

An introduction to Unified Messaging



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Introduction

The smooth road may be the road less travelled.

While customers encounter obstacles on their journeys with most companies, it doesn't have to be this way: there are speedy, effortless paths to customer success.

Customers can proceed on their vehicle of choice (Apple Business Chat, WhatsApp, Facebook, Twitter, SMS, or live chat), and advance their journey at their convenience – stopping to complete a side-quest, or simply stopping to smell the roses.

Friendly robot companions may provide help along the way while savvy agents, privileged with a complete and relevant view of your customers, guide them quickly along the best path toward successful resolution.

With Unified Messaging, your contact center can provide this innovative, frictionless journey to your customers; making your company a pathfinder in legendary customer experience.

Customers contact you over their channel of choice

With Unified Messaging, your customers can contact you when, where, and how they want:

- **When:** Customers can pause the conversation and return at their convenience, enabling a comfortable fit into their busy lives.
- **Where:** Mobile service grants customers the freedom to receive on-the-go care, wherever they have access to Wi-Fi, data, or SMS.
- **How:** Customers engage with you over their preferred communication channels - Apple Business Chat, WhatsApp, Facebook, Twitter, text messaging, or live chat.



Virtual assistants provide immediate service

When customers contact you, they can receive immediate service via virtual assistants.

Conversational chatbots may provide quick answers to common questions and can even fulfill habitual requests, boosting satisfaction rates through speed and convenience.

Customers can transfer to a live agent at any time to seek personalized service with a human touch.



Customers can transfer to a live agent for digital service

Engagements requiring a human touch can be transferred to a live agent for high-quality digital care.

The agent has full access to the customer's interaction with the virtual assistant and can quickly anticipate the subject of the conversation before even engaging.



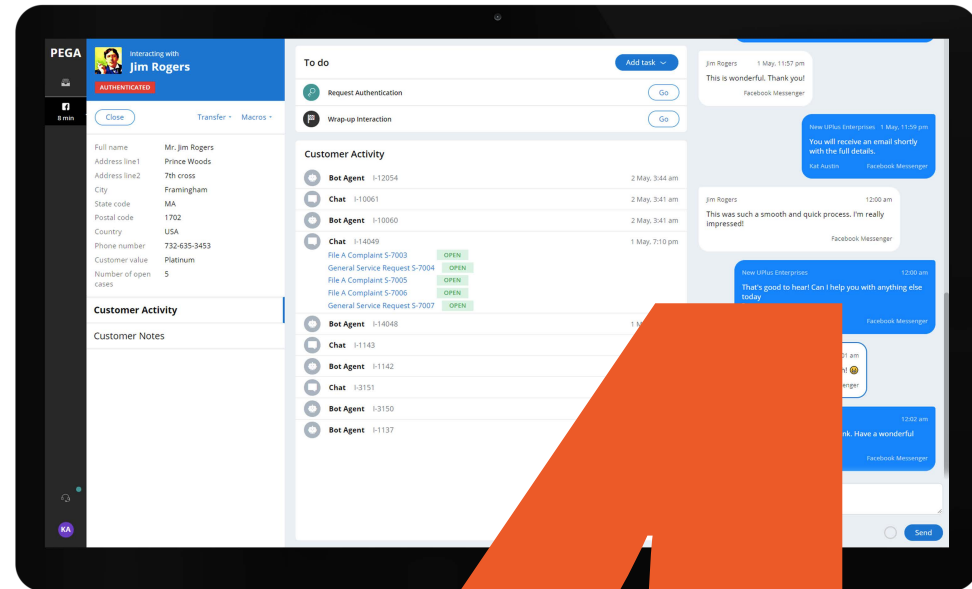
Digital messaging solution enhances the interaction

Agents use Unified Messaging Edition or Digital Customer Engagement Edition – empowering them to smoothly carry out informed, high-quality engagements.

CRM integration enables a complete and relevant view of the customer, including transcripts and histories from all contact channels.

Case management features guide agents through workflows, increasing efficiency and consistency.

Agents seamlessly switch between channels and interactions, working within a user experience that enables them to handle multiple customers concurrently with speed and finesse.



A happy resolution for both customer and contact center

The issue is resolved with speed and convenience, exceeding your customer's expectations and producing happiness that translates into greater retention rates and sky-high NPS scores.

The full case, along with conversation transcripts, is made available for future reference.

The entire interaction flowed effortlessly from start to finish, resulting in an efficient user experience and delivering happiness to your customers, your agents, and your contact center as a whole.



Conclusion

Your journey toward customer service brilliance can flow effortlessly; and the right vehicle can put you on the path to achieving frictionless digital customer service. Pega's Unified Messaging solutions will help your team circumnavigate the pitfalls of digital transformation and bring you to the peak of customer service innovation, where your brand can serve as a guiding light in our digital-first era.



**Learn more
about achieving
brilliant digital
customer service**



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