



Build Meaningful Customer Relationships with Infobip CPaaS on Azure



Enhance customer experience with personalized and contextual omnichannel communication at every touchpoint of the customer journey. Infobip's communication platform as a service (CPaaS) leverages Azure services to provide more flexibility and security.

YOUR COMMUNICATION ADVANTAGE



We provide SMS, email, and other channels that you can include in your customer journeys and add **omnichannel communication capabilities** to them.



Optimize the time you spend on measurement. Use **real time reporting and analytics** to understand communication effectiveness.



Engage your customers and design **automated multichannel flows** with SMS, email or any other available channel. Set up action-triggered, personalized communication based on customer behavior.



Open a powerful channel of communication with your customers through **2-way automated communication** via SMS or email. You can combine both channels and use SMS as an automated failover to email to maximize reach.

Infobip's web-based builder enables you to create exciting customer journeys incorporating multiple touchpoints across different channels.

SMS benefits

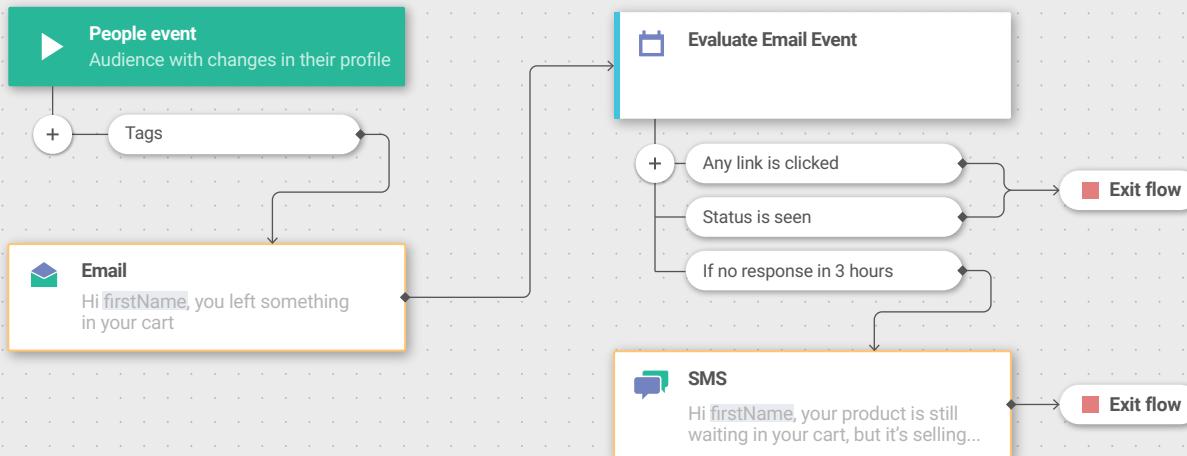
- Global coverage and high delivery rates
- Most used messaging channel in the world
- Available on all mobile phones
- Quick setup of 2-way communication through short codes and long numbers

Email benefits

- Rich messaging
- Drag-and-drop interface for creating emails
- Create templates
- Automated customer journeys

Craft customer journeys with automated workflows

Visual flow builder enables you to create personalized and automated customer journeys that can be run at any time, or combined into an omnichannel journey. Send emails at the right moment triggered by customer actions - opened emails, clicked links or no engagement.



KEY USE CASES

ONBOARDING

Improve your onboarding process with quick, simple, and secure communication.

ENGAGEMENT

Engage customers with contextual communication in a relevant, timely, and personal way – on the channels they prefer.

LEAD GENERATION

Generate and nurture leads with targeted, multi-channel campaigns and personalized customer journeys.

OPERATIONAL EFFICIENCY

A single interface lets you communicate effectively with customers over multiple channels.

RETENTION

Increase retention by building one-on-one relationships with customers via cross-channel support. Extend your reach with a scalable omnichannel interface.

WHY INFOBIP

Our mission is to provide accessible, safe, innovative communication solutions to our clients in various industries and geographies, enabling them to grow, innovate, and better their communities.

Through our worldwide network of over 650 direct carrier connections, we reach more than 7 billion people and connected ‘things’. Our local presence, of more than 65 offices across six continents, enables us to react faster, support better, engage more, and offer tailor-made solutions, creating communications solutions of the future with our clients.

WHAT OUR CUSTOMERS ARE SAYING



“Using Infobip’s omnichannel solutions helped us streamline our communication process and speed up sales. What we used to sell in 30 days, we now sell in 5 days. This newly automated process has helped us increase our customer reach, improve our existing customer relationships, and enhance the overall work experience for our employees.”

- Nemanja Malisic, IT Project Manager

GET STARTED

www.infobip.com

Gold
Microsoft Partner