

# The art and heart of meaningful customer connections

Evergreen customer communication strategies for long-term impact



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# What does it take to build strong relationships with today's — and tomorrow's — customers?

With countless new technologies emerging every year, how do you build a customer communication strategy that stands the test of time and drives sustainable value for your business and customers?

While staying agile and keeping an eye on the future is crucial, FOMO shouldn't be your guiding light.

Effective customer communication is, above all, about listening to your audience and focusing on what can truly elevate their experience, and most of the fundamentals don't change every year.

If you need a helping hand figuring out what consumers really want and what you should focus on to make a lasting impact, we've got you covered.

We interviewed over 500 consumers and more than 400 companies across the U.S. to help you look beyond the hype and trends and uncover the true building blocks of meaningful customer connections. As you'll see, it's not always about all things new and shiny. It's also about making the most of what you have.



Keep reading to find out:

- ✓ How to make a strong first impression with potential customers
- ✓ How to be smarter about cross-channel engagement and deliver value at every step of the customer journey
- ✓ How to get timing and frequency right
- ✓ What consumers and businesses expect from AI and how to embrace it responsibly



SECTION #1

# First impressions matter — but how do you get them right?

You know what they say... You never get a second chance to make a first impression. First impressions last and set the stage for how your brand is perceived by consumers —and if you blow it right from the start, you might never get a chance to make things right.

[Research conducted on retail consumers](#) found they remember bad experiences longer than good ones. More than 3 in 4 said one bad experience (just one!) can end their relationship with a brand.

Effective communication is a key component of a positive customer experience, and you can't afford to have a disappointing first interaction.

#### HOW DO YOU MAKE A STRONG FIRST IMPRESSION?

For more than 54% of the consumers we surveyed, convenience is what makes the biggest impact:

**20%**

of consumers want the company to be easy to work with

**13%**

expect a quick start or delivery

**11%**

say the company should offer useful additional information

**10%**

expect fast answers to their questions

Trust also appears to be a key factor in making a positive first impression:

**30%**

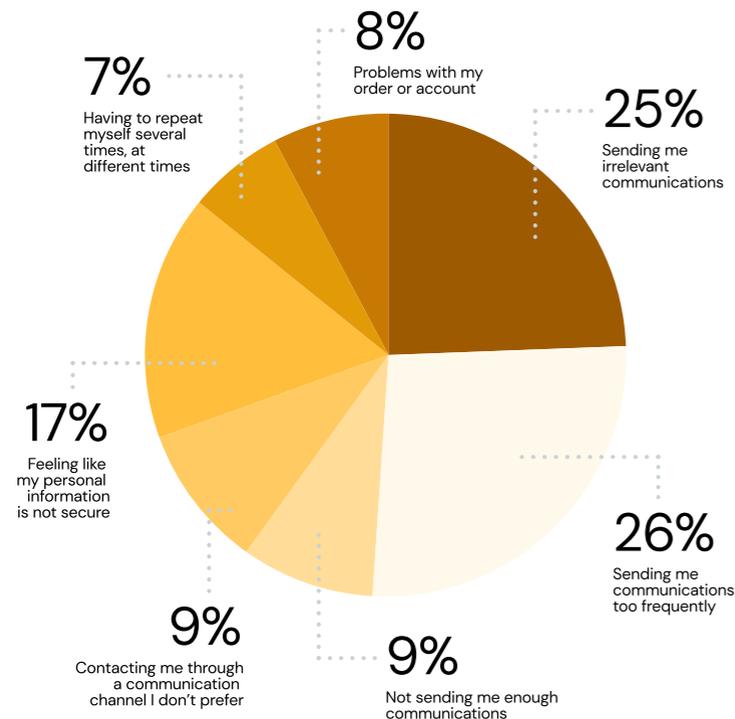
say the company's reputation is their main focus

**11%**

say they want the company's app or website to feel secure

## What could be a dealbreaker during first interactions?

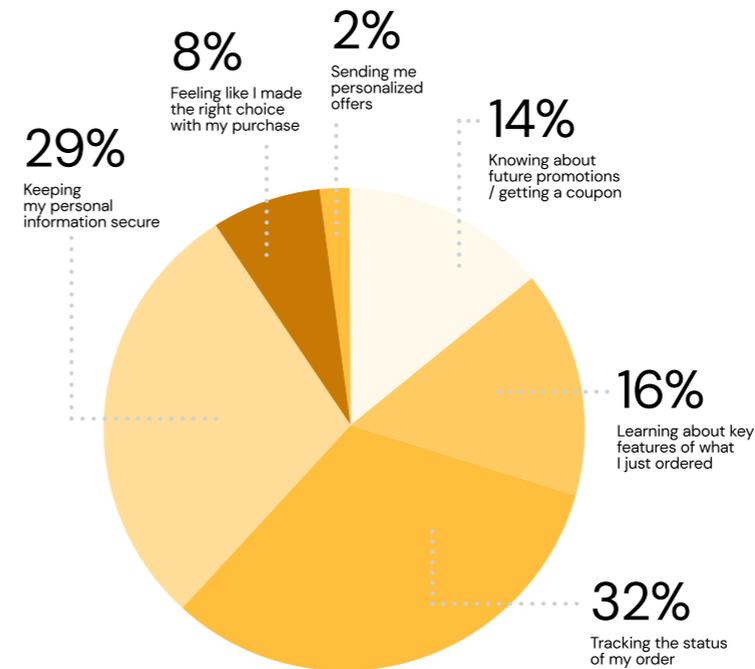
When we asked consumers which situations would discourage them from buying from a company, over 26% said receiving communications too frequently could be a dealbreaker. Sending irrelevant communications is also a big no-no for 25% of consumers. And unsurprisingly, failing to make consumers feel safe can also drive them away; 17% said they'd reconsider buying from a company whose platform doesn't feel secure.



## How do you keep new customers happy?

We also wanted to understand what matters to newly acquired customers right after their first purchase, and here's what they said:

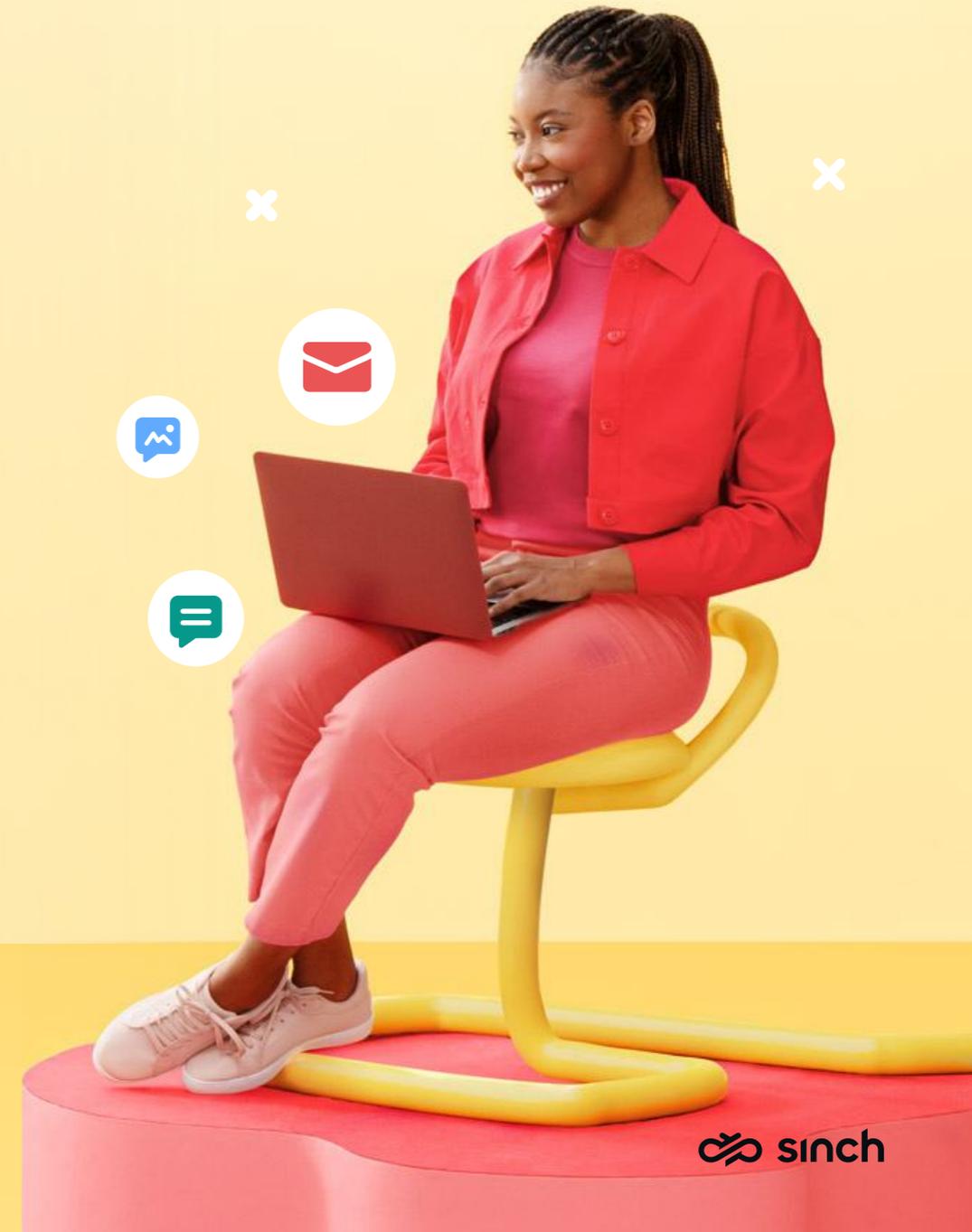
When a company first welcomes you as a customer, which of the following is most important to you?



Of course, customer relationships aren't just built on first impressions. As our survey found, customers have clear preferences and expectations when it comes to the communication channels they want to engage on at different steps of their journey.

## SECTION #2

# Smart cross-channel engagement is the way forward to build and maintain strong connections

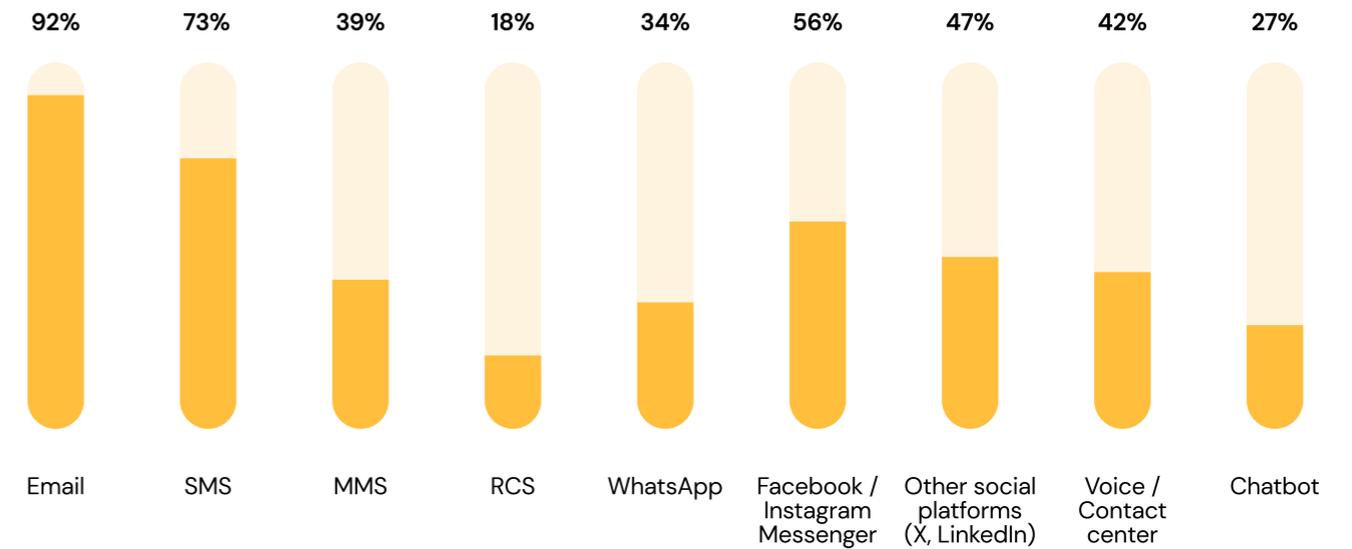


## Customers are everywhere, and they expect businesses to be everywhere, too.

Our survey indicates businesses are listening. They already use a wide range of channels to engage with their customers.

According to our findings, email is by far the most widely used business communication channel, followed by SMS and messaging channels like Instagram or Facebook Messenger.

How businesses reach customers



When we asked consumers about which communication channel they preferred using to contact companies, email was also a clear winner at 40%, followed by phone calls (23%) and SMS (22%).

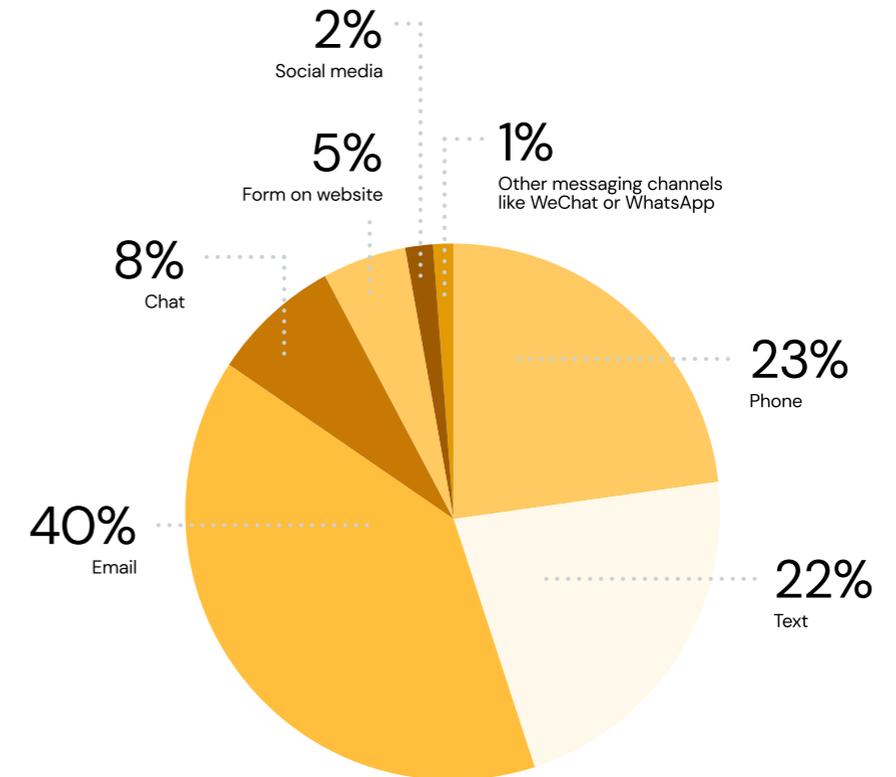
Traditional channels like email and phone calls aren't going anywhere, but they no longer cut it for businesses looking to build a customer-centric communication strategy — one that fosters lasting connections.

Recognizing that different consumers have different communication preferences and personalizing their journey to meet them on their own terms, at the right time, is the key to delivering experiences that feel seamless, valuable, and cohesive. Each channel brings its own unique benefits to your communication strategy, but only if you use it with the right customers, and for the right purposes.

So, let's dive deeper into channel usage and preferences at different stages of the customer journey.



What's your preferred communication channel when you want to reach out to companies?



Be where your customers are at every step

As consumers move through their journey, they expect businesses to interact with them through various channels depending on the situation and type of communications.

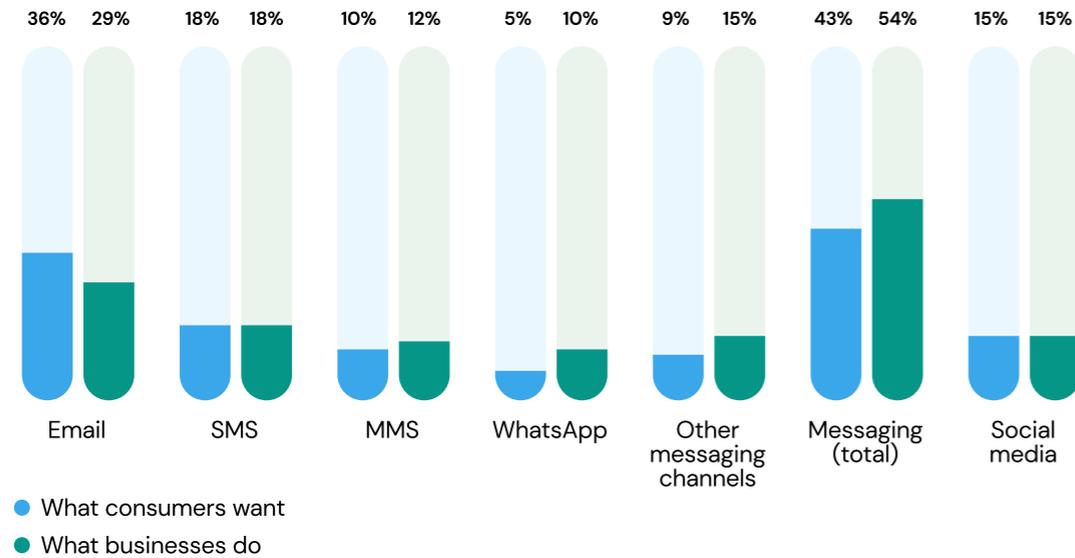
## When they've first learned about a company and have just signed up for information online, how do consumers want that company to communicate with them?

As our survey found, email is consumers' preferred individual channel for pre-purchase communications such as promotional offers and educational content, scoring at 36%.

SMS (18%) and social media feeds (15%) were the next most popular channels.

As you can see below, businesses' communication habits are quite aligned with consumer preferences.

### Pre-purchase communications



But when looking at messaging channels as a whole and combining consumers' votes for SMS, MMS, WhatsApp, Facebook Messenger, Messenger API for Instagram, and Apple Messages for Business, messaging was a clear favorite: 43% of consumers and 54% of businesses ranked it as their top choice for pre-purchase communications.

It's also quite clear that rich messaging channels like MMS, WhatsApp, Facebook Messenger, Messenger API for Instagram, and Apple Messages for Business are growing in popularity, as they accounted for 25% of consumers' votes.

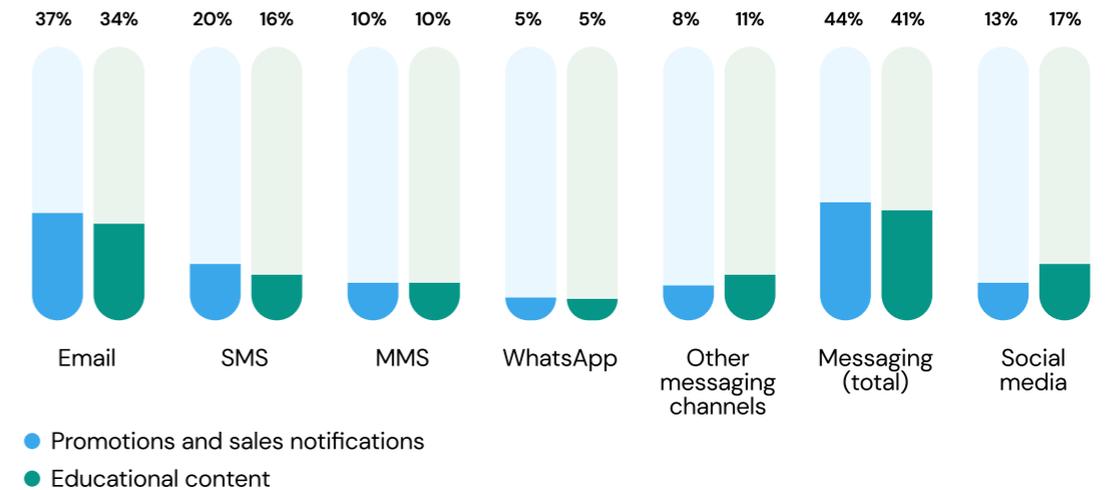
What about businesses? They're leading the way toward more innovative communication experiences on the channels customers use. A total of 36% of the companies we surveyed said they use rich messaging channels to interact with new subscribers.

## Do channel preferences vary for different types of pre-purchase communications?

We found email and messaging channels are slightly more popular for promotional communications.

When it comes to educational content such as blog posts, articles, guides, and customer stories, they still earned the highest marks, but social media feeds proved quite popular too, reaching a score of nearly 17%.

### Promotional vs. educational communications



How do consumers prefer to receive order confirmations, verification codes, invoices and receipts, or shipping confirmations after they've gone through a company's checkout process, scheduled an appointment, or signed a contract?

On average, messaging channels are consumers' top choice for communications surrounding a purchase, with SMS still leading the pack. Messaging channels were noticeably more popular for identity verification and delivery notifications.

Still, an average 37% of consumers prefer email at this stage of the consumer journey, particularly for invoices and receipts; nearly 42% of consumers want to receive them in their email inbox.

Our survey found phone calls also play an important role in the purchase experience, earning just under 17% of consumers' votes for order and booking confirmations and nearly 16% for identity verification.



To sum it up, there's no one-size-fits-all purchase journey. Every customer is unique, and you need to find the channel mix that works for them to build positive buying experiences. There are, however, some common denominators for success that businesses should keep in mind at this stage of the customer journey: immediacy and security.

Consumers want to know their information is secure and their purchase is being taken care of — and they want to know it fast. Get this right, and you'll not only deliver a seamless purchase experience, but also build long-term trust in your brand and deepen customer connections.

How do consumers want businesses to interact with them in the months and years after they've made a purchase, when they've become regular users of a product or service?

When combined, messaging channels once again topped the charts at 40%, followed by email (36%) and phone calls (13%).

Web chats earned the lowest marks at 5%. While consumers rated this lower, web chats still have a place in the customer journey, especially when enhanced with automation and AI. Improved efficiency, reduced operational costs, smarter resource allocation — the business benefits are clear. To make the most of chatbots, however, it's essential to bring them to the channels consumers prefer — and as our survey showed, for over 40% of consumers, this means on messaging channels.

Looking into specific post-purchase communication use cases, we noticed some interesting differences.

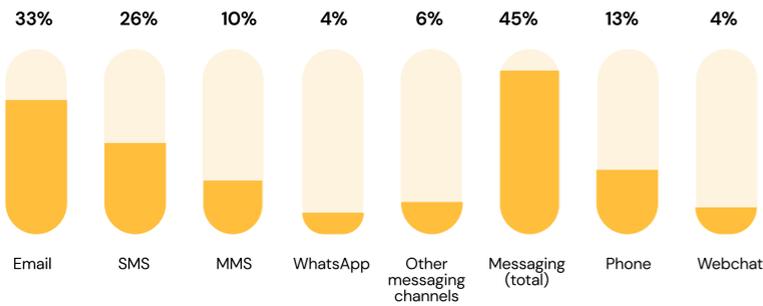


### Verification and alerts:

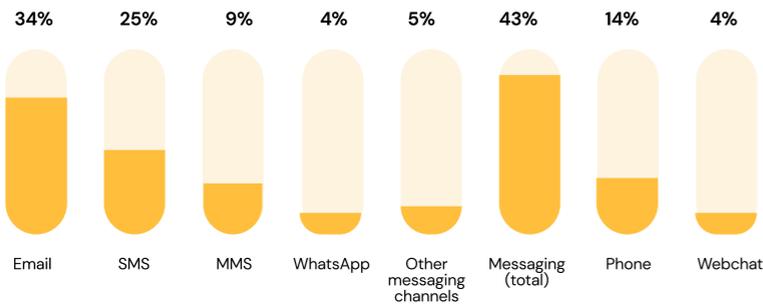
For security-related communications, results indicate consumers clearly appreciate the speed and immediacy of messaging channels and phone calls.

- Over 45% want to use messaging to verify their identity at login, and 43% want to receive security messaging alerts in the event of suspicious account activity.
- Because they enable quick and direct communication, phone calls also proved quite popular for security use cases, reaching a score of 13% for identity verification and 14% for account notifications and alerts.

#### Identity verification when logging in



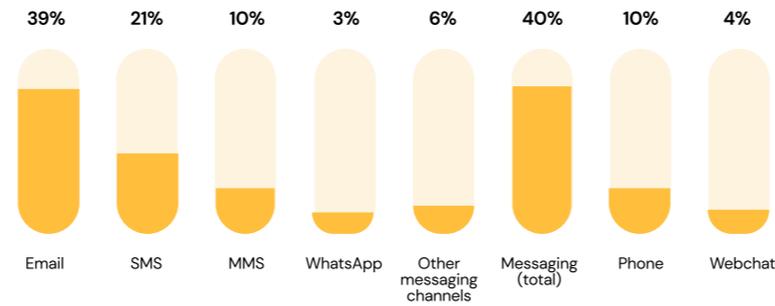
#### Account activity and alerts



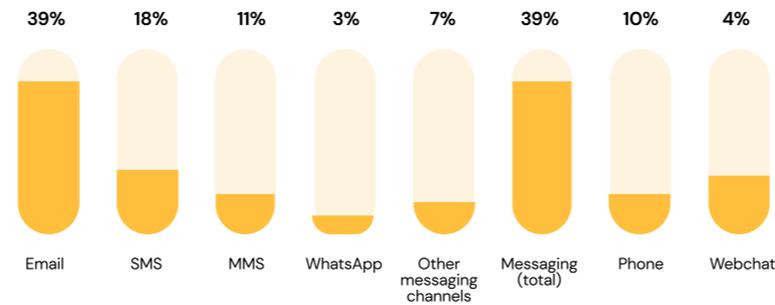
### Promotions and personalized offers:

For promotional communications, email and messaging channels are equally popular with existing customers, both reaching scores between 39% and 40%.

#### Promotions (existing customers)



#### Personalized recommendations and offers

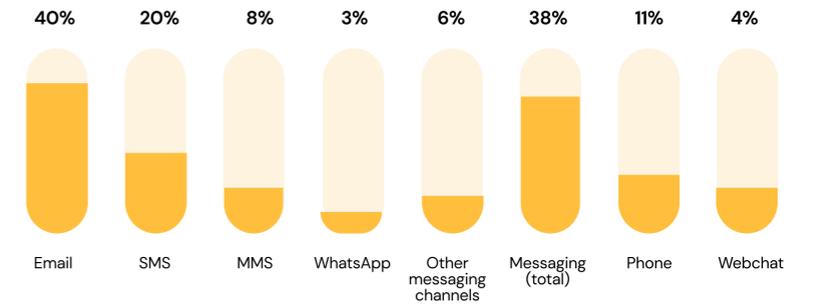


### Customer service and feedback:

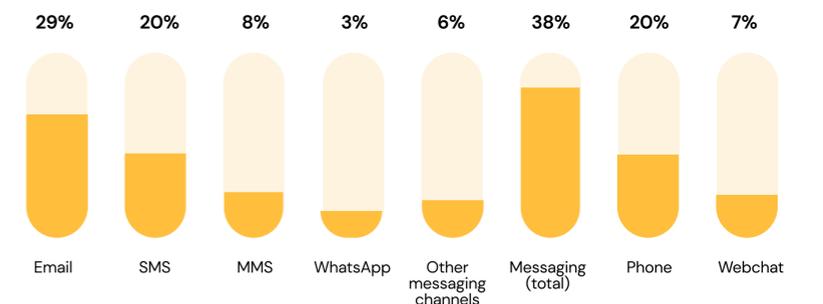
Consumers showed a slight preference for email when it comes to receiving customer surveys and sharing feedback (40% vs. 38% for messaging channels).

For customer service, messaging channels were a clear winner compared to email (38% vs. 29%). This is also where phone calls really shine: Nearly 20% of people ranked it as their top channel for customer care.

#### Customer feedback and surveys



#### Customer service



# What does smart cross-channel engagement boil down to?

The data is clear: There's value in every channel, and building meaningful connections with your audience requires a strategic, customer-centric approach to cross-channel engagement. It means testing and fine-tuning your strategy to address customers' communication preferences and harnessing the unique strengths of the channels they use to enhance every step of their journey. This is how you'll meet their immediate needs, but also build positive, long-term relationships.



In 2024, we will witness many evolutions marked by an emphasis on customer-centric omnichannel experiences.

Communications will become more streamlined and personalized, and targeting will extend more cohesively across channels.



**Kate Nowrouzi,**  
VP Deliverability at Sinch Email

## Email remains a cornerstone channel for all types of communications

Email is still alive and thriving. Consumers and businesses agree: Despite the growth of conversational messaging use cases, it remains a key pillar of the customer experience.

Over 91% of businesses use it to reach their customers and [85% of consumers check their email inboxes at least twice a day.](#)

According to consumers, email provides the biggest benefits to their experience when used for:

- ✓ Sending transactional communications like invoices and receipts
- ✓ Collecting feedback or sending a survey
- ✓ Enabling consumer-initiated conversations
- ✓ Sending promotions or personalized product recommendations and offers based on purchase history



# SMS is still consumers' favorite mobile messaging channel

Our survey showed that when combined, mobile messaging channels are consumers' top choice, consistently reaching average scores of 40 to 43% at every stage of the customer journey — and the businesses we surveyed are well aware of their importance.

Over 41% are planning to add one or more messaging channels to their communications mix in 2024, and many have already integrated them into their systems:

63%

in CRM systems

57%

directly within their website or app

51%

in e-commerce platforms

50%

in marketing automation platforms

34%

in ERP systems



Despite the rise of newer, feature-rich channels, SMS is still by far consumers' favorite mobile messaging channel, for use cases spanning the entire customer journey, from identity verification to notifications and alerts, promotional offers, two-way interactions, and much more. Our survey shows it consistently — and widely — outperforms other mobile messaging channels in popularity, no matter the use case.

By combining traditional communication channels like email and SMS with newer, richer ones, you'll cater to the preferences of a diverse, broader audience while setting your brand apart for use cases that require something extra.



## Rich, conversational messaging channels keep gaining ground

You've been hearing this for years, and it's still true: Consumers expect real-time, valuable interactions with businesses. So, don't just send static messaging notifications; give your customers the opportunity to reply to your messages and initiate conversations on the messaging channels they use with family and friends.

Not only is it a surefire way to enhance their experience, but when done right, it can be a powerful sales channel, too.

Be prepared to see more and more mobile messaging interactions take place on rich channels in the near future. Over 40% of the businesses we surveyed plan to embrace at least one rich messaging channel this year, and this is just the beginning.

Whether it's WhatsApp, Viber, [Rich Communication Services \(RCS\)](#), or [Apple Messages for Business](#), rich messaging is perfect for creating immersive customer experiences. It also offers better security with branded messages and verified sender IDs — meaning reduced risks of spam or smishing.

And if there was ever a time to adopt rich messaging, and more specifically, RCS, it's now. Not just because it's all over your LinkedIn feed, but because from this fall, RCS will be supported on iOS 18. This means the current messaging experience between iPhone and Android users will get a serious upgrade.

And once Apple adopts RCS for business messaging, it could mean support for powerful features like full enterprise profiles, verified senders, read receipts, suggested reply buttons, multiple-choice carousels, and much more. In other words, a whole new level of customer engagement.

Matt Ramerman, Senior Vice President Customer Success and Innovation at Sinch, predicts that "RCS adoption — driven by the channel's rich media, video, and conversational features as well as the granular event data available for campaign optimization — will have the biggest impact to customer experience strategies and direct-to-consumer communications since the invention of email."

In some markets, like France, for instance, widespread RCS adoption is already a reality and businesses across all industries are reaping the benefits of [rich, interactive messaging experiences](#) — like Picard, one of France's favorite brands.



RCS adoption — driven by the channel's rich media, video, and conversational features as well as the granular event data available for campaign optimization — will have the biggest impact to customer experience strategies and direct-to-consumer communications since the invention of email.



**Matt Ramerman,**  
Senior Vice President Customer Success  
and Innovation at Sinch

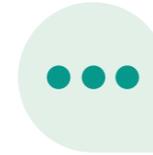
## CUSTOMER STORY

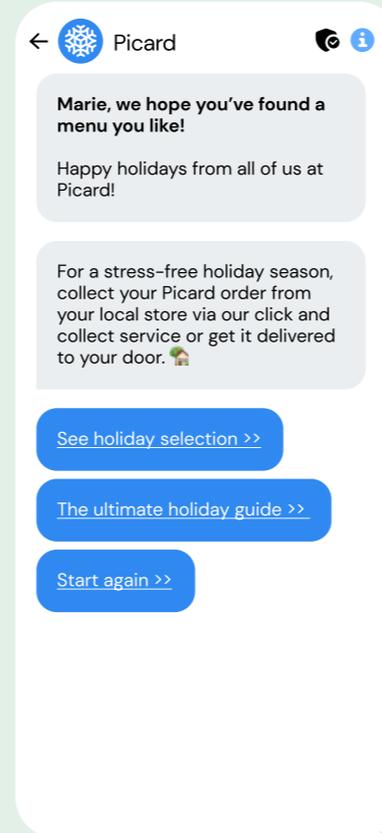
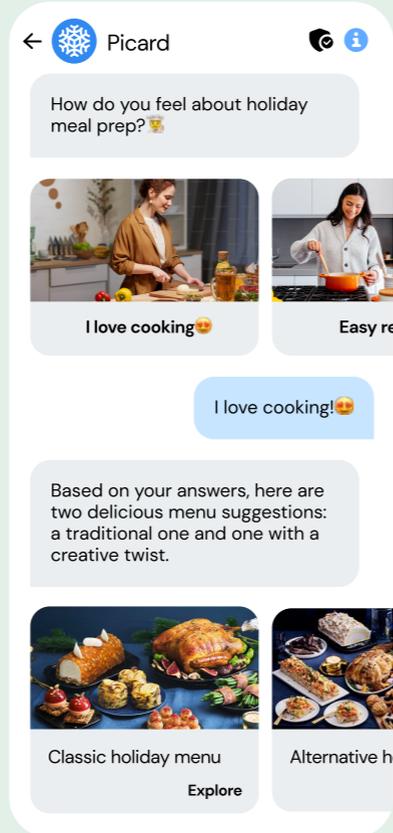
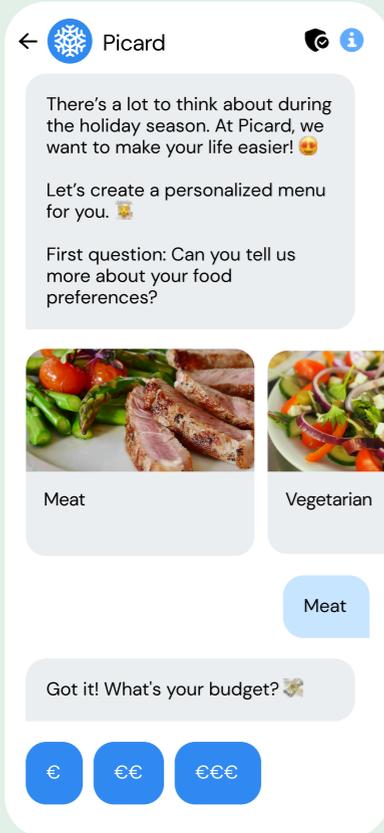
## How Picard cut through the noise with RCS during the holiday season

For Picard, a French frozen food retailer, the holiday season is a perfect opportunity to win new consumers and turn them into loyal ones – and innovative communication is a key component of their strategy.

To strengthen their customer activation strategy during this crucial period, Picard built an end-to-end, immersive [conversational experience with RCS](#), allowing consumers to get inspiration and shop for holiday meals directly within the messaging channel.

With this campaign, [Picard saw a 42% increase in customer engagement and over 10% more website redirections.](#)





Now this is how you build mobile campaigns that can't be ignored. Can holiday meal prep get any smoother? We think not.

At Sinch, no matter what the future of business messaging holds, we ensure you're ready for it with agile, flexible solutions that let you switch channels on and off effortlessly. (Ask us about our [Conversation API!](#))

# Consumers still want to hear a human voice

Phone calls remain a welcome human touch in a world that's becoming more technology-driven with every passing day. Forty percent of businesses rate phone calls as one of their top channels for receiving customer feedback, and over 23% of consumers say it's their favorite channel to reach out to companies.

And don't believe phone calls are falling behind when it comes to innovation. Saying they're making a comeback might sound like a weird statement, because they never went anywhere, but recent advancements in voice technology are making phone calls more engaging and secure than ever. For instance, branded calling allows businesses to display their company information when they reach out to customers.

In addition to giving brands control over their branding, it also helps tackle voice phishing and maintain trust in voice communications by assuring consumers that they're interacting with a legit company.

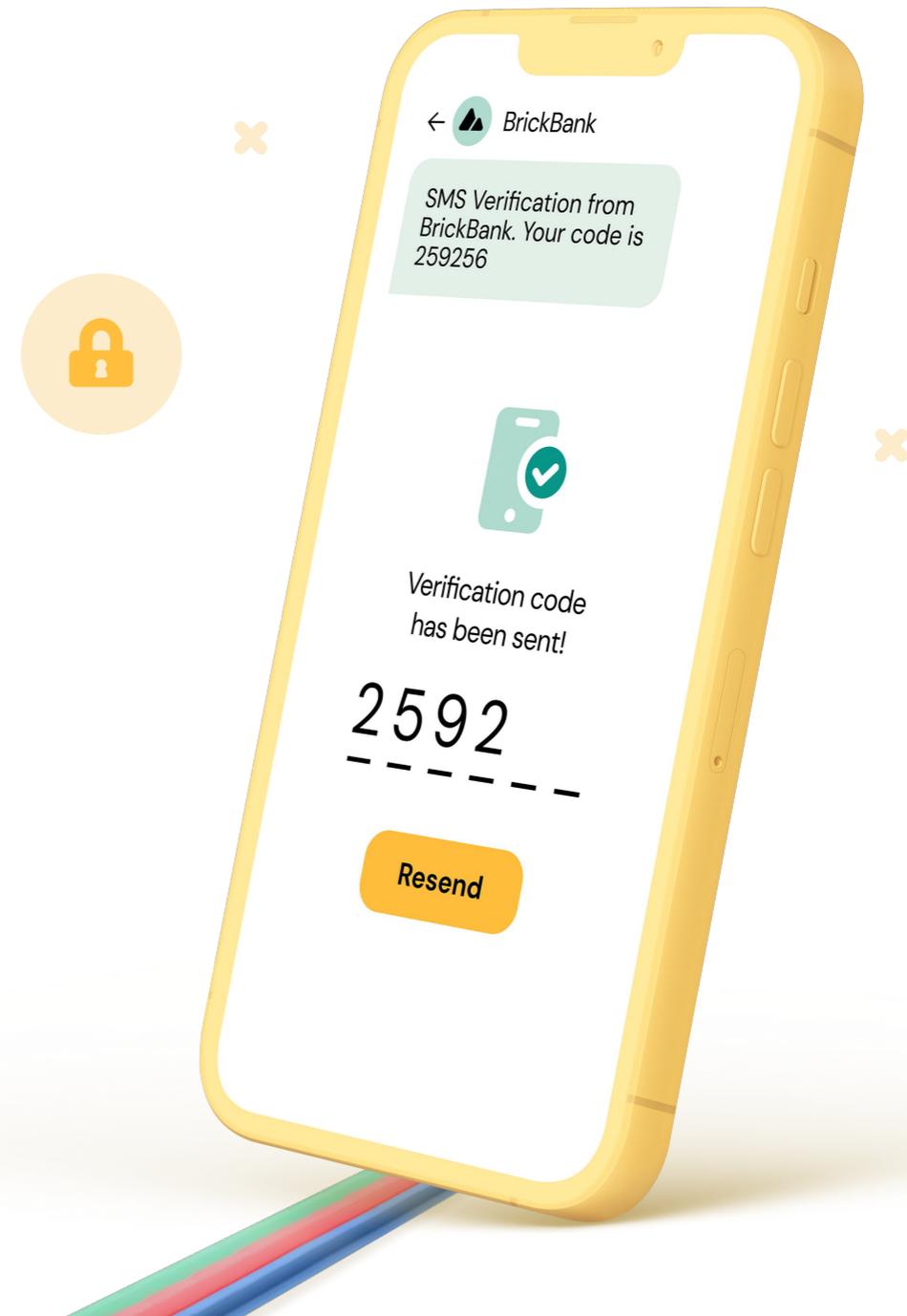


# Data privacy and security must be top of mind and visible

Security is a critical ingredient to a lasting customer relationship, and businesses need to make every step of the customer journey feel safe and secure. How?

Use branded, verified communication channels. Let customers switch from a chatbot to a human agent. Keep identity verification quick and easy, but make it a visible part of the customer experience.

And of course, work with technology partners who put data protection and security at the forefront of everything they do.



SECTION #3

# Getting timing right



Understanding your customers' communication preferences and continuously optimizing your channel mix is key, but as our survey found, getting timing right is just as crucial.



# Reliable delivery and speed are everything

When they first sign up to receive promotional communications from a business, consumers expect to hear from the company quickly.

How quickly?

Over 80% expect to hear from a business within 24 hours or less, and nearly 37% expect to receive communications immediately after signing up.

The same goes for invoices and receipts for online purchases. Nearly 62% of consumers expect to receive them within five minutes or less of making an online purchase, and over 31% would start worrying if they haven't received anything within five minutes.

And when it comes to verification codes during login, you guessed it: Speed is the name of the game, too. Over 61% of consumers expect verification codes to be delivered within a minute or less, whether it's via text, email, or voice call.

The lesson? Regardless of the channels you're using, you must be on top of deliverability.

If your communications aren't timely, or worse, never make it to the inbox, not only does it create unnecessary friction, but it can also affect your company's reputation.

So how can you ensure you reach your customers quickly and reliably?

- ✓ Protect your email sender reputation by keeping your contact lists clean and segmenting them by engagement. You should also provide an easy way for subscribers to adjust their preferences.
- ✓ And of course, stay on top of email compliance and security standards, like DMARC authentication, for instance (Gmail and Yahoo now require it for all bulk senders). Check out [our dedicated blog post](#) to learn more about how email deliverability works.
- ✓ For maximum deliverability on messaging channels, work with a partner with a robust network infrastructure — one that can handle any volume of traffic without a hitch, with direct connections to mobile operators worldwide and end-to-end control and visibility over its network. It's what ensures your communications are reliable and timely.
- ✓ How about phone calls? Again, network infrastructure is what ensures reliable, high-quality communications. We recommend choosing a provider with an independent, extensive, geo-redundant network to guarantee maximum reach and service quality. Need more insights? We've created a [handy checklist](#) to help you choose a carrier with confidence.

# Deliverability is a complex topic

To keep things simple and ensure you'll always reach your customers at the right time, work with a communications partner who can take care of these complexities for you!

## Smooth and easy user verification at scale

Triodos Bank, a world leader in sustainable banking, uses Sinch SMS Verification to verify customer identities and transactions without compromising on user experience.

With industry-leading SMS delivery rates, Sinch ensures one-time passwords (OTPs) reach recipients in seconds.

"Sinch has simplified our operations with OTP functionality," said David Barreales, IT Manager at Triodos Bank. "Customers receive a password quickly and easily, and then they can readily perform secure transactions in their accounts."



### CUSTOMER STORY

## Delivering millions of transactional emails with unmatched reliability

Sending millions of transactional emails every month while maintaining a good sender reputation can be challenging without the right technology partner. SIGNiX, a software provider in the e-signature space, turned to Sinch Mailgun to improve their sender reputation and achieved email delivery rates of over 99%.

"Email deliverability is huge for SIGNiX. Without these emails being delivered in a timely and reliable manner, we would struggle to keep our customers happy," said Anthony Sims, Marketing Director at SIGNiX.

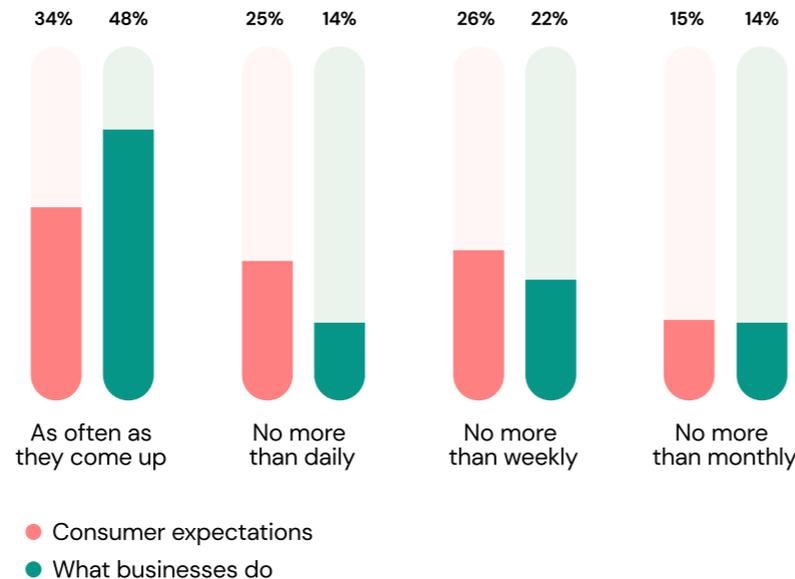
# Don't be a spammer — but don't underwhelm either

Yes, your customers want to hear from you, but not every 10 minutes, and not necessarily every day.

Getting frequency right is a big deal. Over 26% of the people we surveyed said receiving communications too frequently would discourage them from buying from a company. And believe it or not, but for nearly 10% of consumers, not sending enough communications is a potential dealbreaker, too.

Add this up, and it means that over 35% of consumers would end their relationship with a business due to communication frequency.

How frequently do consumers want to be contacted about promotions?



When we asked consumers how frequently they wanted to be contacted about promotions after signing up to receive communications from a company, we found that:

**34%**

want to receive them as often as they come up

**25%**

are open to receiving promotional communications once a day

**26%**

want to hear about promotions weekly

**15%**

chose "No more than monthly"

When it comes to newsletters with updates or tips sent to existing customers, our research revealed that:

**17%**

are open to receiving them daily

**40%**

prefer to receive them weekly

**24%**

said "No more than monthly"

The bottom line? Be transparent and flexible about frequency. Make sure your subscribers know what to expect when they sign up to receive communications from your business, and even better, let them choose the frequency that's right for them.



SECTION #4

AI is inevitable...  
Embrace it  
responsibly

AI-driven technology, like generative AI, has become integral to many aspects of customer experience and business operations — and has done so at lightning speed.

Nearly 30% of companies already use AI in conversational messaging platforms, and nearly 63% said they're interested or actively evaluating it to engage with their customers.

Of course, FOMO shouldn't be your rationale for evaluating AI for your company, so let's shift the focus toward what truly matters — your customers and their experience with your business. What do consumers value most about AI and chatbots in their interactions with businesses? How can you use it to build deeper connections with your customers?



Generative AI will vastly improve the possibility to automate personalization in customer engagement.

With consolidated data across multiple engagement channels, the tools will be much better to customize messages and respond faster. This will lead to a significantly improved customer experience.

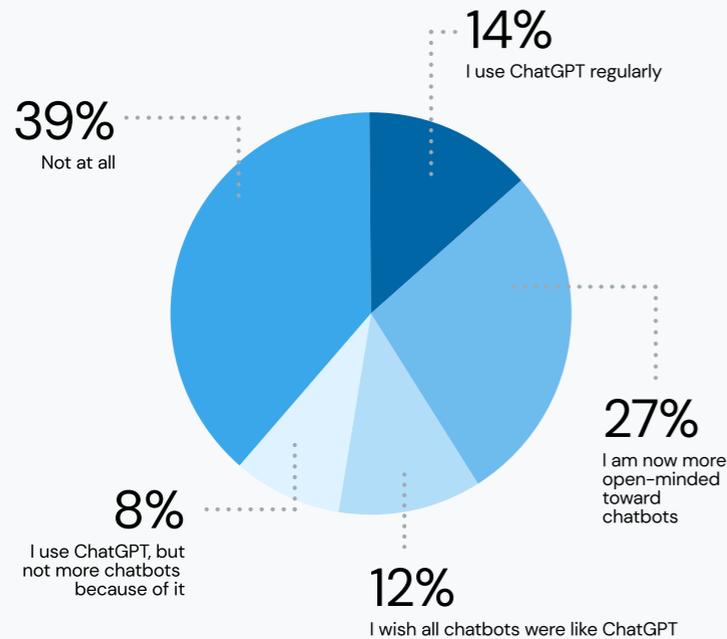


**Anders Lenman,**  
VP Voice Product & Operations at Sinch

THE IMPACT OF CHATGPT

To understand the current state of consumers' perception of AI in business communications, we asked them about the impact of ChatGPT on their attitude toward AI, and especially chatbots.

Over 27% said they're now more open-minded toward chatbots thanks to ChatGPT.

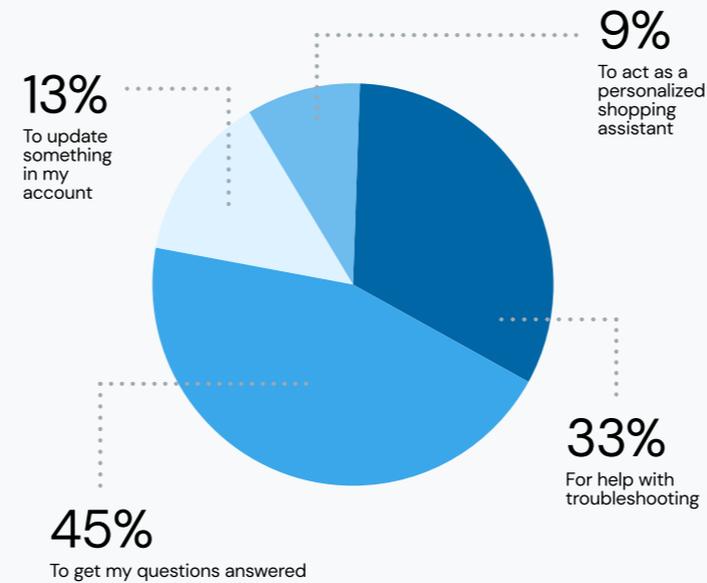


CHATBOT USE CASES

Next, we asked consumers in which situations they'd like to interact with chatbots.

We found getting help for troubleshooting and questions is by far the most popular use case on the consumer's end; a combined 78% said they want to use chatbots for these purposes.

Answers also revealed other interesting use cases: 13% said they want to use chatbots to update something in their account and a little under 9% would like to use them as personalized shopping assistants.

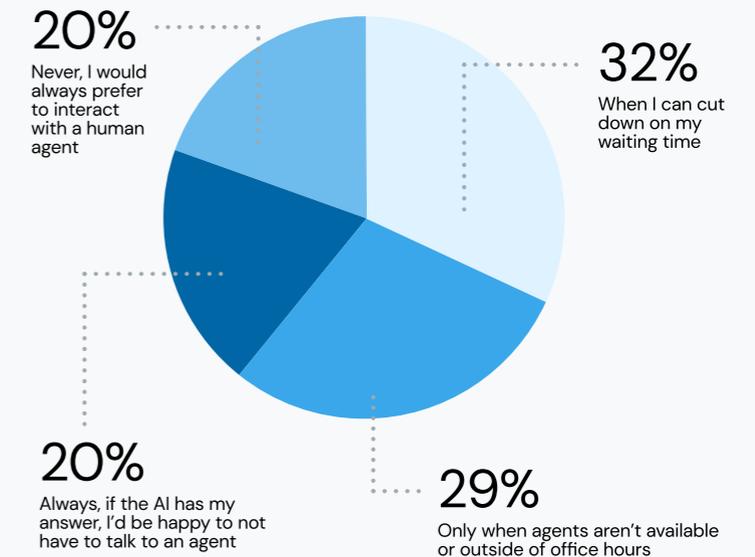


CHATBOTS VS. HUMAN AGENTS

We also wanted to understand under what kind of circumstances consumers would prefer to interact with a chatbot over a human agent.

Nearly 20% said they'd always be happy to avoid talking to an agent if AI can answer their question — and we expect that number to increase as businesses learn how to feed the right knowledge into their AI bots.

The survey also showed getting quick answers is one of the main reasons why consumers turn to chatbots. A combined 61% selected answers related to waiting time and availability.



# Delivering positive chatbot experiences

Overall, over 80% of consumers have a positive or open attitude toward chatbots. Still, nearly 20% would prefer to never interact with a chatbot. In case you ever doubted it, this goes to confirm people still want to talk to people. So, as you embrace AI, remember to always maintain a human presence. While AI chatbots are great to speed up problem resolution, some customers will always require human assistance, and you need to make access to live agents seamless.

To better understand what defines a positive chatbot experience, we also asked consumers what they think matters most when interacting with a chatbot, and here's what they said:

## 27%

The chatbot answers correctly

## 25%

The chatbot understands me

## 16%

The chatbot hands over to an agent when it doesn't know the answer

## 15%

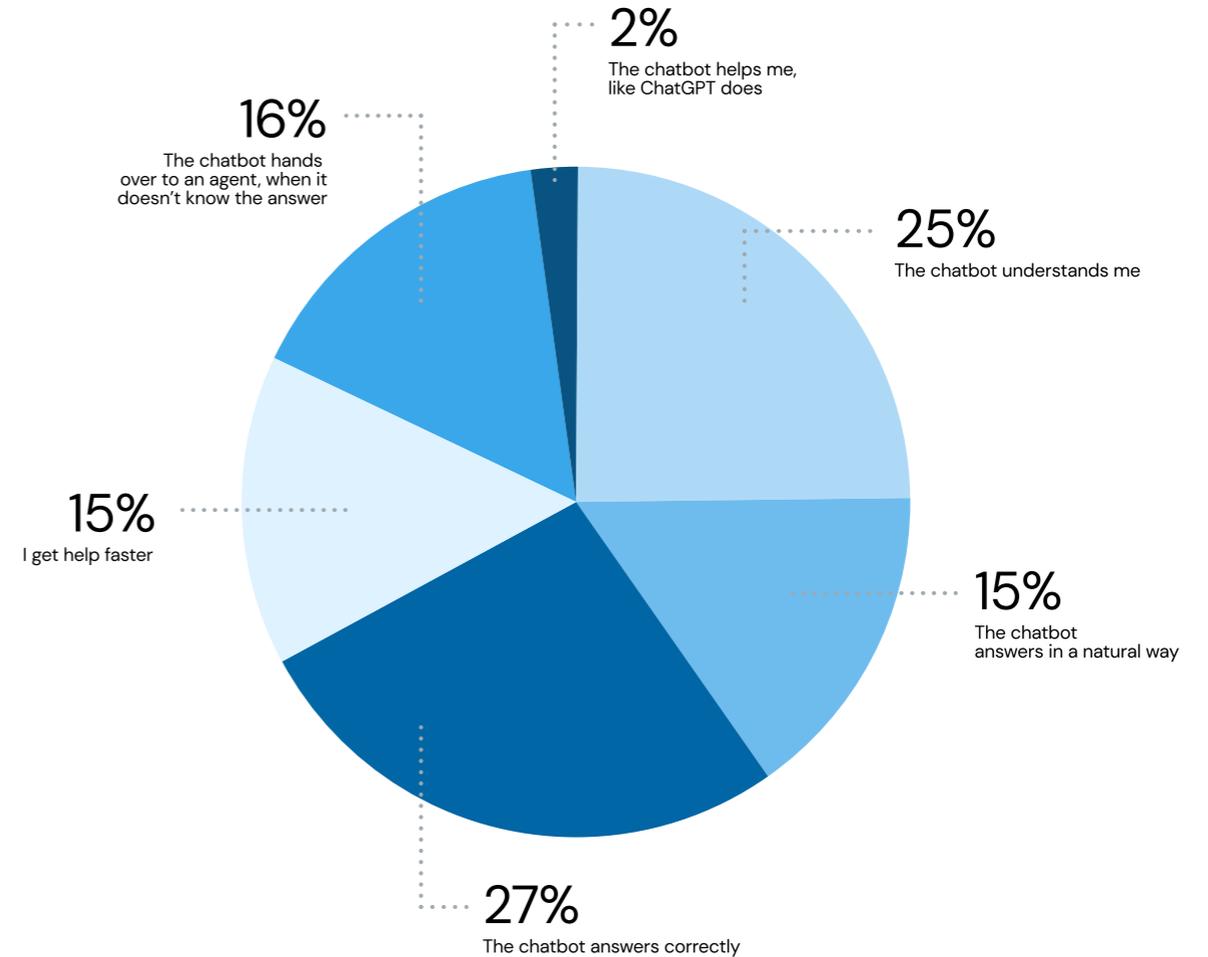
The chatbot answers in a natural way

## 15%

I can get help faster

## 2%

The chatbot helps me like ChatGPT does



# Business opportunities and challenges

On the business side, expectations are high, too. Some of the top benefits businesses expect to see when implementing AI chatbots include:

## 27%

Reducing the workload for teams

## 25%

Being innovative and getting ahead of the competition

## 16%

Improving processes, like data management

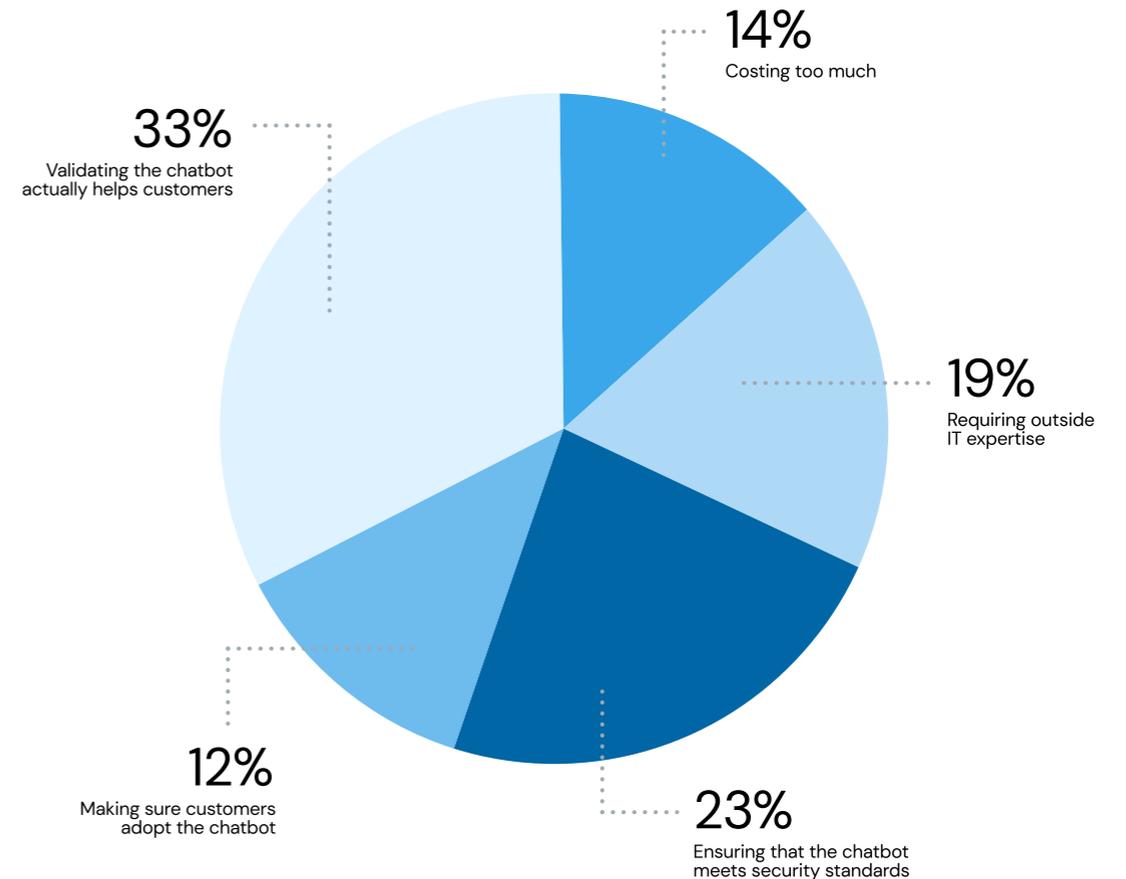
## 13%

Offering customers a 24x7 service

## 13%

Saving on operational or support team costs

Of course, with new opportunities also come challenges and risks. Our survey found ensuring AI chatbots deliver tangible value for customers is a major concern for businesses.



Making sure security standards are met when using AI chatbots is also perceived as a key challenge, and it's easy to understand why. There's no shortage of innovative fraud tactics, and AI-enabled scams — like deepfakes in video and voice — are already on the rise.

The good news is AI can also contribute to building safer ecosystems for communications, and software providers are already using it to better protect their networks and end users.

# Make AI a long-term CX differentiator

The AI race in customer communications is definitely on, but which use cases and features have the potential to drive sustainable value for your business and customers?

## Build Q&A chatbots with boundaries

Remember when you had to guess chatbot keywords to get answers to your questions? Those days are gone — let's all breathe a big sigh of relief.

Businesses can now build human-like conversational experiences in minutes and let users interact with their chatbot with the peace of mind they'll receive helpful answers thanks to automatic intent recognition and sentiment analysis. No more off-topic replies! That's the beauty of Natural Language Understanding (NLU) with guardrails.

And if the chatbot doesn't have the answer, users can be transferred to a live agent or given relevant instructions to find the help they need. We're willing to bet this will convince many skeptical users to give chatbots a second chance.

Moet Ik Naar De Dokter (MINDD), a Dutch healthcare company, is a great example of responsible AI use in heavily regulated industries. The company built an AI voice bot to help triage patients and let them book appointments effortlessly, all while keeping sensitive medical data secure.

Thanks to smart triggers in the conversation flow, the bot automatically detects situations that may require immediate medical attention and accelerates the triage when a patient appears to be in distress.



## Accelerate campaign creation with peace of mind

Use text generation to automate and accelerate content creation. Whether you're sending text messages or emails, you can now generate content tailored to your brand voice and audience in seconds, across multiple languages. Just prompt, have the content checked and approved by a human, and your campaign is ready to go.



One aspect of Sinch SimpleTexting I find particularly invaluable is the utilization of the [campaign creation AI feature](#), which I frequently incorporate into my strategies.

**Jenn,**  
a Sinch SimpleTexting customer

## The power of message analysis

Put AI to work to supercharge conversations with untapped customer data and enhance personalization and contextualization — all while saving time and money.

With the right tools, you can analyze incoming messages from any channel, get insights into customer journeys and intent, and keep conversations free from illegal and profane content.



This type of integration helps both B2B software builders and enterprises as it enables natural language processing (NLP) tasks to be trained with fewer examples, leading to more accurate responses and improved customer experiences.

**Jon Campbell,**  
Senior Director of Messaging Products at Sinch

## Intelligence you can trust

From enhanced customer experiences to efficient automation, improved data insights, or increased security, and much more, AI has the potential to truly transform the way businesses and consumers communicate and build relationships.

But delivering real value for your business and customers with AI requires having effective gatekeepers and measures in place to maintain trust in the technology.

At Sinch, we've built our tools with security, transparency, and user experience in mind so you can embrace AI with confidence, no matter your use case.



### CUSTOMER STORY

## Simplifying the process of filing insurance claims with a chatbot

As one of the largest banks in Belgium, Belfius offers a wide range of insurance products in addition to its core banking business, serving over 1.4 million customers through its mobile app.

They needed an easy and convenient process to simplify insurance claim filing. Using Sinch's conversational AI application, Chatlayer, the company integrated a smart chatbot into its mobile banking app that made the process of filling out insurance claims effortless and personalized for each customer.

Belfius' AI chatbot MyBo now processes over 2,000 claims monthly, saving the customer care team about 600 working hours per month.

And that's not all. Conversions also increased by 88% compared to traditional insurance claim forms.

Building on this success, the company also launched a personalized AI chatbot to answer daily banking questions about payments, money transfers abroad, fees, and more. MyBo's counterpart now answers 5,000 customer queries monthly, with always-on availability.

SECTION #5

# Meaningful innovation — without the complexity



Customer communication trends come and go. What truly makes a difference is understanding what matters to your customers to create a solid foundation for conversations and enhance their experience throughout their entire journey.

At Sinch, we're dedicated to helping businesses drive differentiation through meaningful connections. We do this by providing agile, flexible solutions that make the complex, simple.

### All your communications

SMS, rich messaging, voice, email, verification, video — we've got all your needs covered, whether you need a single API or want to take the leap to omnichannel. Streamlining your comms stack by working with a single partner isn't only simpler; it can be a smart cost-saving move, too. Sinch lets you build the exact setup you need, allowing you to replace multiple solutions and avoid costly feature redundancies. You'll only pay for services you actually use.

### Global Super Network

Connect with your audience anywhere in the world with unmatched scalability, deliverability, and cost-effectiveness. We have the most direct, secure, and reliable tier-1 network for messaging, voice, and email, powering over 700 billion engagements per year. With that kind of volume come economies of scale — and we pass those savings on to our customers.

### Your partner for success

Routing, deliverability, integrations, regulatory compliance, customer experience — we don't expect you to figure everything out on your own. That's where our experts come in. We provide support at every step, from discovery to successful deployment, to help you reach your business goals, whatever they may be.

# Let's help you create meaningful customer connections



## Messaging

Build flawless mobile experiences with solutions for SMS, MMS, RCS, and all the leading messaging apps. Our direct operator connections ensure your messages get delivered timely and securely, every time. Need a simple, all-in-one application? Sinch MessageMedia connects you with your customers via SMS, WhatsApp, Messenger, and more — all with a single inbox. Easy.



## Voice

Give customers easy and reliable options to reach you with scalable toll-free numbers and service or a local presence in multiple markets. Ensure the right team receives the calls with intuitive programmable voice options for call routing, interactive voice responses, and more. Plus, deliver notifications as voicemail in your mobile app.



## Email

Make transactional and marketing email comms a breeze with our powerful, intuitive email solutions, and build connected experiences in no time.



## Verification tools

Enhance app security with purpose-built verification solutions designed to reduce costs, improve user experience, and increase conversions. Flash call, SMS, data, or phone call verification — they're all available through a single API!



## Sinch AI

Embrace disruption with confidence. Scale personalized conversations, automate content creation, enable advanced message analysis, and more.



## Conversation API

Keep things simple and connect multiple messaging channels with one integration for a seamless omnichannel messaging experience.



## Omnichannel contact center

Deliver a unified customer service experience across voice, video, chat, messaging, and email with our all-in-one cloud contact center solution.

# Sinch in numbers

100%

reach — engage any customer on the planet on any channel

600+

direct mobile operator connections — scale communications globally with ease

8/10

of the largest U.S. tech companies are Sinch customers

700B+

engagements delivered per year

[Talk to us or visit our website to find out more.](#)



## About the survey

The research was conducted in November–December 2023 in collaboration with Alchemer on a paid panel of 537 consumers and 437 businesses in the U.S.

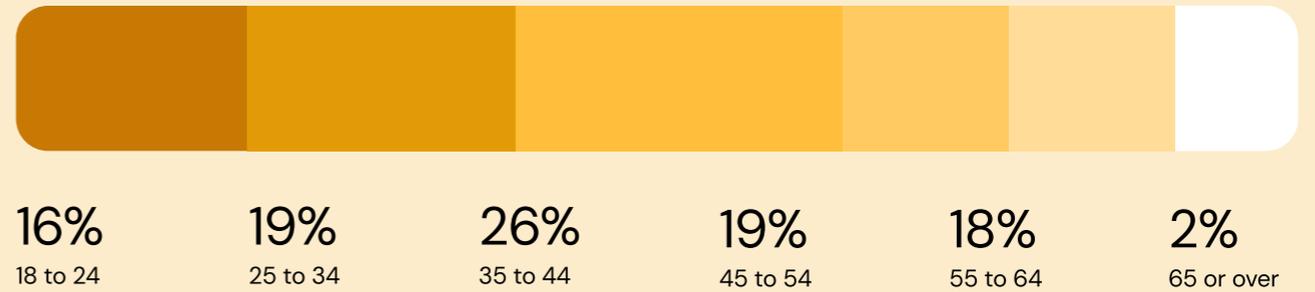
Not all percentages in the report add up to 100% — a result of rounding percentages, multi-selection answer options, and the decision in certain cases to exclude certain responses, such as “other,” “none of the above,” or “I don’t know.”

### CONSUMER SURVEY PANEL

#### Gender



#### Age groups:



### BUSINESS PANEL

#### Company size





# The Customer Communications Cloud

Sinch is pioneering the way the world communicates. More than 150,000 businesses — including many of the world's largest tech companies — rely on Sinch's Customer Communications Cloud to improve customer experience through mobile messaging, voice, and email.



Could your channel mix be working harder?



Take the test →

Let us help you succeed — talk to us

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