IMIMobile is a global provider of cloud-based software and services that enables organizations to use two-way mobile and digital communication channels to improve customer experience and engagement. It allows for channels such as Facebook Messenger, SMS and Twitter DM to act as a new gateway into the contact center. AI-assistants and NLP-powered chatbots work together to enable self-service. By automating support tasks such as FAQs or parcel delivery inquiries, it proactively reduces inbound calls by up to 15 percent. It's a communication platform as a service (CPaaS). IMIconnect gives companies the capability to connect different business systems and design, manage and orchestrate new customer journeys across business processes within days, not months. For instance, banks can easily deploy fraud alerts, such as when a customer puts his card into an ATM in a foreign country. Through IMIconnect, banks can perform a location look up of the customers location to assess if both card and customer are in the same location. The company's cloud software platform manages over 42 billion messages and 44 billion commerce transactions a year across the world. Alex Klose, VP of Marketing, expanded on IMImobile's capabilities.

In what ways can businesses better use the mobile channel to drive better employee productivity, customer engagement and customer experience?

Today, organizations need to utilize mobile and digital communication channels to respond to rising digital customer service expectations. Our research found that 67% of customers now expect help within 5 minutes (or less) of making initial contact with an organization.

By enabling customer service agents to use mobile and digital channels to engage with customers, they will be able to increase productivity by being able to handle more customer inquiries simultaneously. For example, an agent can handle up to 6 mobile live chats in the time it takes to answer one traditional voice call.

By enabling two-way mobile communications via SMS or Facebook Messenger for services like appointment bookings, parcel delivery notification, payment reminders or complaint handling, a business can significantly improve the customer experience by allowing customers to respond quicker and in situation when traditional contact methods would be impractical or intrusive.

How does your solution help organizations to diminish inbound traffic by enabling instant communication between agents and customers via SMS and Facebook Messenger?

Over recent years we have seen a significant shift in consumer behavior - 68% of consumers now prefer messaging channels such as SMS, Skype or Facebook Messenger to contact an organization.

We specialize in integrating mobile and digital messaging channels into an existing contact center infrastructure, such as an existing agent desktop. This allows organizations to roll out new customer service channels quicker than was previously possible.

Our intelligent AI-assisted chatbot approach for lower-value inbound inquiries helps to deflect calls to less expensive communication channels. A seamless handover between chatbots and agents with intelligent inquiry routing can also help to solve customer inquiries faster.

With our approach, we have helped clients reduce operational costs by 25%, lower inbound call volumes by more than 15% and improve the first contact response rate for outbound by 60%... key improvements in contact center KPI's.

Can you briefly explain how companies can get valuable customer feedback to identify possible areas of improvement by creating and deploying mobile surveys?

Mobile surveys are a great way to get direct customer feedback in the moment that impacts customer experience and informs Voice of the Customer initiatives. Automated surveys use mobile text messages or recorded voice to garner feedback and can be personalized with CRM data. On average, a messaging-based survey is responded to within 10 minutes of distribution and has a 10 times higher open rate than email.

What differentiates your solution from other mobile messaging offerings available on the market?

With our IMIconnect platform we provide organizations with an end-to-end solution to create, build and manage communication flows across more than 10 communication channels, such as SMS, Voice, Push, In-App, Email, Facebook Messenger and more. We solve for the key issues of channel management, switching and routing, a key to Omni-channel enabler, which hampers organizations progress in the digital arena.

IMIconnect offers pre-built integrations with CRM, marketing, and contact center systems, such as NICE inContact, Salesforce, ServiceNow, Oracle, Genesys, Zendesk to align customer communication across all business systems and processes. This allows for an intelligent, two-way and context-aware customer journey automation, e.g. tailor communication in line with contact policies, consent, and rule-based cross-channel routing.