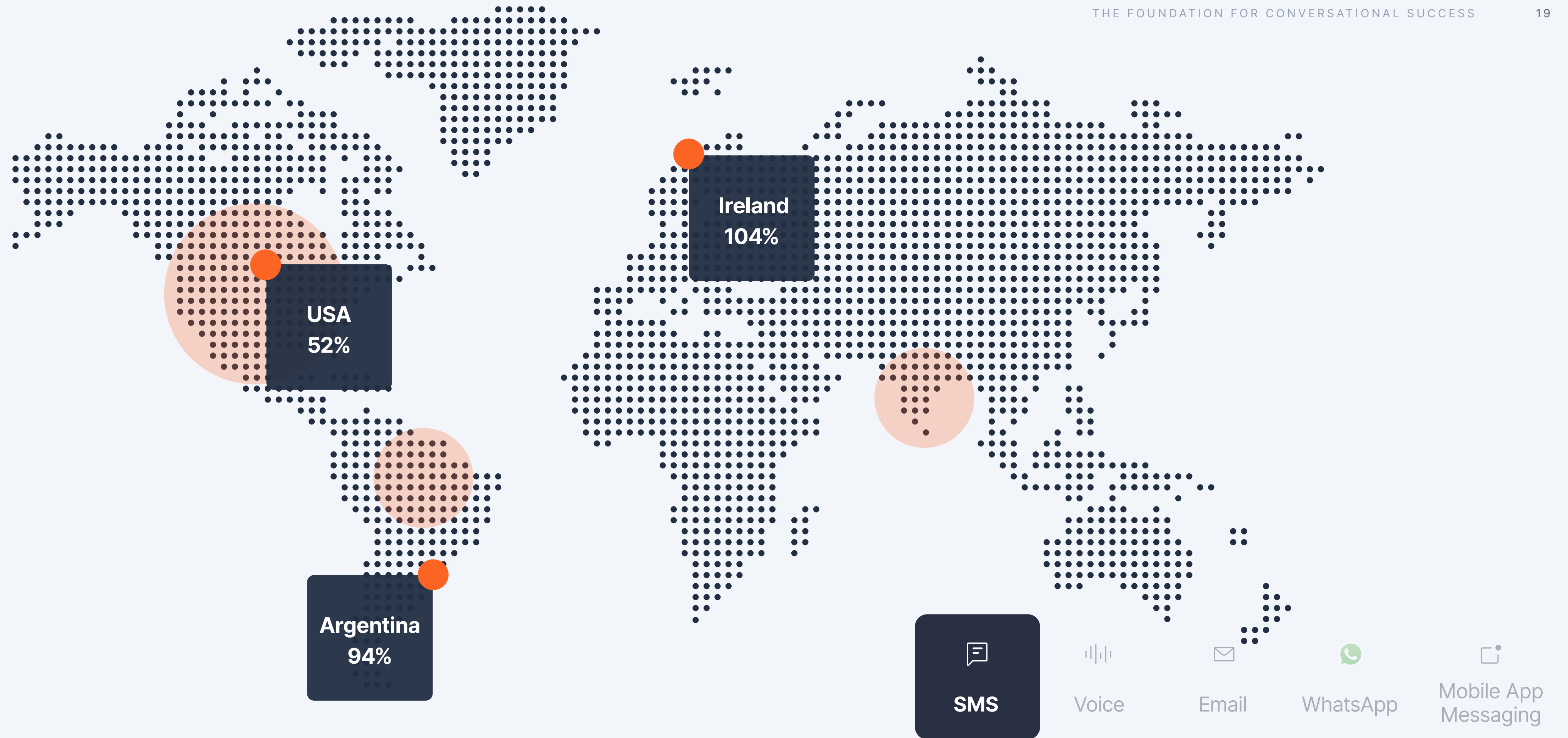
GLOBAL



USE CASES

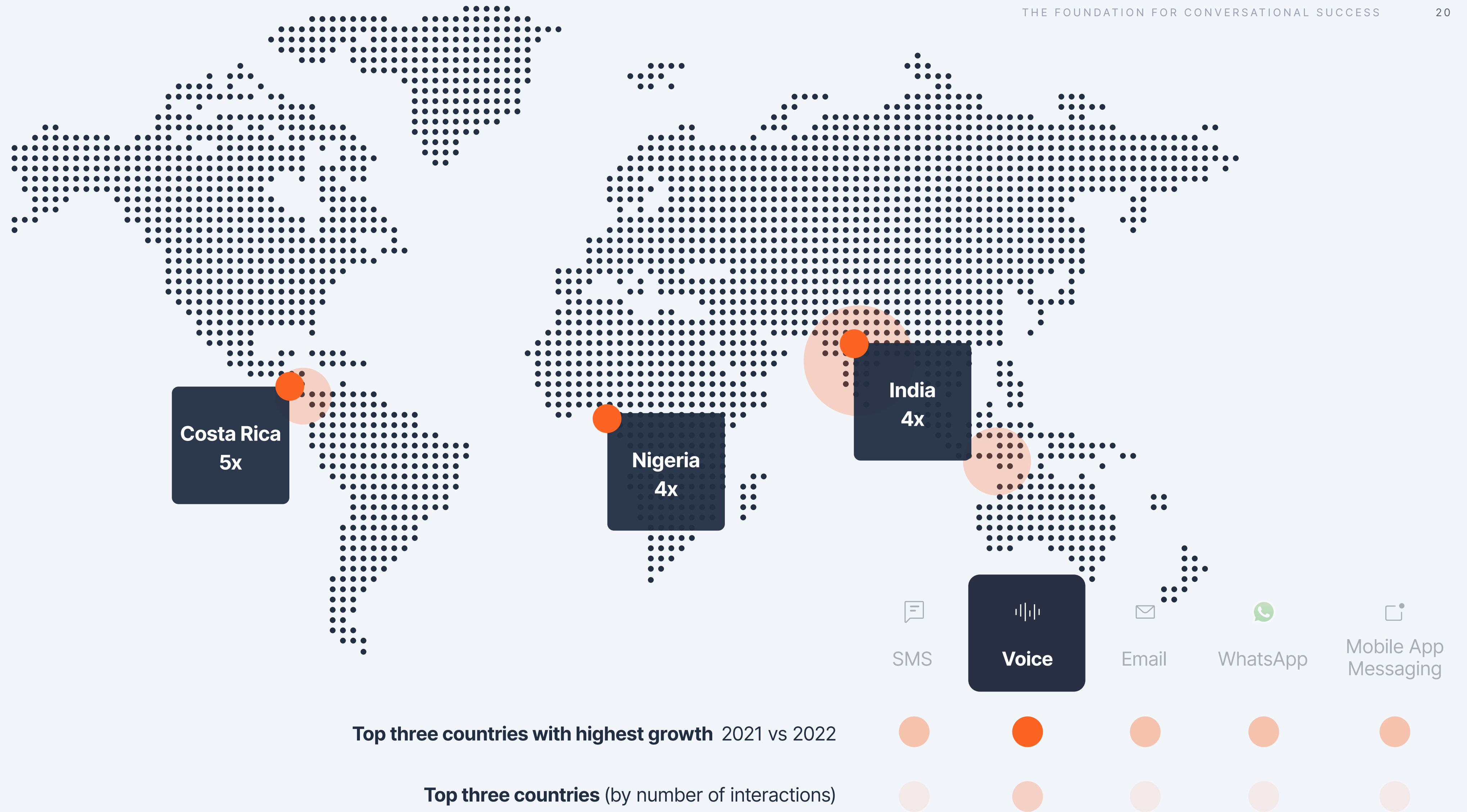
CHANNEL REACH

Still, there is no one-size-fits-all approach to the right omnichannel strategy. Different channels are popular in different countries and regions. But although we've grown accustomed to this, we've recently seen high growth for specific channels in countries we wouldn't normally expect.



Top three countries with highest growth 2021 vs 2022

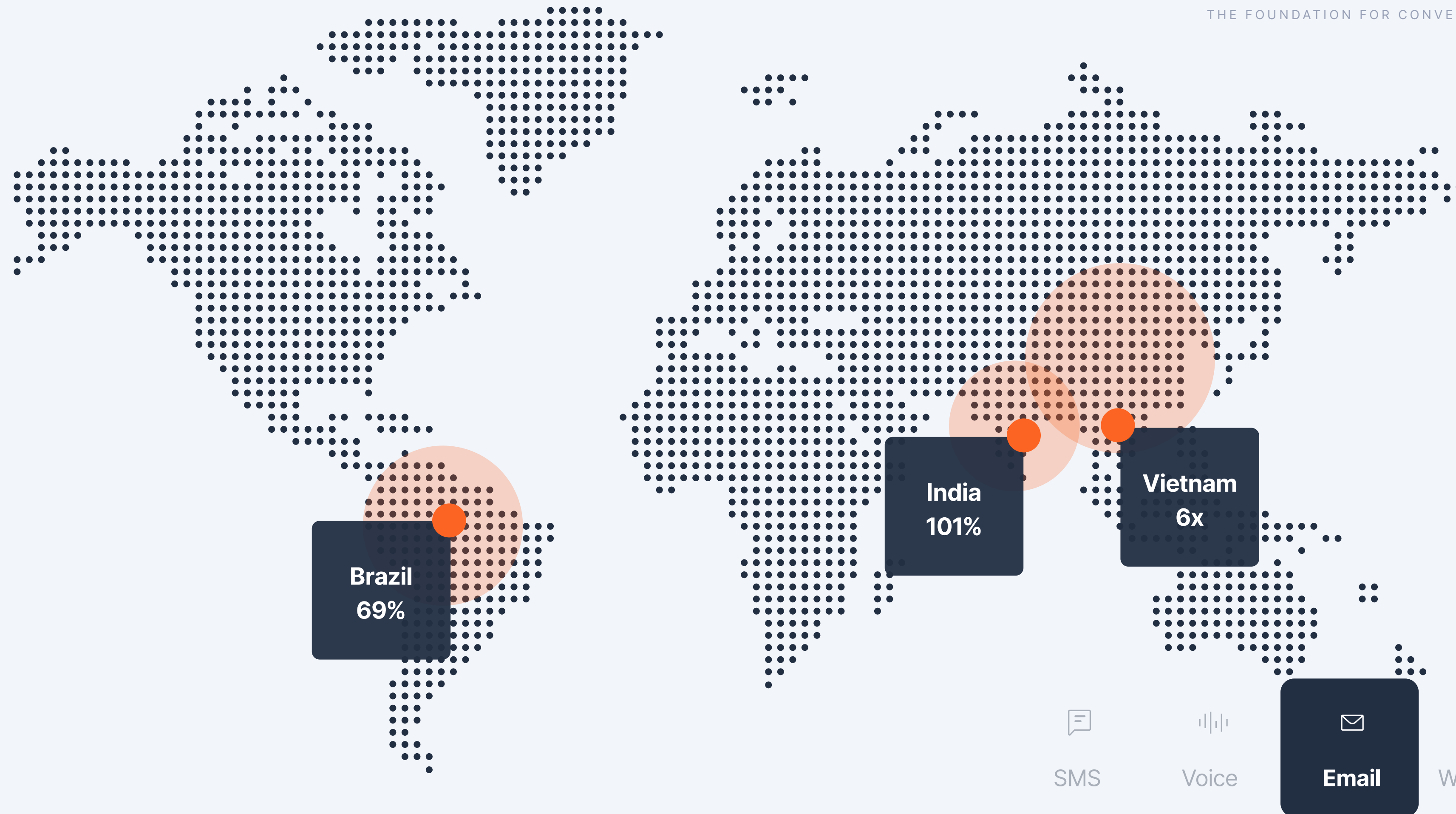
Top three countries (by number of interactions)



Top three countries with highest growth 2021 vs 2022

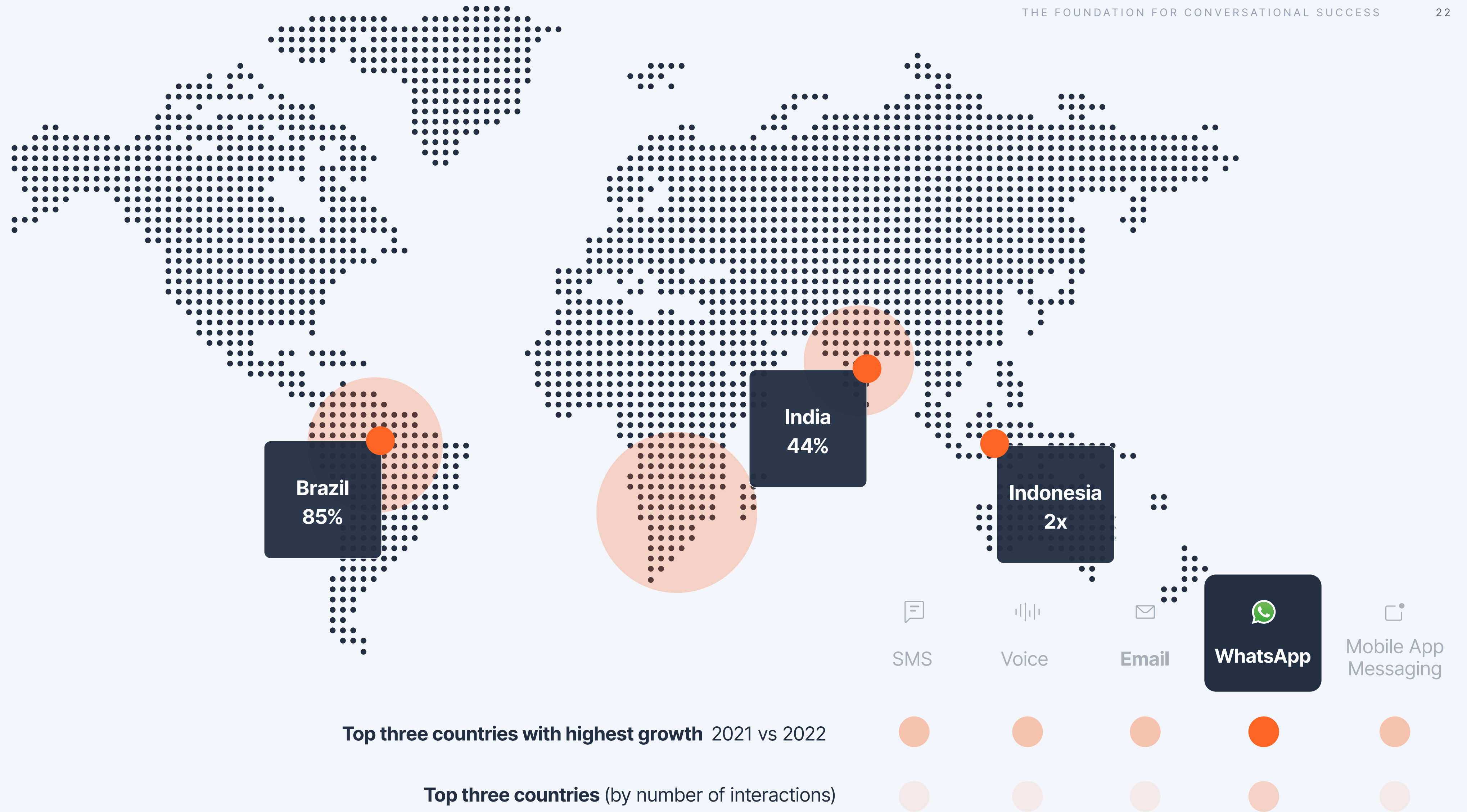
Top three countries (by number of interactions)

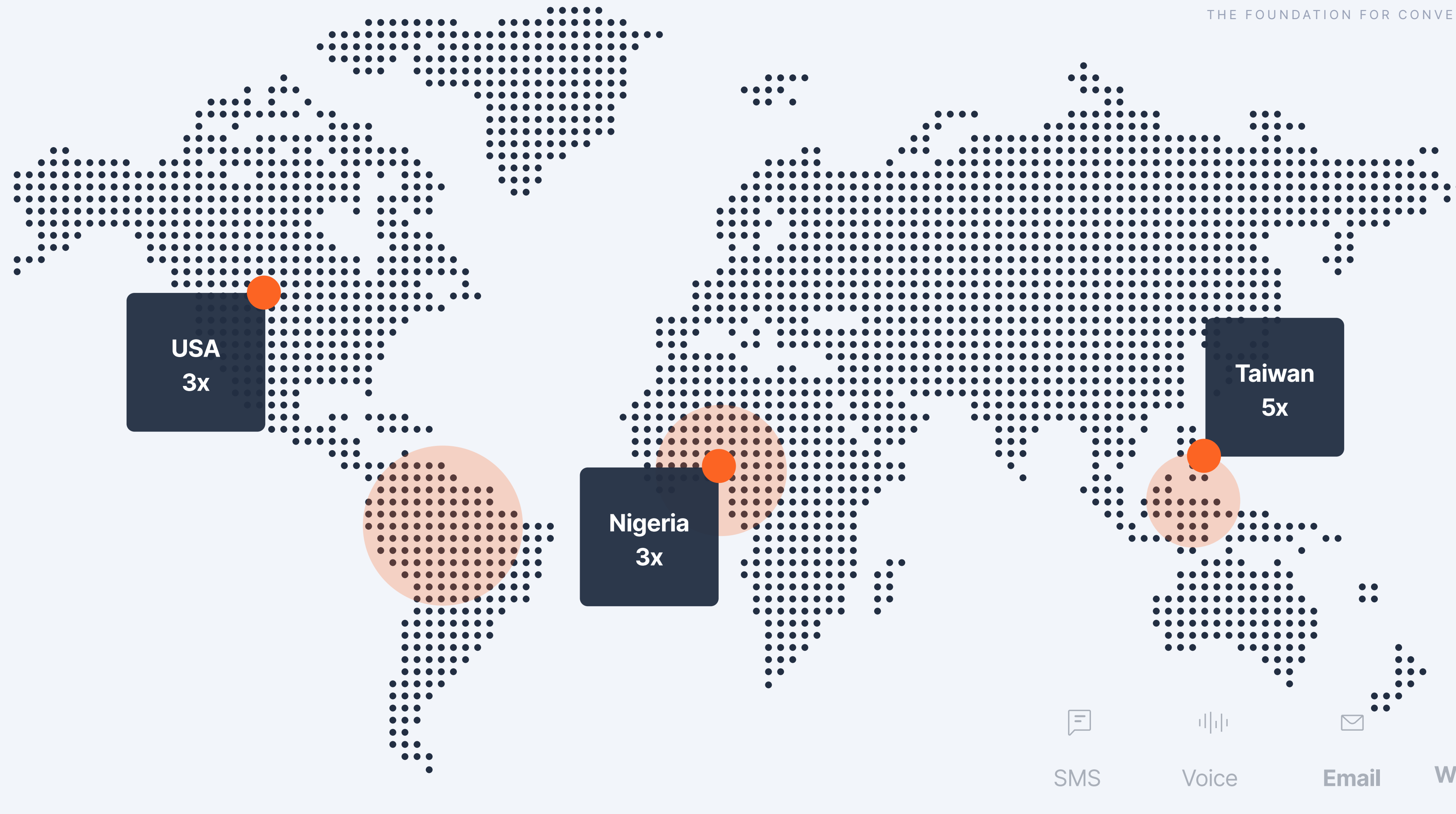




Top three countries with highest growth 2021 vs 2022

Top three countries (by number of interactions)

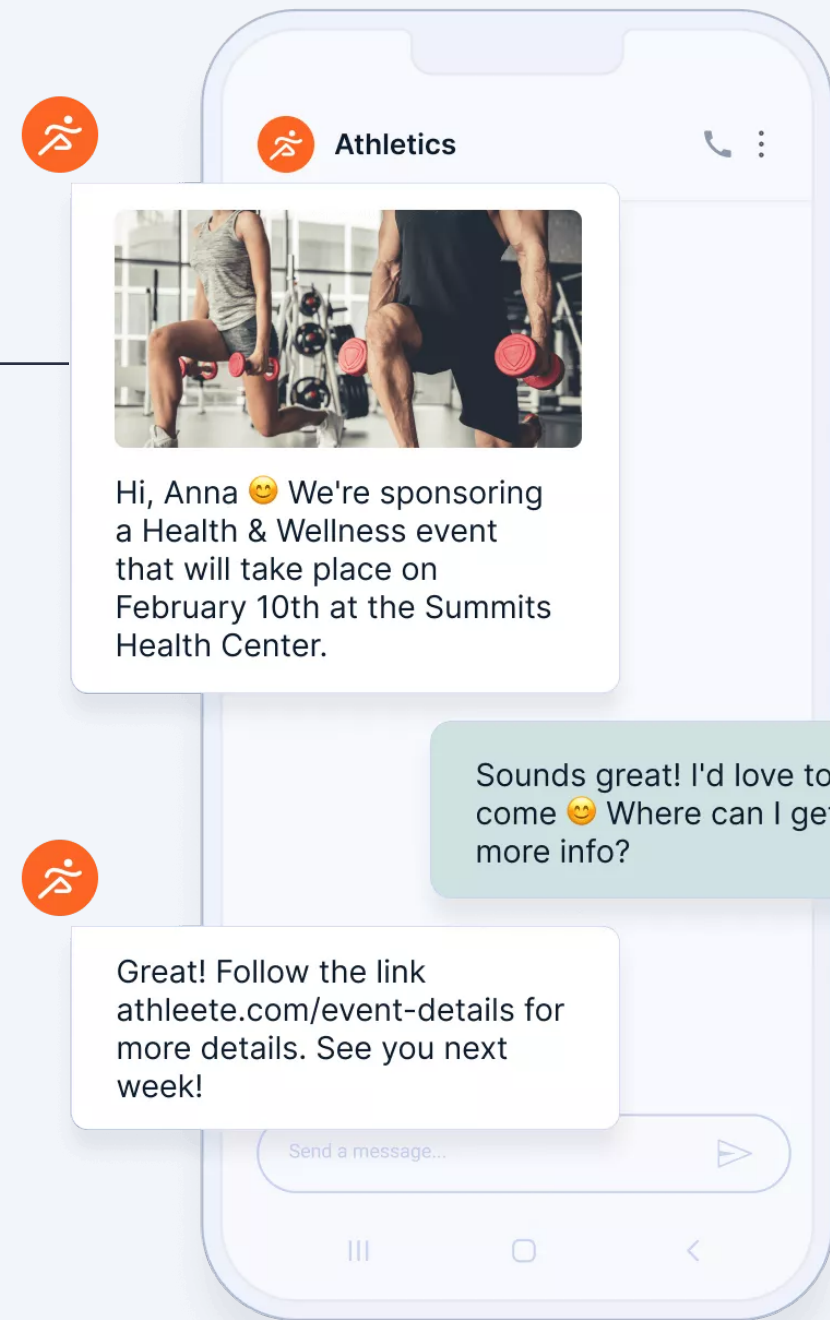




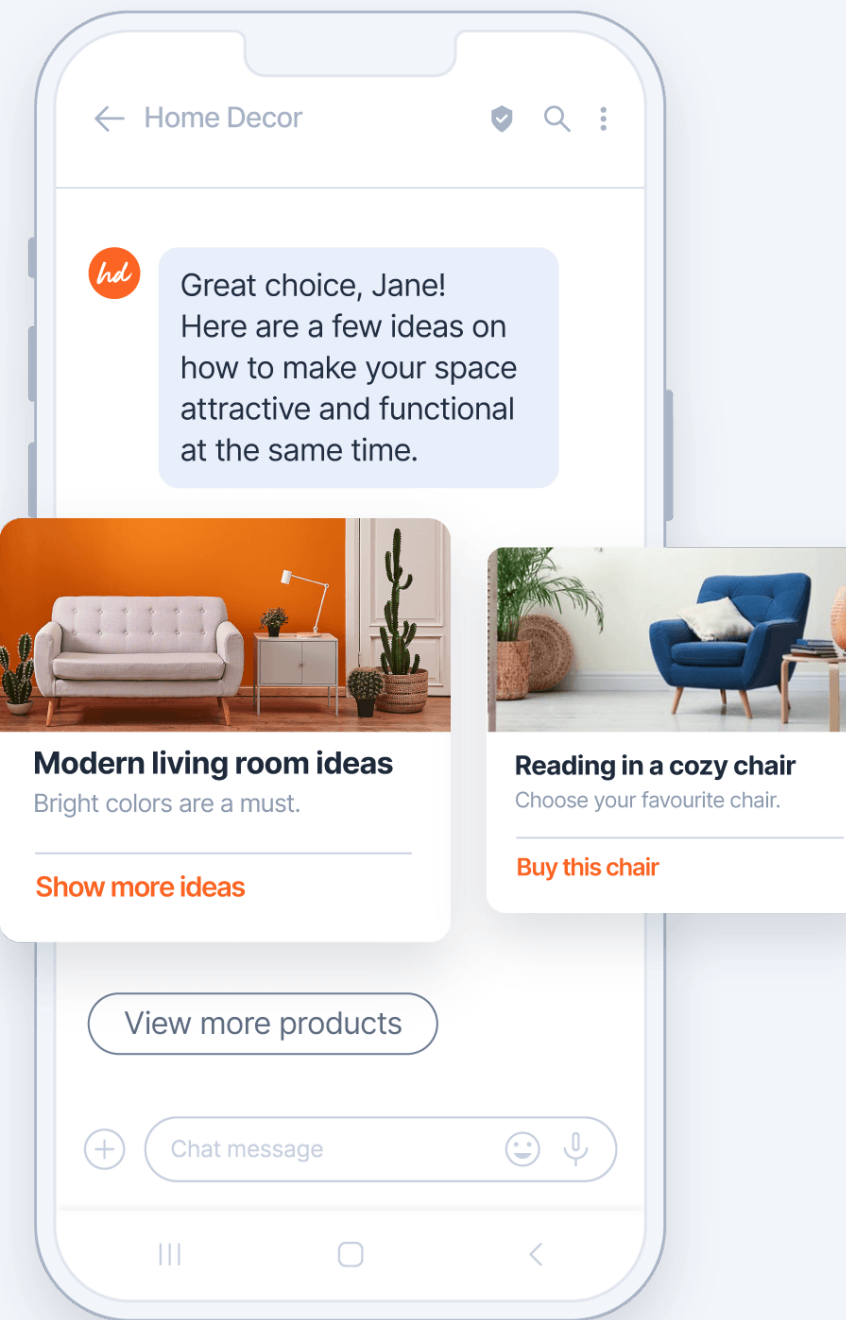
Top three countries with highest growth 2021 vs 2022

Top three countries (by number of interactions)

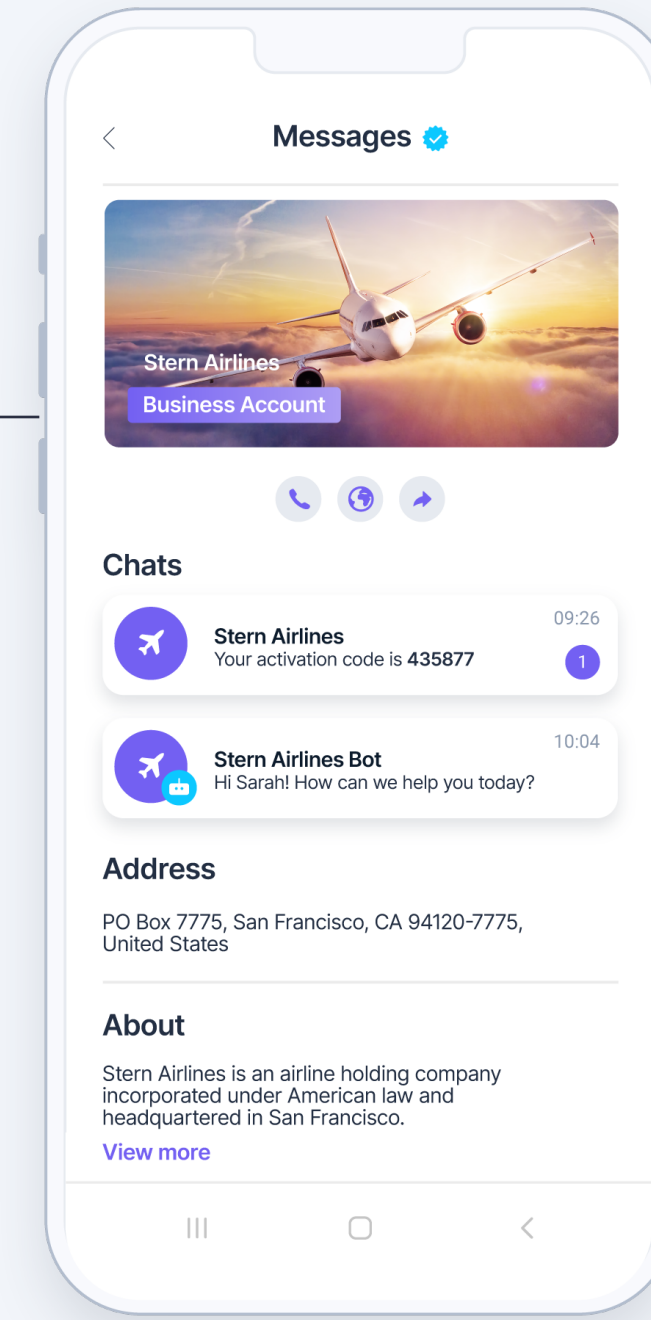




**MMS** has also seen high growth and demand in the United States – with **19% more interactions in 2022** compared to 2021. As a rich messaging alternative to SMS, brands use MMS to engage customers through various media formats and features in a trusted, secure way. In fact, we see the channel being used for a variety of marketing interactions among retail brands, political campaigns, and transactional messages.



**RCS Business Messaging** has also seen uptake in **European countries** including the United Kingdom, Sweden, and Spain – showing us plans to expand the adoption of the channel within the region are well underway.



And while **Viber** continues to be a strong player in the APAC region, we've seen high growth in European countries including Austria, Lithuania, and North Macedonia – as well as in **Middle Eastern** countries including Jordan and Iraq – continuing to be a go-to channel for promotional messaging.



# An approach for B2B platforms

As B2C brands look to adopt an omnichannel approach with conversational channels, they need to find fast and reliable ways to meet customer demand.

More often than not, they turn to platforms to provide all-in-one solutions that will help them overcome their challenges and meet specific needs.

However, platforms until now have been focused on providing niche services – leading B2C brands to adopt a few at a time, which has turned out to be time-consuming and costly.

Platforms looking to gain a competitive advantage have been searching for ways to expand their core offerings – wanting to **grow and move to new markets** to meet client demand. Whether a platform is enabling businesses to help customers market, shop, or bank, businesses need to communicate with customers in an equally efficient way.

Introducing CPaaS capabilities is not a new concept for platform businesses. The same trends we’ve seen among business-to-consumer (B2C) brands are equally evident among business-to-business-to-consumer (B2B2C) interactions.

In fact, we saw **CPaaS traffic double** in 2022 compared to 2021.

Platforms are choosing to expand their services with traditional channels such as **SMS (162%)**, **Voice (121%)**, and **Email (32%)**. However, rich messaging channels including **WhatsApp (67%)**, **RCS (631%)**, and **Viber (50%)** are also important components to an extensive offering.

**The ability to use rich features makes digital channels appealing to platform customers that want to upgrade their communication.**



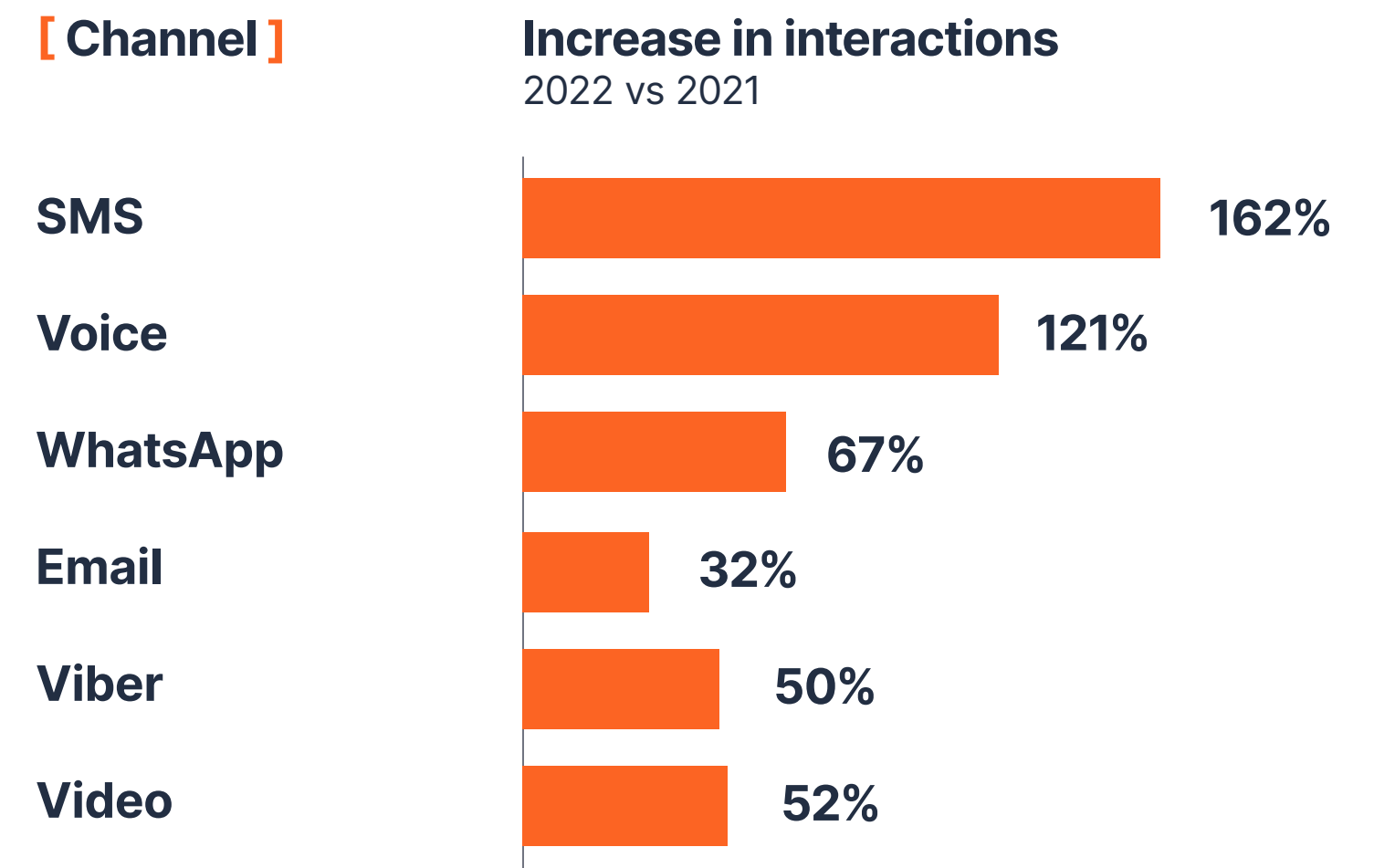
**6x more RCS**  
interactions in 2022

## What is a B2B platform?

A B2B platform provides products, services, or information to other B2B or B2C businesses to support their customers across industries, from CRM systems to marketing automation solutions.

Microsoft Dynamics, Oracle, and Adobe are popular B2B platforms that transform how businesses connect with customers and manage their internal operations.

## Top communication channels used by B2B platforms



What's important is that we've seen **more than 20% of platforms across industries** adopt an omnichannel approach. In other words, platforms aren't only expanding their offerings with communication channels, rather they're enabling their customers to:

- set up failover options
- use different message types
- have automated or human-to-human interactions
- use a combination of different features and capabilities

Most platforms offer a combination of traditional and rich channels - using **SMS as a constant** and combining it with customers' preferred channels such as WhatsApp and Email.

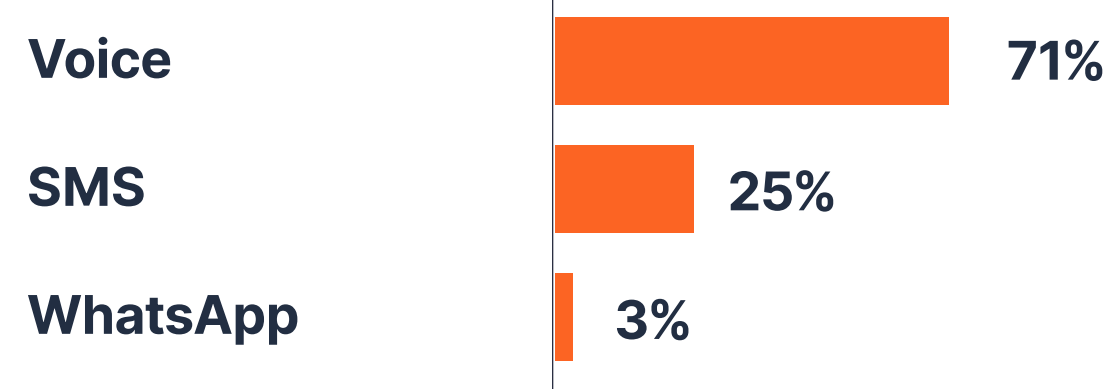
Platforms that want to stay ahead of the curve need to introduce reliable, secure CPaaS capabilities to their offerings. As customers turn to all-in-one solutions and look for ways to make experiences conversational, platforms that enable them to do this with the right channels on a global scale will experience greater customer satisfaction.

That's why having a global CPaaS provider can make your existing offer more appealing to customers that want to enter new markets or already have operations in different regions. Leveraging local experts around the world will help you provide 360-degree services alongside your core operations.

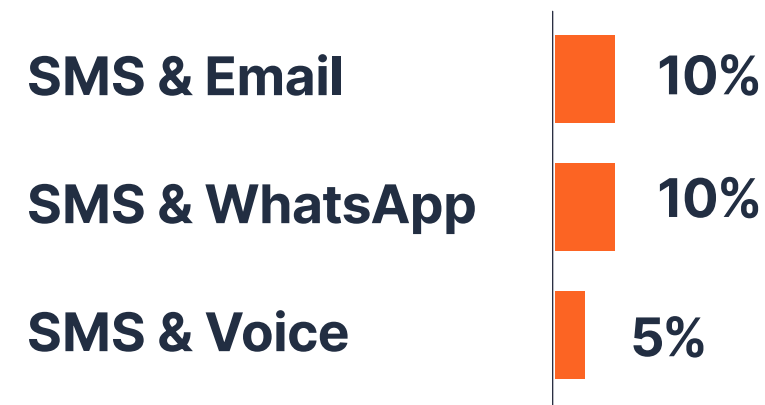
# Most used channels by B2B platforms across industries 2022

## Banking & finance

26% of banking and finance platforms have an omnichannel approach

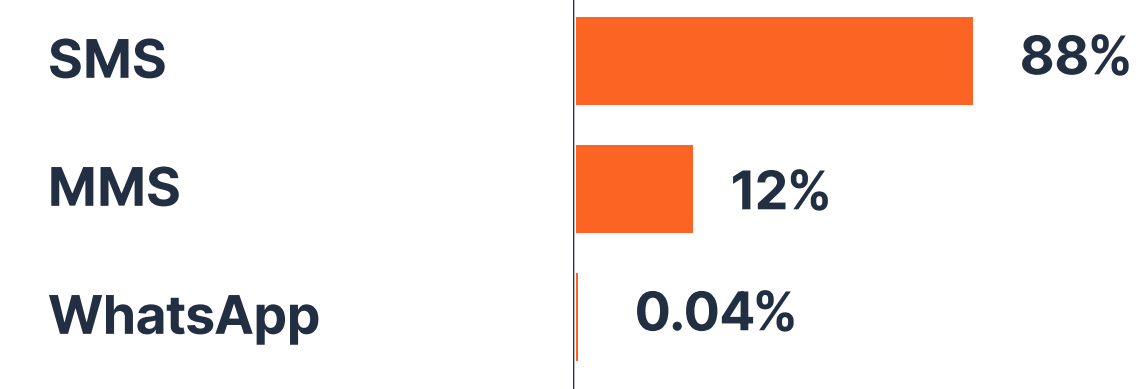


### [ Top omnichannel combinations ]

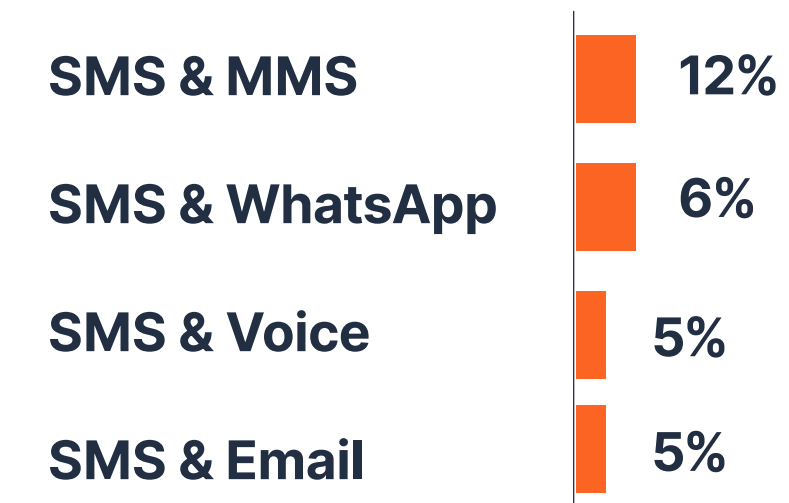


## Martech

28% of martech platforms have an omnichannel approach



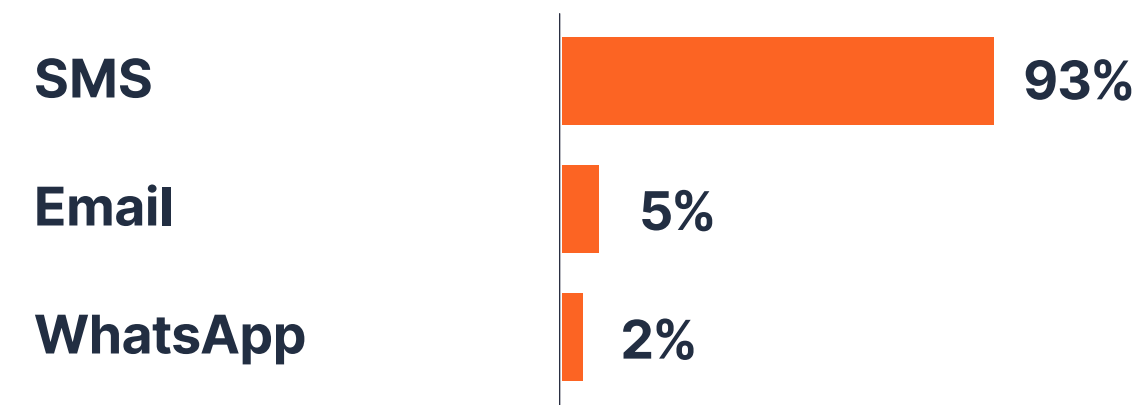
### [ Top omnichannel combinations ]



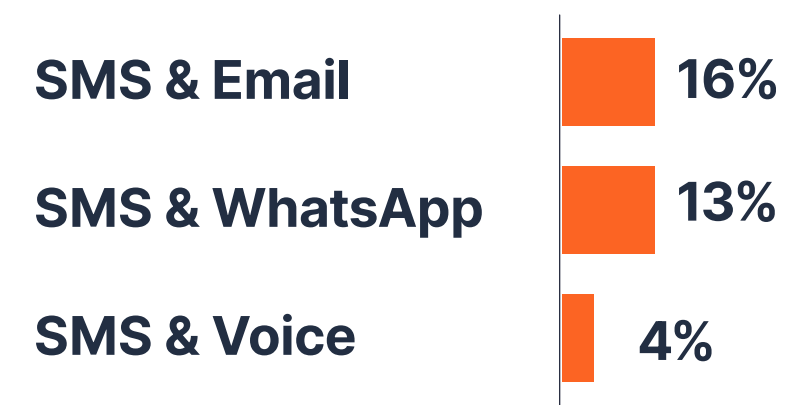
# Most used channels by B2B platforms across industries 2022

## Retail & eCommerce

29% of retail and eCommerce platforms have an omnichannel approach

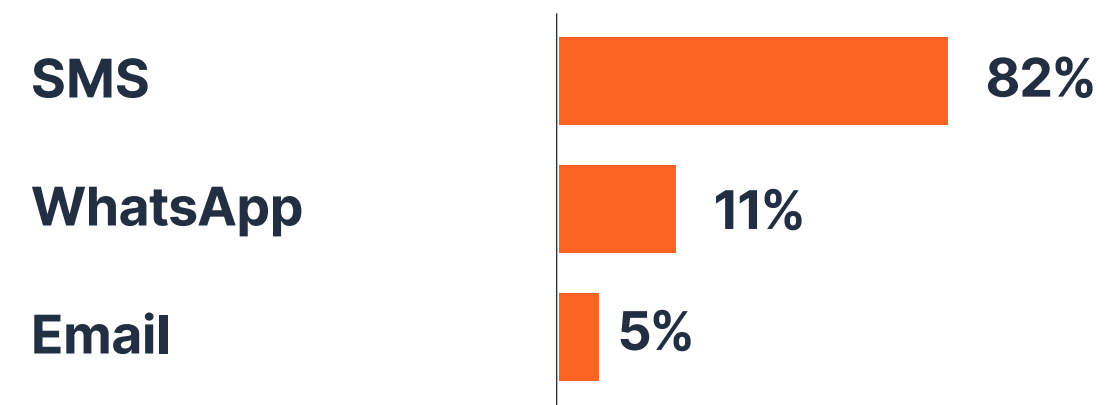


### [ Top omnichannel combinations ]

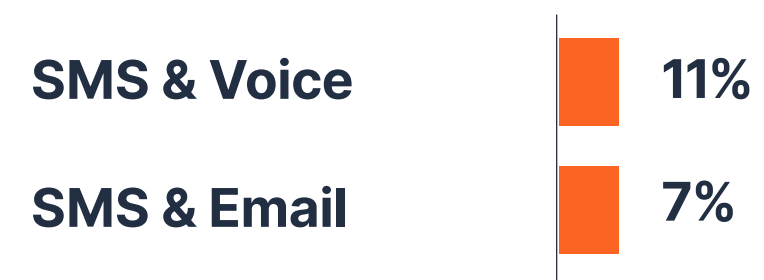


## Transportation & logistics

25% of transportation and logistics platforms have an omnichannel approach



### [ Top omnichannel combinations ]

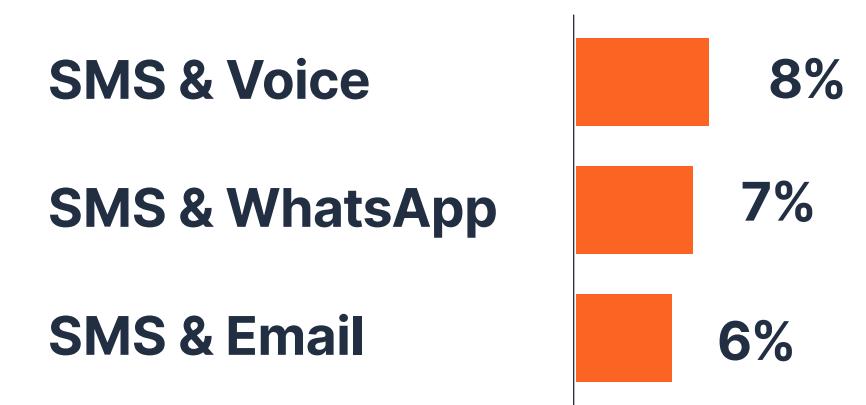


## Software & IT services

21% of software & IT services platforms have an omnichannel approach



### [ Top omnichannel combinations ]



# CPaaS X: The next generation

Platforms that enable businesses to communicate with customers have different challenges with CPaaS complexity than enterprise and SMB companies. Until recently, platform businesses had to adapt to technologies made for enterprises which caused a lot of operational load and engineering effort.

But with new technology comes new possibilities – and today, platforms can access one API for all their communication expansion needs.

**CPaaS X** is an API stack made for platforms by platforms – and enables them to **automate processes** such as number provisioning, campaign registration, granular reporting, and adding multiple channels, including SMS, WhatsApp, Email, and Voice to their client offering.

**CPaaS X allows platforms to:**

- quickly onboard customers
- minimize operational load
- speed up roadmap and time to market
- scale efficiently

**Want to learn more?**

Find out how a unified, data-driven cloud communications strategy combined with the right solutions and support can lead to a network effect of frictionless engagements.

[Download eBook →](#)

**Explore how platforms are adding omnichannel capabilities to their core services**

[Check out Marketplace →](#)

**Build innovative solutions for omnichannel communications**

Enhance your platform's capability and provide superior customer experiences by integrating our omnichannel communications solutions.

[Learn more →](#)



Link



# Get conversational with your customers

The shift from one-way notifications to two-way conversations has opened a new world of opportunities for brands and their customers. Through conversations, brands can learn more about customer preferences, make personalized recommendations, as well as predict and prevent potential churn.

But to build successful conversational experiences that lead to data-driven business decisions, brands must implement and adopt the right channels, tools, and technology.

Leveraging chatbots to speed up routine interactions, being easily accessible at critical parts of a customer's journey, and prioritizing security are what will drive greater loyalty and trust between businesses and their customers in the long term.

New generations expect a diverse, intuitive, and engaging experience from selected brands that consistently deliver on their demand.

A robust customer data platform enables businesses to personalize marketing, chatbot, and support interactions leading to higher satisfaction. While empowering customers to open a chat with your business through one-click options on Google

Search, Instagram, or Facebook will help you answer questions and guide customers from their first interaction with your brand.

**We've entered the conversational experience era and as we witness further advancements in technology, these conversations will continue to evolve – and so will customer expectations.**

It's time for brands to rethink their communication strategies, adopt new messaging channels, expand their offerings with new capabilities, and enter the conversational era to meet customers where they're waiting for them.



**Adrian Benić**  
Chief Product Officer, Infobip

## Learn more about everything conversational

[The ultimate guide to conversational experiences](#)

[What is a conversational platform and why you need one](#)

[A guide to effective conversational marketing](#)

[Everything you need to know about conversational commerce](#)

[What is conversational design?](#)

## Ready to set up conversational experiences on your customers' favorite channels?

Talk to an expert →

# The Infobip Advantage



## Global reach and local presence

- ✔ 9,700+ operator-partner connections
- ✔ Connect with over 7bn people and things
- ✔ Strong enterprise client base
- ✔ 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

## Scalable, fast and flexible solutions

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

## Remarkable customer experience

- ✔ Technical expertise
- ✔ Solutions consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.

## Own infrastructure

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 40 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



Gartner Market Guide for CPaaS  
Representative Vendor 2022



Juniper Research  
CCaaS Leader 2022



Omdia Universe  
Representative Vendor 2022



IDC Marketscape  
CPaaS Leader 2021



Rocco  
Best Customer  
Engagement Platform 2020  
Best A2P SMS Vendor  
2018, 2019, 2020

