



# How to Evolve Your Customer Experience with Omnichannel Communications

Did you know...



**75%**

of customers say they expect companies to employ new technologies to create better experiences.<sup>1</sup>

**73%**

of customers claim just *one* extraordinary customer experience raises the bar for the other companies they interact with.<sup>2</sup>

**68%**

of companies expect advanced mobile messaging apps to play a highly important role in online consumer marketing in five years.<sup>3</sup>

**53%**

of customers are more likely to buy from a business they can message with.<sup>4</sup>

## Why should I be focused on evolving my customer experience?



### Customers want to be engaged

Consumers' adoption of a variety of messaging platforms and branded apps means customers now want brand interactions that are more engaging and interactive.

### Mobile messaging is maturing

Plain SMS mobile marketing is being eclipsed by RCS (rich communication services) featuring attention-grabbing graphics and intuitive interfaces.



### CX is increasingly complex

Customers want brands to be as easy to reach as friends and family. How your customer interacts with your brand can take different pathways based on their preferences, personality, and even geography.

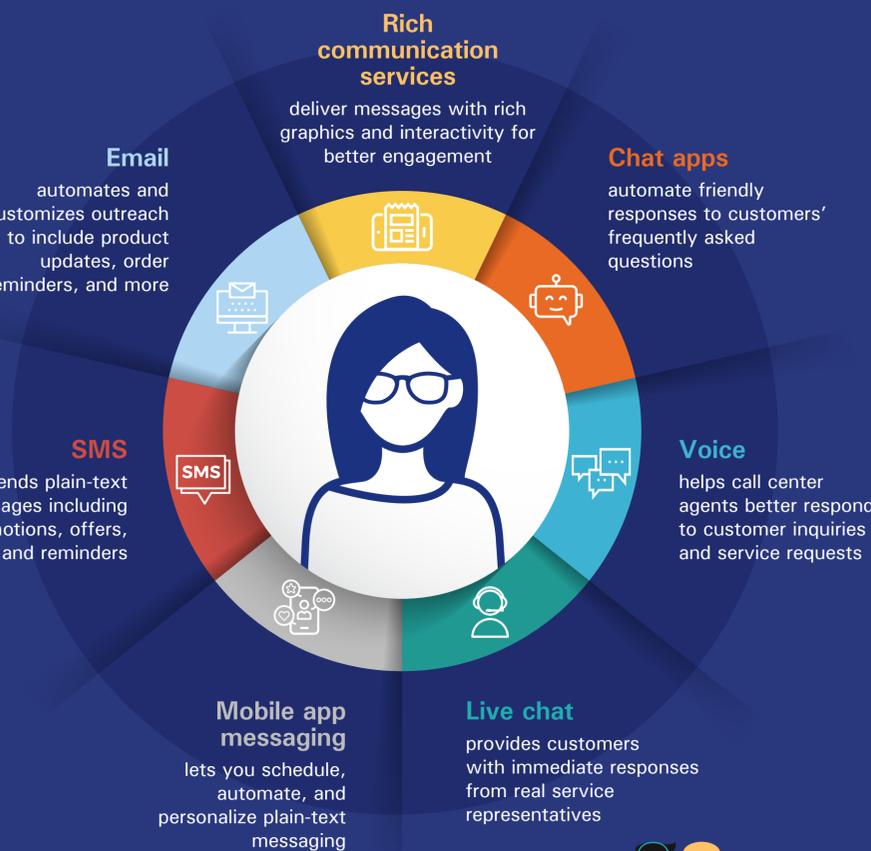
### There's still time for competitive advantage

The fact is customer experience evolution is happening now. The brands that lead the way by reimagining their customer experience today set the bar for their competitors going forward.



## How can you deliver the messaging customers want?

Omnichannel communications unifies your customer outreach across multiple channels, allowing you to reach customers on their preferred messaging platforms.



## How can omnichannel communications improve your CX?



### Engage

Reach customers anywhere on any device with personalized communication



### Retain

Stay top-of-mind with new and current customers and reengage inactive customers



### Support

Increase responsiveness by streamlining and automating customer service solutions

## About KDDI America Omnichannel Communications Solutions

Ready to learn more?

KDDI America in partnership with Infobip offers an omnichannel communications platform featuring email, chat, voice, live call, SMS, and RCS solutions plus a carrier-grade global infrastructure to deliver your message to every customer device.



### Read

the Omnichannel Communications eBook to explore success stories



### Talk

to a KDDI Omnichannel Communications expert today



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