

Become a part of the Digital-First Revolution

How Esendex will deliver a **great** CX – today **AND** in the future



How are industry trends leading us to WhatsApp

- The average UK consumer spends **3hrs 15minutes** looking at their mobile devices every single day, (The Guardian)
- Mobile devices are **checked on average 58 times per day** (The Guardian)
- **86%** of calls from businesses are ignored by customers. (Martech Today)
- Continued emergence of smartphones, home phones and apps which can block unrecognised cold-calls
- Consumers are now increasingly demanding richer content (as opposed to plain text) in return for their engagement
- **66%** of consumers now prefer to have 2-way conversations with businesses through messaging apps (TechCrunch)



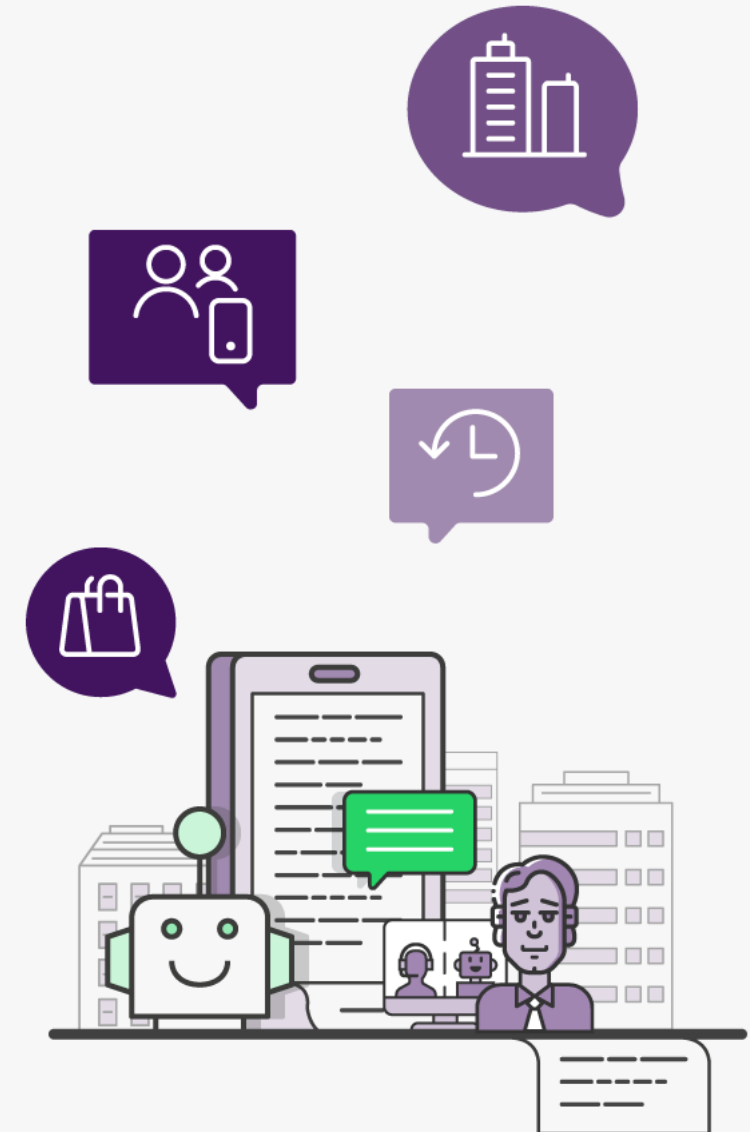
What is driving mobile customer communications

- **Better customer experiences**
 - Has to be convenient for the customer
 - Has to be through the customer's preferred channels
 - Communications have to be accessible
- **Digital transformation**
 - A facilitation to move away from paper based communications
 - Reduce reliance on call center agents
- **Bi-directional communications**
 - Better platforms to have two-way conversations which don't require customers to wait on hold or send a letter
- **Intelligent use of customer data**
 - Move away from a 'one size fits all' communication approach
 - Easy ways to personalise communications and increase engagement
 - Tools to measure engagement and refine customer journeys



Why your business should be using WhatsApp for customer interactions?

- 67% of mobile messaging app users said they expect to use chat more for communicating with businesses over the next two years ([Hootsuite](#))
- 53% of respondents say they're more likely to shop with a business they can message directly (Hootsuite)
- 98% of WhatsApp messages are opened/read, with 90% of them being opened within 3 seconds (Hootsuite)
- WhatsApp is used by 70% of the UK's population (Messenger People)
- 70% of consumers now prefer messenger communications as opposed to calling and mail (Messenger People)
- Messaging apps will grow 250% as a customer service channel from 2017-2022. (Gartner)



How does it work?

