



Scaling Platform Interactions

Powering platforms communications that will outsmart uncertainty, drive scale and deliver growth.



How strong is your weakest CX link?

As a platform business, you're looking to orchestrate large numbers of customer interactions. A unified, data-driven cloud communications strategy combined with the right solutions and support can lead to a network effect of frictionless engagements.

However, if you allow just a few untracked or uninformed interactions to take place, the customer experience chain can easily break. Deep dive into this eBook and let us help you scale your platform (PaaS companies) without any weak links in your customer communications.

Infobip: One partner. Any interaction.



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The explosive growth of platforms

At the heart of the digital economy are - Platform companies. In fact, they're 8 of the 10 most valuable companies globally. And they've achieved this hyper-growth in just 10 years.

Accelerated digital transformation is just going to make them a more integral part of the business and customer landscape. But to do so, they need to invest in the next generation of communication technologies that will help them power growth through new products, services, and experiences.

“

Platforms have become one of the most important business models of the 21st century. The problem is that platforms fail at an alarming rate.

Yoffie, Gawer and Cusumano,
Harvard Business Review

Platform leaders (the winners)

∞ Meta PHILIPS Uber IBM Apple Google ORACLE®

Platform businesses like yours are uniquely positioned not just for growth but hyper-growth.

You have more data and insights than you could have dreamed of just a few years ago. And with that a dizzying array of AI-powered technologies and applications that unlock new growth trajectories.

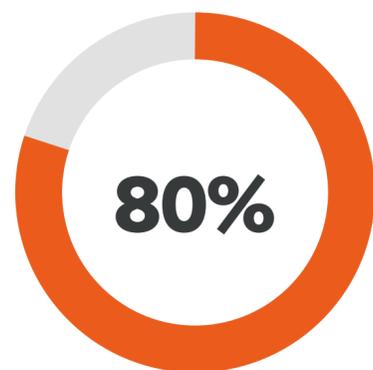
And thanks to advances in cloud communication, **every person and business in the world is potentially within reach – on a widening selection of channels.** Just as importantly, customers can now be reached and supported at every single stage of their platform experience and buying journey.

The opportunity is vast. Ten years ago, Silicon Valley investor Marc Andreessen famously said that software is eating the world. Today, it's the platforms' turn.

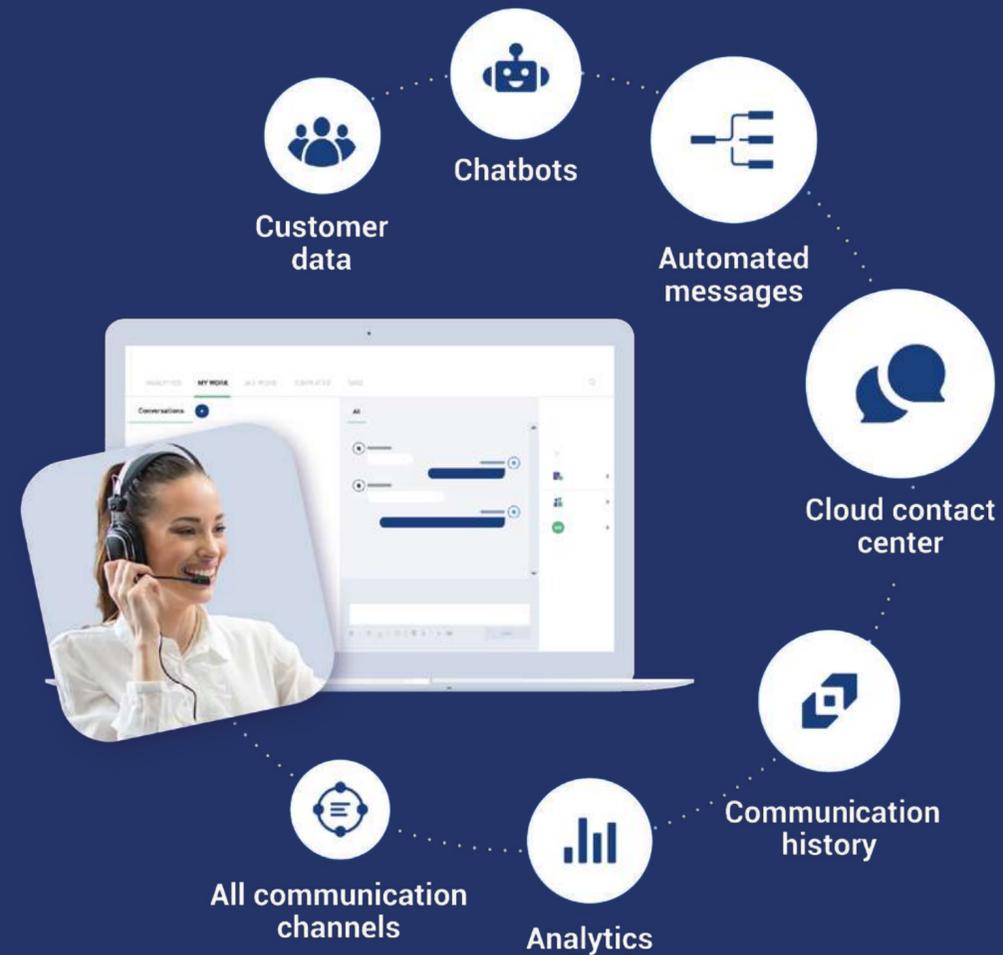
The business case

Customer experience is the new battleground for competitive differentiation. As we head into a post-pandemic reality, businesses must prepare to address the shifting behaviours and preferences of empowered consumers. Not just online, but across the entire customer journey – in both B2C and B2B markets.

As a B2B organization you're not immune to the rising customer expectations for friction-free, improved digital experiences.



80% of businesses are likely to stop buying from a technology vendor due to poor CX



According to the *Voice of the Connected User Landscape (VoCUL): Connected Customer, Quantifying the Customer Experience 2020 survey*, over half of consumer respondents believe that the ideal CX is 'efficient' in demonstrating clear expectations for a frictionless experience along the entire customer journey.

Failure to do so poses significant risk of **\$222bn dollars** in revenue that is influenced by either mitigating or failing to address points of friction along the customer journey.

Points of friction of along the customer journey that influence revenue

✓ Intelligent Personalization

\$5.6bn in revenue influenced by consumers **increasing the amount they spent due to a cross-sell or personalized recommendation** in the last six months

✓ Flexible Omnichannel

\$66.5bn in sales influenced by the **availability of cross-channel buying options** (e.g., buy online/pick up in-store)

✓ Improved Cross-Sell

\$24.4bn in revenue influenced by consumers **purchasing an additional item they otherwise weren't expecting to as a result of returning and/or exchanging a different item in a physical store** over the past six months

✓ New Payment Approaches

\$12bn in revenue influenced by consumers making a **purchase they were otherwise not intending to due to an installment plan/financing option** offered at checkout in the last six months

✗ No Omnichannel

\$19.3bn in revenue lost due to consumers **abandoning a purchase as a result of a retailer not offering a cross-channel buying option** in the last six months

✗ Too Much Friction

\$32.4bn in revenue lost due to consumers **not completing a purchase due to too many steps required to find the product and/or complete the transaction** in the last six months

✗ Poor Inventory Data

\$47bn in revenue lost due to consumers not completing a purchase due to out-of-stocks

✗ Lack Of Preference

\$15.1bn in revenue lost due to consumers **abandoning a purchase with a merchant outside the US as a result of their preferred payment method not being offered**

This evolving customer expectation is driving digital transformation acceleration – leading to the need for:



Cloud applications for employees and customer self-service



Easy-to-use tools



Decreased complexity within technologies and processes to deliver CX initiatives across the customer journey

As a result, you need to prioritize easy-to-use consumer applications that require less training and enable a more contextually relevant experience.

Tracking the changing behaviors and preferences of digitally empowered customers will help inform your CX strategy over the next few years. It will ultimately be the key to making or breaking business, having significant influence over revenue.