



infobip

The Ultimate Guide on Messaging

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INTRODUCTION

Think, for a minute, back to 1992. You're walking through the mall listening to Nirvana on your portable CD player. You stop into Woolworths to pick up Thelma & Louise on VHS because you saw a commercial on TV saying it's now available.

When you get to the checkout, the lady behind the counter asks you something very personal:

"Would you like to provide your email address so you can receive special offers from us?"

You're taken aback. You think to yourself, "Why would a store want my email address?"

How times have changed.

Omnichannel communication is all about reaching consumers on their preferred channels, how and when they want to hear from you.

Nowadays, it seems there are countless ways for businesses to stay in touch with consumers: SMS, messaging apps, Voice, email, to name a few. Thanks to this **omnichannel** approach to communication, business-to-consumer relationships have evolved.

Omnichannel communication is all about reaching customers on their preferred channels, how and when they want to hear from you. This approach not only increases convenience for customers, but also gives businesses the previously unavailable option of having contingency (or 'failover') channels to make sure that, one way or another, their message is delivered.

Back in the nineties, almost all communication between businesses and customers was purely transactional and customers were expected to do most of the legwork. Over the years, however, customer expectations have elevated.

Customers today expect connected journeys. In fact, **70% of customers say that connected processes, such as seamless handoffs or contextualized engagement based on earlier interactions, are very important for winning their business.**

This means that customer expectations have not only shifted in terms of how you communicate with them, but they also expect you to **reach them on the exact channels they want to be reached on.**



70% of customers say that connected processes are very important for winning their business.

Taking all of this into consideration, it's vital for businesses to have a clear strategy for customer communication that includes both **transactional and conversational messaging**. Both have a significant impact on customer experience, but the approach, channels, content, and timing of each is different.

What is Conversational Messaging?

While **transactional messaging is crucial for businesses whose customer experience relies on on important alerts and reminders**, real client-brand relationships start with conversational messaging. Here's an example of a transactional message:



1 New Email:

The item you ordered has left the warehouse.

A **conversational message**, on the other hand, **encourages engagement**, which helps businesses build long-term relationships with customers.

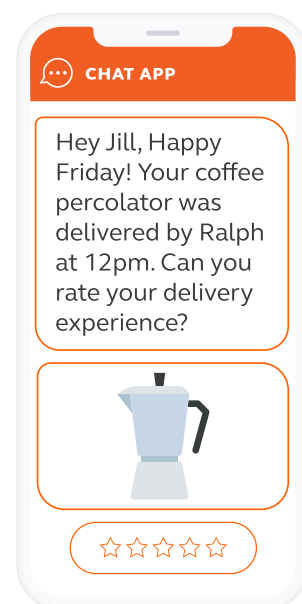
Conversational messaging is all about understanding your customers.

Here's the same example, but as a conversational message:

The biggest difference between transactional and conversational messaging is that conversational messaging invites response and participation. This, in turn, creates a more interactive, personalized customer experience that improves upon the relationship between a business and its customers. And conversational messaging works for just about any business, whether you're a rideshare business, a financial institution, a software provider, or an online retailer.

Conversational messaging is all about understanding your customers. You need to **gain insights about their interests, behaviors, priorities, and of course, preferred method of communication**. You can then segment your customers into categories to make your messaging more personalized and engaging.

A lot has changed since businesses first started collecting customer email addresses. The communication space is always evolving - **WhatsApp didn't even exist ten years ago, and now has over 1.5 billion users**; and four years ago, Amazon introduced the Amazon Dash button which allows customers to replenish orders with one click!



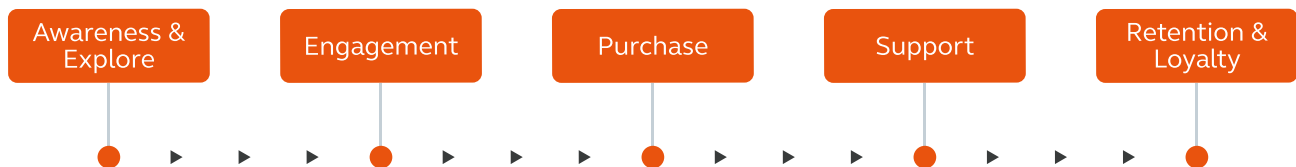
It's all about keeping your finger on the pulse--finding out what's hot and what's not with your customers and adapting to their needs. **Customers today expect brands to seamlessly engage with them across every channel they use. They want communications to happen where they want, when they want, and how they want, at each step of the customer journey.**

In this guide, we take a look at how messaging, both transactional and conversational, helps to improve customer experience and engagement through each step in the customer journey. We also include best practices and top tips for each product or solution, so you can make the most of your messaging strategy!



THE CUSTOMER JOURNEY

All customers, regardless of what they are purchasing, tend to follow a similar journey:



First, a person becomes **aware** of a need or problem that they want to solve, so they start looking for solutions. You want them to find you as a potential solution provider, so you can **engage** them and convince them your business is the right choice.

From the beginning to the end of a customer journey, great **customer experience** is the ultimate goal which keeps customers happy and brings value to your business. This is especially important when it comes to converting prospects into customers, but also once they become a customer, through **support** and relevant communication which helps with **retention and loyalty**.

Although it looks like it above, the customer journey is not necessarily a linear process. **Engagement needs to be ongoing**. When someone purchases or subscribes for the first time, your main goal is to retain them as a customer and motivate them to buy more; essentially increasing **customer lifetime value (CLV)**. To do that, you need to keep customers engaged with relevant information at each stage of the journey– and that’s where messaging comes into play.

Great customer experience is the ultimate goal which keeps customers happy and brings value to your business.

In this section, we break down each step and determine how messaging (either conversational or transactional) fits in and helps you **provide the best customer experience at every stage of the journey**.

1. AWARENESS AND EXPLORE

You only have one chance to make a first impression. When a customer becomes aware of your company, the first experience they usually have with you is some kind of onboarding process.

The sign up process sets the tone for a customer's entire relationship with your company, and if you get it wrong... there won't be a relationship. If customers are unimpressed by your [onboarding or sign up experience](#), then you can lose up to **75% of them in the first week**.



Of course, if you get it right then you can **build a long-term relationship with the customer**--and that's the goal!

75% of customers can be lost in the first week if they are unimpressed by your onboarding or sign up experience.

The challenge with onboarding is that customers are busy, and you are asking them to set aside time to give you their contact details. If you present them with a HUGE form that asks them for everything from their first name, to their contact details, to their grandparents' place of birth...you won't receive a positive response.

Remember: it's about giving your customers flexibility.

The time it takes to get a decision on a credit application has been cut from **24 hours to 15 minutes**.

Omnichannel communication can help. When [TBC Bank](#) thought about updating their onboarding process, they knew that giving their customers flexibility to use different channels was key. They enabled new customers to start the onboarding process through a call center, and complete it at an ATM, a kiosk, or in-branch. They saw many positive changes through this new way of working, including **reducing the time for decision on a credit application from one business day to just 15 minutes!**

Although a large portion of onboarding is transactional, conversational messaging plays an important role too. By using both, you can create a **seamless customer experience** and also offer **enhanced security for customers** who create an online account.

To offer this higher level of security, consider [Mobile Identity](#). This is **an automated way of verifying users through their mobile operator**. Enabled by Infobip, it ensures fast and secure user verification in **less than 5 seconds**. This means it's unobtrusive and convenient for customers, requiring **no extra effort** from their side.

According to a [Google Study](#), **46% of people would not purchase if they had an interruptive mobile experience.** Mobile Identity is an [integral part of seamless customer onboarding](#) because it is so fast and completely non-interruptive.



46% of people would not purchase if they had an interruptive mobile experience.

Mobile Identity in Action

Let's say you work for a ride-sharing company and you want to provide easy and secure account activation for new drivers and riders.

You've attracted a targeted audience to your website or your page in the app store, and the next step is for users to download and activate your app.

It's important that users create an account with your app before being able to use it. This will help you build your customer knowledge base and then target and personalize future communications (whether they be for promotional purposes or support).

With **Mobile Identity**, Infobip enables a fast, easy connection with mobile operators to verify that the mobile phone number entered during the sign-up process actually belongs to that customer. This is done within the mobile operator's base, in just a couple of seconds. If the registration checks out, the customer gets the green light to continue with account creation. **There's no need for users to fill out any additional steps or wait for confirmation - this is done in seconds!**



This added convenience makes your service more attractive to users, with **66%** of customers agreeing that **valuing their time** is the most important element for good customer service, according to [Forrester](#). It's also safer for your business because you can **assure quality of data** and prevent fake account creation.

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In such cases where data cannot be read from an operator's database, Infobip **activates two-factor authentication over SMS as a back up solution.**

Two-factor authentication (2FA), like Mobile Identity, adds an extra layer of security as it requires users to use both their online password and their mobile number to verify their identity with a one-time passcode or PIN.

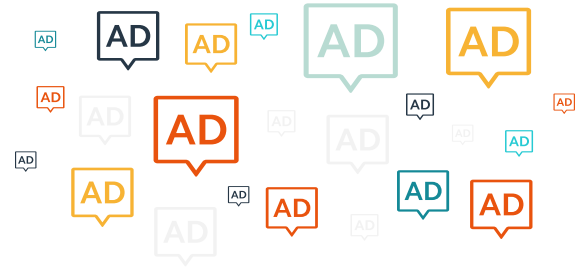
Best Practices

- 1. Ask permission for future communication.** Include opt-in messages in your sign-up forms and make sure that your customers can select their favorite communication channels to let you know their preferences.
- 2. Don't ask for too much.** Ask only for the information you need to help create unique customer experiences. Everything else you need to learn about your customer can be added later across other touchpoints.
- 3. Create a fast and smooth sign up experience.** Keep your eyes open for new developments in authentication technology– innovations such as Mobile Identity will change how users are signed-up in the future. One click and they're done!
- 4. Use phone numbers for future authentication.** This can also work for security checks. For example, if someone is trying to log into an account from a different IP address, the customer can get a message on their preferred channel asking them to confirm that they are trying to log in.
- 5. Be Always On.** Be available to answer any questions your customers might have during their search for a solution to their problem or need.

2. ENGAGEMENT

In the 90s, when ads were seen on TV or in the local newspaper, it was easier to attract and convert customers.

Now, customers are constantly bombarded with messages from businesses, so much so that they are becoming unresponsive – it has simply become ‘white noise’. According to [Forbes](#), **the average American is exposed to anywhere between 4,000 and 10,000 ads every single day!**



Conversational messaging can help you cut through that noise. **By only sharing relevant information with your customers, over channels they prefer, you can create a tailored, personalized experience that will give you a competitive edge.**

48% of people are willing to wait longer for a personalized product or service.

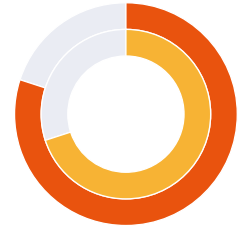
Customers no longer care about which company is closest or cheapest - personalization has become the determining factor in their purchasing decisions. According to a report by [Walker](#), **by the year 2020, customer experience will be categorically more important than price.**

But personalization is more than just getting your customer’s name right, or sending them a discount on their birthday. [Segment’s State of Personalization report](#) found that **only 22% of consumers are currently satisfied with the level of personalization they receive**, and a [Deloitte study](#) found that **48% are even willing to wait longer for a personalized product or service.**

In this digital age, customers have many touchpoints and they expect communications to be synced across every one of them. In addition, they want **all messages to be contextual and appear at the right time, in the right place for them.**

At this stage in the customer journey, you need to WOW your customers with engaging content that encourages them to purchase your product or service. You need to make sure your customers’ preferred channels are reliable and can support rich content.

To do this, you should use Rich Communication Services ([RCS](#)). RCS is essentially **‘SMS 2.0’**. It has the ubiquity, reliability, and immediacy of SMS, while also being able to support rich content like images, videos, and GIFs, which work well for increasing conversions. **It is also native on most phones.**



According to a [GSMA study](#), consumers are particularly excited about what RCS has to offer. Over **80% find RCS appealing**, and **70% say RCS would make them more likely to communicate with a brand**.

In the US, every \$1 spent on email marketing has an ROI of \$44.

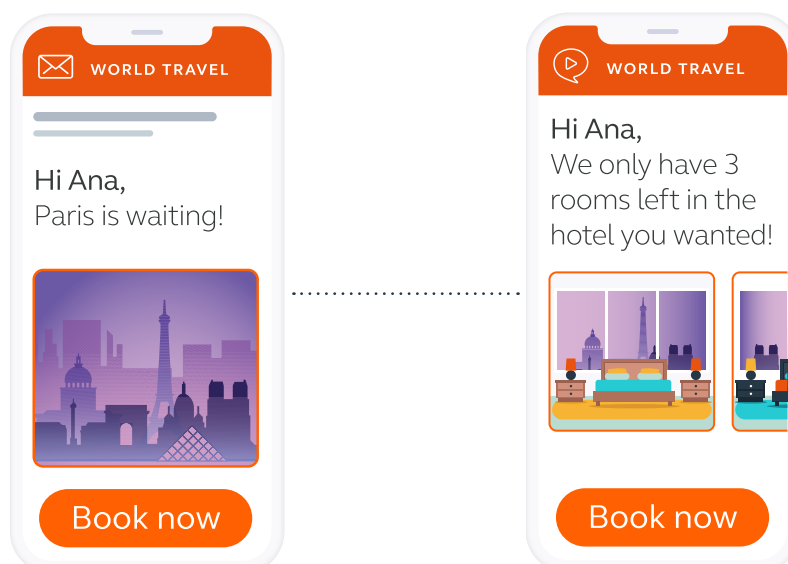
At this stage, email is a great channel to work in conjunction with RCS. While not used for instant communication, email can support rich content and is also a good channel for sending sensitive information. Plus, despite being on the older side for a communication channel, email still boasts an [impressive ROI](#). In the UK, every **£1 spent on email marketing has an ROI of £38**, and in the US, every \$1 spent receives an ROI of \$44!

>80% of people find RCS appealing. **70%** say RCS would make them more likely to communicate with a brand.

RCS and Email in Action

If you work in the travel and hospitality industry, as an example, you could send informative, personalized emails to customers with accommodation suggestions, based on their profile, previous behavior, and preferences.

Then, when your customers click through to the accommodation page and start the reservation process, but for some reason don't complete it, you can use RCS to seal the deal.



The beauty of the omnichannel approach is that you can bounce between different messaging platforms that have different strengths. **Since RCS supports rich content and is used for instant communication, users are more likely to read and respond to the message in real-time - which is why we recommend using it for urgent or time-sensitive messages.**

Best Practices

- 1. Enable opt-outs.** In addition to opting in, you should also include the option for your customers to opt-out or unsubscribe from your list. While this helps you comply with regulations, it also ensures that your database contains recipients that want to receive your messages - giving you clean and relevant data and analytics.
- 2. Create communication templates.** Reduce your operational workload by creating templates for targeted promotional messages that you can send over the channels that your customers prefer.
- 3. Use a clear call to action.** Tell your audience what they should do to achieve their goal. Use buttons with concrete and inviting messages.
- 4. Make it branded.** Personalization is key, but branding is important, too. Keep a clear brand image and an authentic tone of voice across all of your messages.
- 5. Pay attention to frequency.** Communicate only relevant information at the right time. The industry standard for sending promotional messages over mobile is between 2 and 4 messages per month. Send only relevant messages that are bound to make a strong impact.
- 6. Analyze.** Make sure that you have set all codes and links to track customer behavior so that you can understand what they like - and what they don't like. This will help you stay relevant in the future. It also helps you improve your communication style, frequency, and customer segmentation.

3. PURCHASE

We all have a story about that one, great interaction we had with a brand. When businesses go that extra mile to make sure their customers have a great experience, it sticks with them for a long time--and they share it with others.

It's no surprise then, that **73% of buyers point to customer experience** as an important factor in their [purchasing decisions](#).

When it comes to purchasing, particularly online, **an important part of the customer experience is security.**

According to the [American Express Digital Payments Survey](#), **73%** of consumers made three or more online purchases in the past 12 months. But **37%** of those have abandoned online purchases due to security concerns.



73% of buyers point to customer experience as an important factor in their purchasing decisions.

37% of customers who made three or more online purchases in the last 12 months have abandoned online purchase due to security concerns.

60% of people abandoned online shopping carts because “the checkout process was too long and/or complicated”.

For businesses, it's all about finding the perfect balance between making customers feel safe and ensuring they have a smooth experience. While a complicated payment process may appear safer, it's likely to increase your drop off rate. According to a study by [The Baymard Institute](#), **60% of people abandoned online shopping carts**, citing reasons such as, “the checkout process was too long and/or complicated.”

Messaging can help to rectify this and reduce drop off rates for businesses by using **two-factor authentication (2FA)** through [SMS](#) to authenticate customers and make the customer experience safer, quicker, and easier.

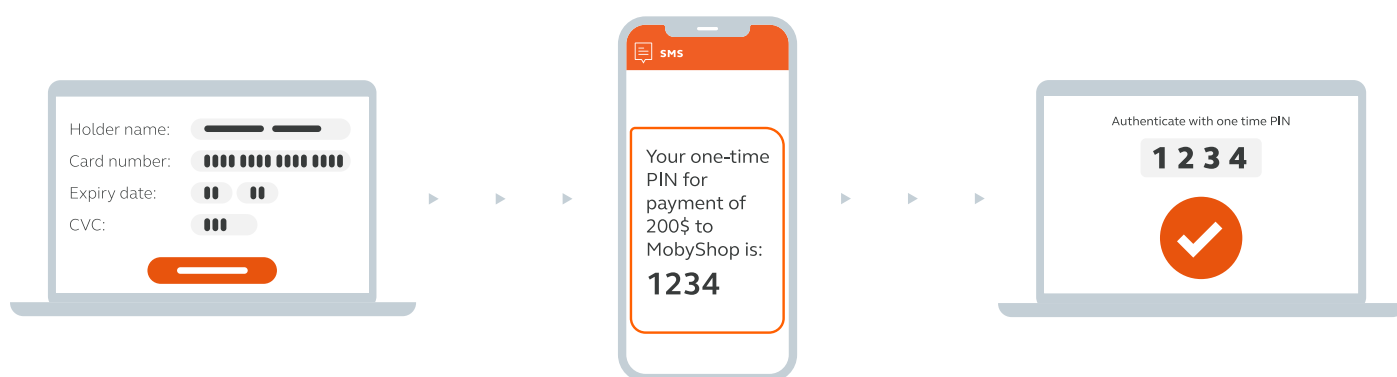
SMS in Action

Every mobile phone in the world can send and receive SMS messages.

Let's say you run an e-commerce store and you're struggling with cart abandonment. People are not completing purchases because your checkout process is too complicated and they don't feel secure.

To add an extra layer of security without further complicating the process, you can work with a financial institution that uses 2FA to ensure payment security.

This works by having customers fill out their personal and payment details, after which they are sent a one-time PIN via SMS, so that they can confirm they are the person making the payment. Once they enter the PIN, they can complete the transaction within seconds.



But...why SMS?



There are almost 5 billion SMS users globally—that's **66%** of the total population.

For starters, **SMS is everywhere**. There are almost [5 billion users worldwide](#)—that's 66% of the world's population.

SMS is also one of the most dependable messaging platforms, boasting a high delivery rate and vast coverage because it doesn't rely on an internet connection. It takes just **6 seconds** on average to [deliver an SMS](#), and most are replied to within just **90 seconds**.

Every mobile phone in the world can send and receive SMS messages, and it is this kind of reliability that customers need when it comes to eliminating skepticism over security.

It takes just 6 seconds on average to deliver an SMS.

And most are replied to within just 90 seconds.

Best Practices

- 1. Make it smooth.** Put your customers at ease with a secure payment method, but also strive to give them a smooth experience worth sharing with their friends. Guide them through the payment process with clear, simply-worded instructions.
- 2. Be transparent.** Make customers aware of all steps in the payment process by showing them what these are on each page. This way, they will be aware of the whole process and ready to go through it because you have shown them how it's all connected and how it creates a smooth and secure payment experience.
- 3. Use SMS for one-time-PIN delivery.** SMS is one of the most universal and reliable communications methods, so by sending one-time PINs over this channel, you can rest assured knowing your customers will receive them.
- 4. Register your sender.** Use your brand name instead of a telephone number. This is more reassuring for customers when you contact them.
- 5. Align with payment regulations.** Make sure that you send all information related to the transaction together with the PIN (the value of the transaction and seller should be a part of the message together with a one-time PIN).
- 6. Send payment confirmation messages.** Notify customers about all relevant information related to their personal finances.

4. CUSTOMER SUPPORT

Great customer support can have a big impact on customer lifetime value (CLV) as it increases customer satisfaction which, in turn, increases retention. Tying this back to messaging, businesses that adopt an [omnichannel strategy](#) for customer support achieve **91% greater year-over-year retention rates** compared to businesses that don't.



This makes sense considering that different types of people prefer different methods of communication. For example, **Millennials prefer chat** as their [method of support](#), but [older generations](#)—such as the **Baby Boomers—prefer voice**.

91% greater year-over-year retention rates for businesses that adopt an omnichannel strategy for customer support compared to businesses that don't.

When thinking about omnichannel messaging and efficient customer support, any communication with customers is synced and archived across all platforms.

It's interesting that both chat and voice have something in common: **they are instant**. **When it comes to customer support, instant communication is key**. Customers want their problems to be resolved efficiently, with [60% of customers expecting a response in 10 minutes or less!](#)

It's also important to sync and archive any cross-platform communication with customers, when considering efficient omnichannel customer support.

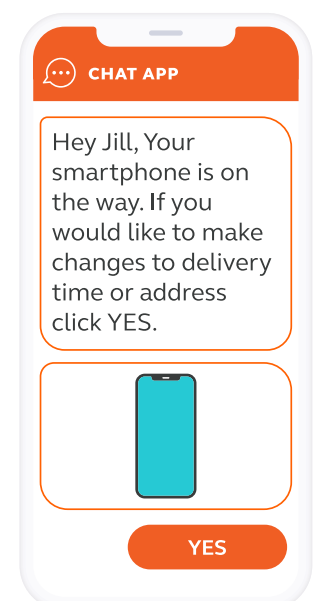
The customer knowledge base that you build through these conversations should be saved in one place so that it can be used to create conversational, personalized support across any channel.

Chat Apps and Voice in Action

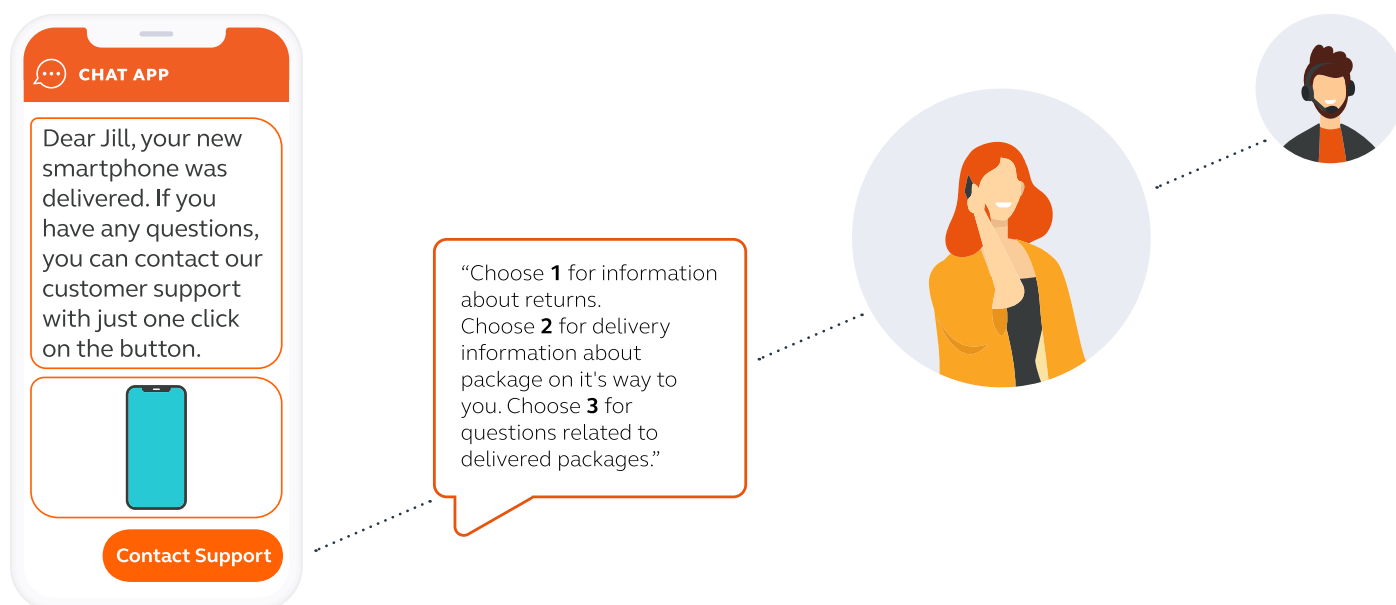
Using the preferred channels of [Chat App](#) and [Voice](#), let's see how customer support can play out in real-time with conversational messaging.

So, your customer purchased one of your smartphones and they can't wait to receive it. Here's what the delivery notification would look like within a Chat App:

The customer can click the 'YES' button if the date, time, or location is no longer convenient for them, and change delivery details via Chat App.



When the item arrives, if there is a problem, the customer can easily contact customer service via a 'Click-to-Call' button and then be directed to the correct person through an Interactive Voice Response (IVR) flow.



Of course, this is a very simple example, but the possibilities for personalization here are endless. With relevant and timely messaging and an omnichannel approach, customers will feel constantly supported throughout their entire relationship with your company.

Did you know? Infobip can support all the major chat apps that are used regionally or globally (from WhatsApp and Viber to VKontakte, Line, and KakaoTalk).

Best Practices

- 1. Automate internal communication.** Enable two-way communication between your field staff and the office to improve organizational efficiency and communication with customers.
- 2. Make it seamless.** Customer support needs to have a seamless switch from bot support to human communication. Use the right tool and set up the right triggers for human support activation.
- 3. Speed is key.** People want their questions answered as quickly as possible and with the least amount of effort invested. Make sure that automated messages are set up for frequently asked questions and have a customer knowledge base always available to agents for customized support.
- 4. Let your customers find you easily.** Be available on multiple channels, such as chat apps, email, voice, and in-app communication.
- 5. Let customers choose their preferred channel.** Make sure that your customer support solution enables easy communication with your customers through all channels from one single interface. This makes personalized communication easy to manage for your team, while providing customers with different channels for different situations, but with the same outcome - a seamless customer experience.

5. RETENTION AND LOYALTY

There are many reasons to invest in customer retention. Perhaps one of the main is cost. **It costs five times more to acquire a new customer** than to retain an existing one.

The success rate of selling to an existing customer is 60%-70%.

It's also **easier to sell to existing customers**. **The success rate of selling to an existing customer is 60%-70%**, versus selling to a new customer (which is only 5-20%). Plus, **increasing customer retention by just 5% can increase profits anywhere from 25%-95%.**

Perhaps the reason it is so easy to sell to existing customers is that, using the customer knowledge base you have built up, you can send more **timely, relevant, and personalized messages**.

Increasing customer retention by just 5% can increase profits anywhere from **25%-95%.**

By pushing relevant messages to your customers at the perfect time, with the right context, you can increase satisfaction and also improve your chances of a purchase.

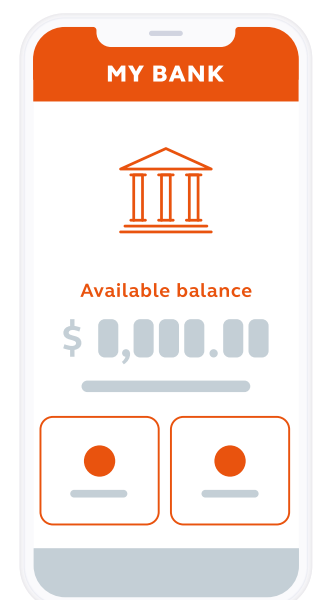
For app-based businesses, where user retention is particularly difficult (**71% of users churn** after the first **90 days**), it's important to keep communication within your app to increase loyalty. This is called **Mobile App Messaging**, and with it, you can track your customers' behavior to understand how they are interacting with the app.

Note: this currently works for iOS and Android apps.

Mobile App Messaging in Action

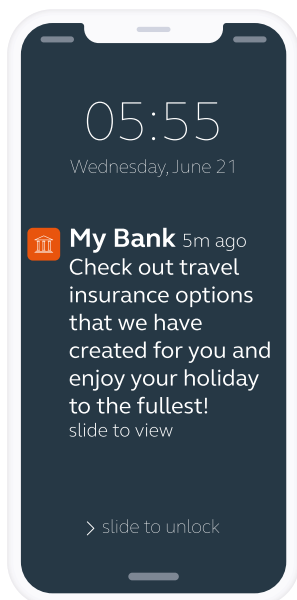
71% of users churn after the first 90 days.

Let's take a mobile banking app as an example. You might find that some customers are only using the app to check their account balance and receive money, but not using the payment option.



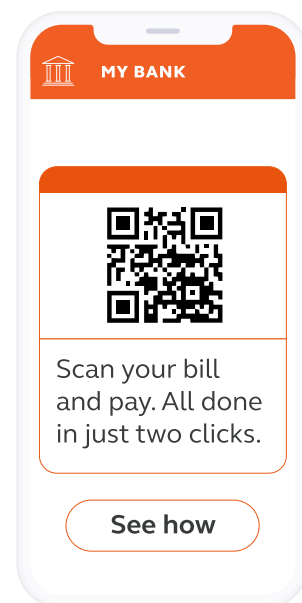
By using personalized messaging to show that you are invested in your customers' lives, you can keep your customers happy and increase retention rates.

destination, you could send a push notification with a suggestion for travel insurance.



In this case, you can send an in-app message that the user will see the next time they log in, which points out the benefits of using mobile banking for paying utilities.

You can also send **push notifications to users who aren't currently using the app**. For example, if a customer just booked a long-haul flight to an exotic



When sending messages like these, it's important to make them personalized and relevant. Customers don't want to feel like they are being targeted with ads all the time, but they do want to feel as though your business cares about their needs and is always on-hand to help.

By using personalized messaging to show that you are invested in your customers' lives and carefully considering their needs, you can keep your customers happy and ultimately increase retention rates.

Best Practices

1. **Guarantee message delivery.** Ensure all important alerts and notifications are delivered even when your customer isn't connected to the internet by setting up SMS as a failover channel. You will show that you care about their experience, time, and money.
2. **Geo-target.** Target your customers based on location to give them a more personalized experience.
3. **Harness reporting.** Track when messages were delivered, seen, or clicked to improve your communication efforts and make sure that you keep your customers informed about important information related to your services or products.
4. **Show them that you appreciate them.** Show your customers that you value their loyalty by providing special coupons and discounts for your most active brand advocates.
5. **Enable referrals.** Reward your loyal customers who tell their friends about your service or products. Let them easily share your promotions or invites through their preferred channel.
6. **Ask for feedback.** Enable your customers to easily provide feedback over the channel they prefer. Take their feedback into consideration to help improve your service and build lasting relationships.
7. **Act on time to avoid churn.** Track customer behavior. Approach those who have been inactive or show signs of churning and give them more attention. Ask them if there is something missing, or if you can do anything for them.

COMMUNICATION CHANNELS

Now that you know all about how to implement messaging at every stage of the customer journey, let's take a look at the communication channels that you will use to move customers along.

48% of Millennials would like to receive financial and fraud alerts by text



50% would like to get shipping notices and reminders via text



80% want to text 1-800 numbers.



1. SMS

Despite being over 25 years old, [SMS](#) has proven to still be as relevant as ever. According to a [recent survey](#), **48%** of Millennials would like to receive financial and fraud alerts by text, and **50%** would like to get shipping notices and reminders via text. Plus, when it comes to communicating with businesses, **80%** of Millennials want to text 1-800 numbers.

So SMS isn't going anywhere. It's as ubiquitous as ever, and interest in SMS is even growing! Based on the fact that approximately **37 million people opted into SMS marketing** at the turn of 2017, it is [estimated that by 2020, 49 million consumers](#) will agree to receive SMS notifications from companies.

Thanks to its familiarity and reliability, customers like receiving SMS messages--which is great for businesses because it is a method of real-time communication with high open rates. In fact, **SMS messages have an open rate of 98%, making them one of the [most effective ways to communicate](#)!**



SMS messages have an open rate of **98%.**

Top Tips for SMS

- 1. Register your sender name.** This way, when you send a message, customers will see your brand name instead of a number. Just a note, some markets do not permit alphanumeric sender registrations.
- 2. Use short codes.** Short codes with 5 or 6 digits are easy for customers to remember. But, if you're on a budget, longer codes are more cost-effective and easier to set up.
- 3. Always give customers the option to opt-out.** This will make users feel safer, knowing that they can opt-out at any time. Also, do not send messages to numbers that haven't opted in. This will result in lower ROI and you may violate local regulations.
- 4. Verify numbers.** Use number lookup to verify that the numbers in your database are active and reachable.
- 5. Track interactions.** Use past interactions with your customers to better adjust to their communication preferences.

2. RCS

[RCS](#) (Rich Communication Services) is a more technologically advanced version of SMS. It's an evolution of the channel that combines all the features of a Chat App with the ubiquity of SMS.

As an extension of SMS, RCS has the ability to be a native application on all smartphones. At the moment, it only works on Android devices, but Apple is [currently considering](#) implementation, and it is predicted that, by 2020, **86%** of smartphones will be [RCS-enabled](#).



By 2020, **86%** of smartphones will be RCS enabled.

As RCS is a native channel, there is no need for customers who have opted in to receive SMS messages to opt-in again, which makes interaction a lot easier. You can send customers rich media - such as images, audio, and videos. You can also facilitate interactive, two-way communication and collect feedback from your customers by using buttons and carousels.

The value of SMS-based messaging by 2021, with RCS enabled, rises to **\$90 billion!**

RCS can also be branded, allowing you to add personality to your communications, such as your brand name, logo, and colors.

The market for [SMS-based messaging](#) is already forecast to be worth **\$74 billion** by 2021, but when RCS is added to this, the forecast jumps even higher to **\$90 billion!**

Top Tips for RCS

- 1. Use automation.** Enable bot messaging to automate part of your customer service agent.
- 2. Track behavior.** Use RCS reporting options (like the 'message seen' status, or popularity options) to see which offers are performing best, monitor the behavior of users, and optimize communication efforts.
- 3. Take advantage of features.** Engage your customers with rich, interactive features like buttons and carousels.
- 4. Brand your messages.** Take advantage of the full power of branding and keep customer trust high.
- 5. Keep it seamless.** Ensure failover from RCS to SMS, WhatsApp, or email for uninterrupted communication.

3. Voice

[Voice](#), alongside SMS, is one of the most reliable and trustworthy communication channels. It's a traditional communication method still used by many mobile users, despite the rise of new channels.

The great thing about Voice is that it covers ALL devices.

According to the latest GSMA annual [mobile engagement study](#), **47% of mobile users only use their devices for talking and texting**. Though this number is forecast to shrink to **29% by 2030**, it still represents a large number of the population preferring voice and text.

The great thing about Voice is that it covers ALL devices, and there are still multiple regions that are mostly dependent on it. **Voice can also be considered the king of customer support**, with **40%** of people agreeing that when dealing with issues such as payment disputes or complaints, they would prefer to talk to a real person on the phone.



61% of mobile users rate click-to-call as 'extremely or very important' in their decision making phase.

A couple of features that can be used to further enhance Voice as a communications platform are **IVR (Interactive Voice Response)** and **click-to-call** buttons. With IVR, you can streamline the call experience for your customers, making sure they are directed to the right person.

And with click-to-call, customers can choose to receive call-backs from your business within your website or app environment. According to [a study commissioned by Google](#), **61% of mobile users rate click-to-call as 'extremely or very important'** in their decision-making.

Top Tips for Voice

1. **Use IVR.** Take advantage of IVR (Interactive Voice Response) functionalities to automate part of your customer service agents' conversations and to gain real-time, post-call feedback.
2. **Make it personal.** Personalize your messaging by using text-to-speech with local languages and accents.
3. **Enable click-to-call.** A click-to-call button on your website and/or app makes it easy for your customers to reach you.
4. **Be different.** Try using audio files of a local celebrity to promote your service and get people talking!
5. **Anonymize.** Protect users' privacy when communicating with service providers by masking their numbers. It also helps you ensure users stay and communicate on your platform.
6. **Combine Voice with other channels.** Collect opt-ins over Voice that will then trigger email and/or SMS communication with your customers.

4. Chat Apps

Did you know that the [top four Chat Apps](#)--WhatsApp, Facebook Messenger, WeChat, and Viber--now have **MORE monthly active users than the top four social media networks**--Facebook, Twitter, and Instagram and Google+.

Did you know that the top four Chat Apps now have MORE monthly active users than the top four social media networks?

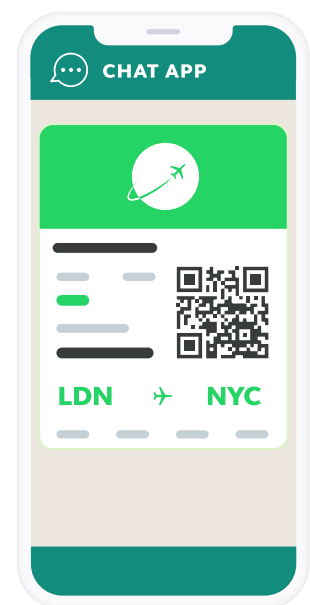
While you may think Chat Apps are only for personal communications, more and more businesses are using apps like WhatsApp to reach customers. In fact, [WhatsApp Business](#) is a channel that offers potential access to **1.5 billion consumers in 180 countries**.

The potential for rich media, teamed with an extended character limit, and the end-to-end encryption offered by WhatsApp, make conducting business over an instant messaging app much more attractive.

The great thing about Chat Apps, aside from their worldwide adoption, is that they all have their own strengths and this encourages an omnichannel approach to communications.

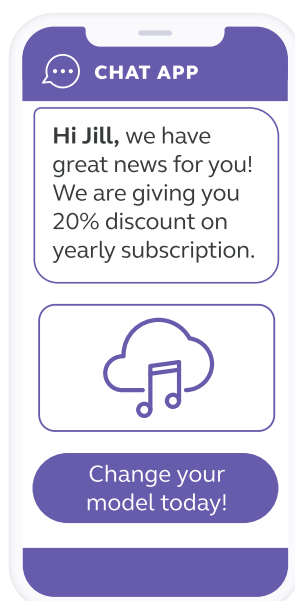
You could use WhatsApp Business to send flight tickets, because who uses paper anymore?

You could also create a rich media campaign over Viber to increase order rates among Gen-X shoppers (**57%** of whom use [messaging apps](#) at least half the time they use their phone!).



In fact, [ShoeBeDo](#) did just that! The popular retailer used Viber to attract young, urban shoppers and their campaign resulted in **20x more web visitors** and a **4x increase in orders**.

Chat Apps are also the perfect channel for automating customer support. By creating simple, or even complex, chatbots, you can provide **conversational support that helps to keep your customers happy**. Infobip does exactly this in our partnership with [Teckst](#).



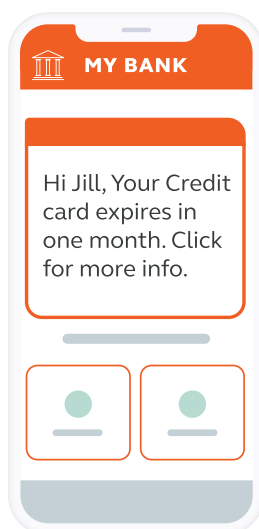
Top Tips for Chat Apps

1. **Make it branded.** Messages can (and should!) show your brand logo and name.
2. **Use extended character limit.** Make use of the extended character limit within Chat Apps to provide more detailed communications.
3. **Make it personalized.** Be sure to write every message in a way that speaks to your customers based on their individual behavior and characteristics.
4. **Use reporting.** Track responses from your customers and use the data to improve your future messaging efforts.
5. **Be Conversational.** Use a more informal tone to reflect how customers use Chat Apps to communicate with their family and friends.
6. **Create rich experiences.** Boost your communication using images, audio, video, hyperlinks, and file shares.
7. **Optimize customer service.** Increase ticket effectiveness by offering instant customer assistance using chatbots on your customers' preferred Chat App. Worldwide support: 24/7, 365 days a year.

5. Mobile App Messaging

There's a reason the saying "There's an app for that!" caught on—it's because there are billions of apps for all different uses! [Smartphone owners](#) spend around **2 hours and 42 minutes on their phone** every single day. Of that time, **86%** is [dedicated to apps!](#)

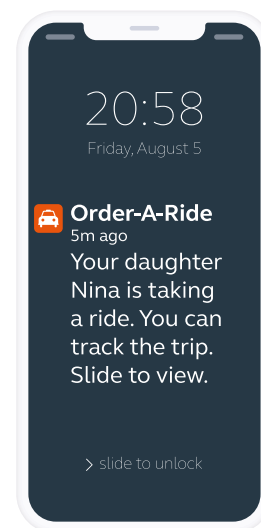
But with all of that competition, it can be difficult to stand out on your customers' crowded smartphones. **With [Mobile App Messaging](#), you can keep customers engaged by updating them with personalized push notifications.** Messages can appear on users' lock screens, even when they are not using the application.



You can also trigger in-app notifications so that your messages are present both in and out of the app.

Mobile app messaging does require users to 'opt-in' to receive notifications, but this isn't a problem because **63% of 18-34 year olds** agree to receiving [push notifications](#) on their smartphones.

To create personalized experiences, you can ask your customers for their location and use **location-based targeting to increase traffic to your brick and mortar stores.**



63% of 18-34 year olds agree to receiving push notifications on their smartphones.

Top Tips for Mobile App Messaging

- 1. Track behavior.** Use the potential of reporting to improve your communication efforts. Track if the application was installed or uninstalled, and when messages have been delivered, seen or clicked.
- 2. Make it engaging.** Enrich messages to engage. Use images, videos, gifs, emojis, and interactive elements to make messages more engaging.
- 3. Gather feedback.** Use interactive options to gain feedback on the service and improve future communications.
- 4. Guarantee delivery and seamless interaction.** Ensure your message is delivered even if push notifications are turned off by sending a failover message over other channels, like WhatsApp, email, or SMS.
- 5. Geo-target.** Use GPS data to send customers tailored messages and offers based on their location.
- 6. Keep it short and interesting.** Use subject lines, images, and emojis that will grab your customers' attention even on the locked screen.

6. Mobile Identity

Online fraud is a real and terrifying possibility for online businesses. With more and more electronic payment transactions occurring over smartphones and tablets, fraudulent activities are on the rise. It's estimated that [online payment fraud](#) will cost businesses **\$31 billion by 2020**.

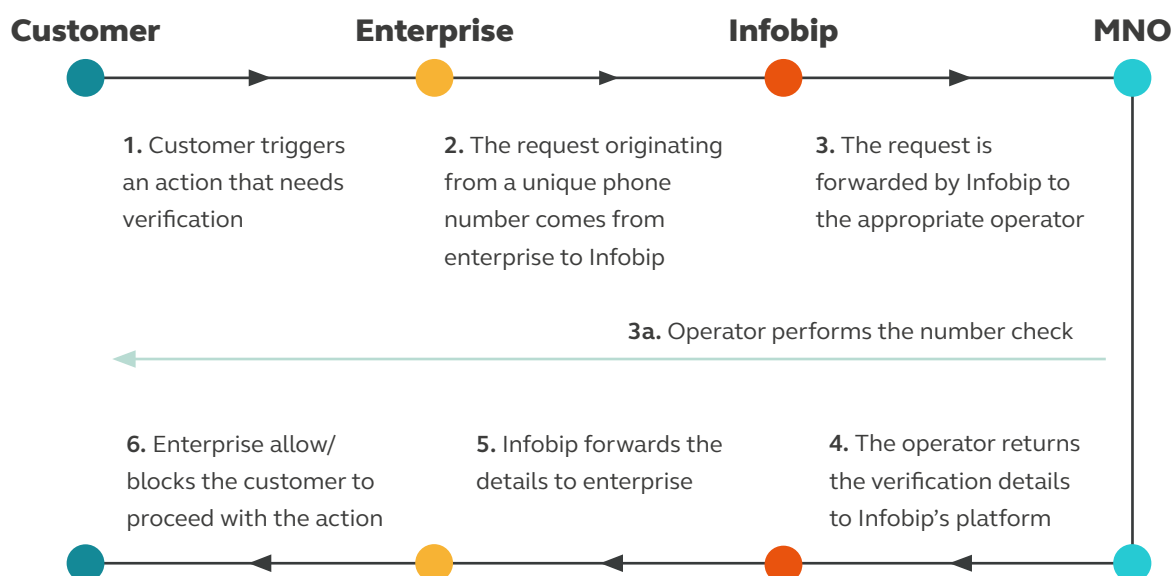
Mobile Identity also reduces unnecessary friction in the customer's journey and allows customers to enjoy a non-interruptive mobile experience.

[Mobile Identity](#) works to eliminate this by verifying all your customers in the mobile environment. Infobip's system connects to mobile operators' databases, so we can query numbers, and in **just a few seconds**, we can confirm whether a user's number is valid or if further checks are required.

Mobile Identity also increases convenience for customers, allowing forms to be auto-completed and minimizing time spent on registration.

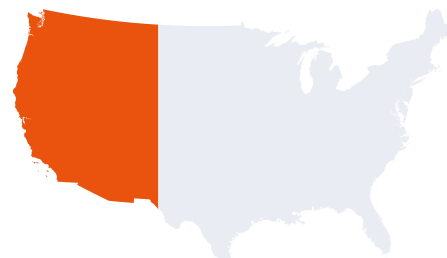
It's estimated that online payment fraud will cost businesses **\$31 billion** by 2020.

Here's a diagram of what the verification process looks like:



Again, this is done in **seconds!** There's no need for users to fill out any additional steps or wait for confirmation. Plus, by using a phone number for user authentication, Infobip can auto-fill registration forms with up-to-date information from the mobile operator's database. All users need to do is click to confirm that their information is correct.

In addition to authenticating users to protect businesses from fake accounts, **Mobile Identity also reduces unnecessary friction in the customer's journey and allows customers to enjoy a non-interruptive mobile experience.**



With smartphones being used in over **one-third of all U.S. retail sales**, it's becoming increasingly important for [mobile shopping](#) to be a smooth experience. This could, in turn, also help to reduce cart abandonment, since being asked for more information at checkout is one of the biggest contributors to this.

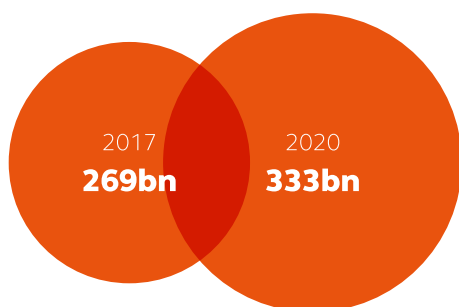
Smartphones are being used in over **one-third** of all U.S. retail sales.

Top Tips for Mobile Identity

- 1. Use Mobile Identity for user registration.** Increase conversion from request to app user with seamless verification.
- 2. Protect your business from bots and frauds.** Easily recognize the difference between real accounts and fraud attempts.
- 3. Protect your logged-in users.** Verify users when making a purchase to make sure they are the ones performing the purchase.
- 4. Improve form filling conversions.** Enable your customers to quickly populate their forms by giving a simple opt-in for automatic form filling.
- 5. Ensure SMS failover.** This allows you to verify a user's number with two-factor authentication (sending a PIN to their phone by SMS) should the data be unavailable from the operator.
- 6. Get Mobile Identity opt-in.** It's important to obtain consent from the end-user before accessing the data from their operator's database.

7. Email

[Email](#) could be considered pretty “old school” when it comes to communication channels, but, as SMS has proven, the old, tried and tested techniques work great if we use them for the right purpose and in the right way.



269 billion emails were sent and received in 2017, and this is set to increase to **333 billion** in 2022.

And the number of emails being sent and received every day is only set to increase. According to [Statista](#), **269 billion emails were sent and received in 2017, and this is set to increase to 333 billion in 2022. That's an impressive 23% growth rate** for a channel that can send your messages right into the pockets of your customers, thanks to smartphones and other mobile devices.

When it comes to sending emails to your customers, there is a big difference between transactional emails and promotional campaigns. Customers have been proven

to respond better to automated emails that have been triggered by events over simple ‘business as usual’ marketing messages. According to [Smart Insights](#), **automated email messages average 45.70% open rates.**

However, while transactional emails do generate a lot of success for businesses—with [Experian](#) stating that **transactional emails have 8x more opens and clicks than any other type of email and can generate 6x more revenue**—it is important to note that personalization is a big positive for email users.

Transactional emails have 8x more opens and clicks than any other type of email and can generate 6x more revenue.

Email inboxes are crowded, and in order to stand out, your messages need to be highly curated for your targeted audience. Emails should include relevant information that is personalized to the reader. According to [Small Business Trends](#), **When an email is not personalized, 52% of customers say that they will find somewhere else to go.**

So, when sending emails, make sure your content is adjusted to the needs of your customers’ preferences, and contains relevant information such as promotional offers, post-purchase touchpoints, or account information that users can reference anytime from their inboxes.

Top Tips for Email

- 1. Ensure user opt-in.** Email is heavily regulated (CAN-SPAM, GDPR) and non-compliance can lead to high corporate fines.
- 2. Clean your list.** The success of your email campaigns depends on the quality of your subscriber database, so clean your list regularly.
- 3. Use product recommendations.** Product recommendations included in transactional emails and customer life cycle discounts can help to increase ROI and build higher user engagement.
- 4. Personalized content.** Send highly personalized content based on customer behavior or past activities to get higher unique clicks.
- 5. Measure your metrics.** Continuously track and analyze metrics, such as open rates, click-throughs, unsubscribes, bounce rates, and spam complaints to improve your campaigns going forward.

HOW TO CHOOSE YOUR MESSAGING PROVIDER

Finding a messaging provider is a lot like dating. You want a provider you can depend on, one you can trust, one that blends in seamlessly with your friends (a.k.a. your CRM systems), and one that will continue to help you grow.

But, just like with dating, when looking for a messaging provider it can be difficult to find “The One”.

There are many things to consider, after all, **your entire customer experience depends on your messaging provider**. You can’t just choose the cheapest, or the nearest, or the quickest. When making a commitment this big, you need to think about **the whole package**.

Here are 7 things to consider when choosing the perfect messaging provider for your business.

1 Choose a partner over a vendor

Make sure you select a global partner with relevant local expertise who will be with you every step of the way: from local kick-off and onboarding, through to implementation, **and 24/7 support**.

It’s important to find a partner who can share global best practices relevant to your market, but is also familiar with local regulation compliance.

2 Ensure your partner has solutions to cover the entire customer journey

You don’t want to deal with several providers when trying to offer seamless engagement to your customers. You need your data, reports, and analytics to be available in **one single interface**.

This will make your job easier and provide you with business-critical insights on your customers’ preferred channels of communication, how best to contact them, and where they are in the world.

3 Ensure communication with customers is never interrupted

The entire customer experience depends on the interactions people have with your brand. If communication fails, this could result in angry calls to your support staff, or even bad word of mouth about your brand.

The perfect messaging partner will have direct connections with operators around the world, ensuring that all messages, regardless of the channel, are delivered in real-time to your customers

4 Make sure your partner can help you grow

If you want to grow your business then, of course, you need a partner who can support this growth!

Be sure that the provider you choose has an infrastructure that can support the growing interactions you will have with customers.

If you want to **expand your business to other countries or regions, or have a period of rapid growth**, it is important that you don't slow down your go-to-market because your partner can't keep up.

5 Find a partner that is locally present

By working with a partner who understands your local regulatory and compliance needs, you can reduce technical and administrative complexity, and **achieve a faster time to market**.

You need a partner who can offer local account managers, understand the business needs of local end-users, and local support that speaks your language - in every market.

6 Make sure your partner works on its own infrastructure

A partner who is not running on their own infrastructure cannot provide the service level agreements your business will need to ensure the **best possible customer experience**.

To confidently ensure the best experience, you need to make sure your provider does not depend on any third party.

7 Make sure your partner is GDPR compliant

Your partner needs to be aligned with the latest GDPR regulations so that you can **ensure all of your customers' personal data is safe**.

Misuse of data could land your business in a lot of trouble.

CLOSING THOUGHTS

The relationship between customers and businesses is one that is constantly evolving. What worked in the 90s, doesn't work anymore. And what works now may not work five years from now. **That's why it's important to keep on top of trends and meet your customers wherever they are.**

By using an **omnichannel messaging strategy**, you can delight customers with personalized communications that will continue on, engaging your customers into the future, no matter how messaging continues to change.



MESSAGING GLOSSARY

Here you will find a glossary of terms used throughout this guide.

2-Factor Authentication (2FA)

An extra layer of security that requires users to use both their online password and their mobile phone to verify their identity to access a service or a web app.

Application-to-Person messaging (A2P)

The process of sending messages from an application to a mobile phone. Communication is initiated from a business application, and not an individual's mobile phone, as is the case with P2P SMS.

Artificial Intelligence (AI)

The development of computer systems able to perform advanced tasks on their own (such as speech recognition and decision making) and have the ability to learn and create actions based on data it receives.

Application Programming Interface (API)

A set of functions and procedures allowing for the creation of applications.

Chatbot

A computer program that can simulate conversations with human users.

Click to call

A form of web-based communication in which a person clicks an object on the web site or an application (e.g., button, image or text) to request an immediate connection with another person in real-time either by phone call or Voice-over-Internet-Protocol (VOIP)

DTMF

Dual-tone multi-frequency signaling (DTMF) is a telecommunication signaling system using the voice-frequency band over telephone lines between telephone equipment and other communications devices.

Failover

In communications technology, failover is the switching to a backup channel upon the failure or inability to deliver a message over the primary channel. For example, if you send a notification about flight changes to your customers over Chat App and the message is not delivered within 2 minutes, the same message is automatically sent over SMS.

Geo-target

The practice of delivering targeted content to customers based on their geographic location. Apps can ask for customer locations and then use push notifications to send relevant messages based on their defined campaign area.

IVR

Interactive Voice Response (IVR) is a technology that allows a computer to interact with humans through the use of Voice and dual-tone multi-frequency (DTMF) signaling via a keypad tones input via a keypad.

Mobile Identity (MI)

Mobile Identity is a verification solution that consists of several real-time identification and authorization services that enable improved UX and a stronger authentication layer to protect customers' online accounts and activities.

Number masking

The number masking service enables two parties to engage in a conversation over the phone without exposing their phone numbers to each other.

Omnichannel

Synchronized and unified communication over multiple channels, such as SMS, Chat Apps, email, Voice, and more.

One-time PIN

A one-time PIN is a code that is valid for only one login session or transaction using a mobile phone. Since the one-time PIN is valid for only a single use, it is not as vulnerable as a static password.

Push notification

Push notifications are delivered to users who have installed an app and opted-in to receive notifications. Mobile users don't have to be using the app to receive incoming push notifications.

Text-to-speech

Text-to-speech is an automated service that converts written text into an audio file. It is used as a feature of the Voice messages service.

RCS (Rich Communication Services)

The next generation of SMS that supports rich features like images and video sharing, mapping directions, location sharing, typing indicators, the ability to add and remove members to group chats, and more. RCS comes native on most mobile phones.

THE INFOBIP ADVANTAGE

Infobip is a **global leader** in **omnichannel engagement**, powering a broad range of messaging channels from email, SMS and RCS to Voice and chat apps. We help enterprise businesses (with or without coding skills) **enhance their customer experience** with contextual communications.

We help our clients to overcome the complexity of consumer communications, increase customer satisfaction and grow their businesses in a fast, secure and reliable way.

Our cloud-based communications platform provides robust authentication including **identity and security solutions** through one, single interface that's intuitive, scalable and easy to use.

Our company has more than 60 offices on six continents reaching 190 countries. Working directly with more than 600 carriers worldwide, we're able to reach up to 7 billion people and things. This global reach and local presence enables us to react faster, and have meaningful face-to-face discussions with our clients, wherever they work, creating solutions in line with local requirements based on proven global best practices.

Our solutions are scalable, fast and flexible, created by our own in-house experts. We offer best-in-class delivery rates, performed with the high speed and reliability modern business requires, with low latency throughput.

Infobip's solutions are backed up by first-class service and support, including on-the-ground assistance and consultancy for clients' implementations to ensure a speedy and successful service activation. Our support services are available 24/7 and include continual network monitoring. **We aim to provide a remarkable customer experience by going beyond expectations and delivering a consistent, personalized service.** We help our clients to overcome the complexity of customer communications, increase customer satisfaction and grow their businesses in a fast, secure and reliable way.

Improved Customer Experience

Delivering the right messages at the right time has never been more important. This is especially significant for time-critical alerts, notifications, and reminders.

Our experience helping our clients means we'll be able to advise you on best practices and help you avoid common pitfalls.

Infobip can connect with your core systems and/or CRM systems to make omnichannel messaging easy—even automated through predefined logic. This automation allows you to be extremely responsive and powers personalized communication. It also improves the speed and quality of support, with common queries receiving instantaneous answers. In addition, gathering feedback to identify any issues and drive up service quality becomes simpler with surveys deployed automatically across any channel, triggered through predefined events.

Enhanced Engagement

Every communication must happen at the right time and in the right place, to ensure customers aren't overburdened with alerts: but doing just that, delivering the right message at the right time using the right channel, can lead to a steady increase in sales, increased loyalty and happier customers.

At any time, the Infobip platform can be used to engage in two-way interactive chats over a variety of popular channels from SMS to your own apps, and chat apps like Facebook Messenger, Viber, and WhatsApp Business.

Omnichannel messaging using Infobip services also works to reinforce existing processes and systems. If an account activation is started but left unfinished, for example, then messaging prompts can often ensure those processes are resumed and completed. Driving-up adoption and usage of other digital systems can also be encouraged through targeted omnichannel messaging.

Secure on all Fronts

In addition to regular communications, Infobip can also help you keep your customers account and their information safe and secure. **We also help our clients to speed up sign-up and onboarding process with solutions like two-factor authentication and Mobile Identity.**

We can ease the workload around security by automating alerts when irregular activities or unexpected changes are detected: the parameters for this are up to you to decide. And we can work alongside other systems to monitor security, verifying the customer's identity, and delivering two-factor identification codes, among other services.

Sensitive data around the customer's personal information and account details can be delivered through secured channels, and automatically failover to backup channels if the message isn't delivered.

Business Optimization

The more company functions that can be automated, the better use that can be made from your most valuable assets: your employees, who are freed up from trivial tasks to concentrate on more sophisticated and rewarding areas of their work.

Infobip can help automate many of the typical day-to-day inquiries around customers' accounts. We can help you guide customers painlessly through the steps required for account creation and onboarding and application processes for other products and can automatically provide answers to the most frequent support queries. We can also automate validating customer communication details, such as their mobile number and email address, to ensure they receive important messages.

Finally, our platform can also bring together information from entirely different sources – such as your core systems, your CRM platform, and others – and use that information to make logic-based decisions around what message to send, when, and using which channel.

Infobip can help automate many of the typical day-to-day inquiries around customers' accounts.

Our Offering

How well does it integrate? Does it maintain uptime? Is data secure? Is data encrypted? How much time do we need to deploy a communication solution? How much development do we need on our side? Do we need to have an in-house development team or is it easy to use, even without coding skills?

How to connect:

- 1** **For developers and business users alike,** Infobip offers different ways to connect. The Infobip platform is scalable, flexible and easy to use, offering actionable insights on performance and user behavior.
- 2** Easily craft customer journeys with automated workflows using visual interface (drag and drop) through our intuitive **web-based interface**, and create rich customer profiles for personalized, contextual communication.

Easily integrate various programmable communication channels and modules in any programmable language into your business workflows by using a **single unified REST API** to create memorable customer experiences.

Our Quality

Our clients praise us for the reliability of our offering, and the absence of downtime. That reliability is backed up with a category-leading commitment to support: we're able to offer local support from expert technicians around the world, and this ensures that any issues are dealt with promptly and effectively. This on-the-ground support also means that implementing Infobip solutions is a rapid process which can be accomplished without difficulties. **Our work has recently been recognized by telecoms consultancy ROCCO, whose most recent industry survey on A2P SMS messaging providers ranked us #1 worldwide for our:**

- **Industry expertise**
- **Flexibility**
- **Global presence**
- **Quality of service**



Our communication platform was built and continues to be developed by Infobip's own development team. This is a key advantage for clients as we're able to change and extend our offerings to ensure they integrate perfectly with clients' own systems, and work to suit clients' needs.

Above all, as a communications specialist, Infobip is a partner that's easy to talk to, possesses a human touch and wants to establish a deep and long-lasting partnership with our clients.

Please [get in touch](#), and let's start the conversation.

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