




## Alert to their needs

How two companies use mobile messaging to deliver instant information



People like to be kept informed. Having the information you expect or need gives you the sense of being in control. It can make life much easier – and sometimes it can even save lives.

Every company has to communicate with its customers and employees. The companies that do it best are the ones that empathize with their people – that understand what information they need and when.

That's why, if you've got vital, time-sensitive messages that you need to communicate quickly, reliably and at scale, SMS is the channel you need. So you're not just communicating; you're delivering Empathetic Interactions™.



## The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments in exact places.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)



## **Two alerting stories**

This case study will tell two stories of companies with very different alerting needs – and how, in both cases, SMS messaging was the only channel that could help.

Let's dive in.





## How a Fortune 100 retailer nailed shipping alerts

When it comes to alerts, a lot of enterprises have got it the wrong way around. Normal practice puts the responsibility on the customer to log on to a website and check when their parcel is being delivered. And even where retailers do communicate, there are problems. Emails and voice calls are too slow or too intrusive which means messages don't cut through – which in turn leads to missed packages, wasted deliveries and disappointed customers.

But for our client, a Fortune 100 retailer, this way wasn't good enough. They wanted to improve the buying experience for their customers – and increase their own efficiency. That meant finding a fast, effective way to streamline package shipping status communications – that also scaled to reach millions of customers.



### **Alerting the way customers want**

Using OpenMarket's reliable mobile messaging network, the company designed a system that could deliver time-critical SMS notifications for customers who need immediate shipping status on their orders.

So, if a customer makes an online order, they can sign up to get SMS alerts sent to their mobile phone. Through the delivery process, the customer gets updates like: 'Your package has been dispatched'; 'Your package is on a carrier vehicle: estimated delivery time: 7pm'; 'Your package has been delivered'.

This gives customers the information they need right away, so they don't need to check a website, search their emails or call customer service for help. Sending SMS notifications on a network they can trust means our client's customers know they're being looked after – and means our client makes efficiency savings along the way.

Win-win.



## Emergency alert services

When there's an emergency, it's vital to get through to people who are potentially affected as quickly as possible. Our client, a leading global management consultancy, was concerned about the health and safety of its 250,000+ global employees in emergency situations.

In their industry, communicating potentially hazardous conditions to employees can be a matter of life or death. That's why they needed a way to quickly reach employees all around the world and identify anyone who needed help in an instant.

### **SMS to the rescue**

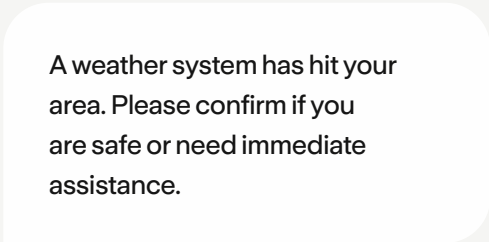
Using a multi-channel system based on two-way texting and Interactive Voice Response (IVR), the company was able to immediately contact employees in affected regions, determine their status and quickly get them help if needed.

The response system lets an operator start a question and answer workflow that automatically escalates from one mobile messaging channel to the next until the person is reached and confirmed safe.

## **On alert**

By using OpenMarket's platform with its intuitive web interface, the company was able to quickly build and deploy its emergency notifications and employee interactions across mobile operators on five continents.

And their customized logic flows allow for fast, two-way interactive messaging with employees that can determine safety in seconds – and get help to people who need it much more quickly.



**A weather system has hit your area. Please confirm if you are safe or need immediate assistance.**

Today at 11:38AM



**Safe – working from home.**

Today at 11:39AM



# Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



## We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

