Help customers in their moment of need, anytime, anywhere
Today’s status quo is problematic for both businesses and consumers

**Businesses** spend $1.3 trillion supporting 265 billion customer service calls each year\(^1\)

Only 3% of **consumers** say they enjoy automated voice response experiences\(^2\)

67% of **consumers** would rather message a business than speak to a person\(^3\)

What if you could design a customer experience that helps people directly in the time and place that their need arises?
Introducing Google’s Business Messages:
Deliver helpful, timely, and engaging experiences in the moment your customers need help—wherever they are.

Directly accessible from Google Search, Maps, or across your owned channels.

Smart automation and human connection to better support and engage customers.
Key benefits of implementing Google’s Business Messages

Meet customers in their moment of need
Be where your customers need you, across the channels of their choice

Drive business value with richer experiences
Increase customer satisfaction, sales, and loyalty with rich features and functionality

Differentiate your brand
Create a distinctive customer experience and set the standard for your industry
Google’s Business Messages empowers your brand to be seamlessly discoverable across channels
With billions of searches everyday, Google is meeting customers in their moment of need where they are searching for answers.

- **'I want to know' moments**: when someone is exploring or researching products.
- **'I want to go' moments**: when someone is looking for a local business.
- **'I want to buy' moments**: when someone is ready to make a purchase.
- **'I want to do' moments**: when someone wants help completing a task.

Internet Live Stats, 2021
Drive customer satisfaction and sales through assistive experiences and rich features

- Increase customer satisfaction
- Drive sales and upsell
- Reduce costs
- Build trust and loyalty to strengthen customer relationships

Smart reply chips for faster communication
Carousels & photo cards for deeper engagement
Connect to a live agent for personalized support
Brands around the world are using Business Messages to deliver great experiences for customers, at every moment of need.
Rich, assistive features drive value across the entire customer purchasing and support lifecycle.

1. Discovery
   Capture your customers’ needs wherever they occur, from multiple entry points.

2. Research
   Engage your customers as they learn more about your products.

3. Purchase
   Drive more sales and deliver delightful experiences.

4. Support
   Deliver fast, quality customer care in the moment it matters.

5. Retention & Advocacy
   Continue the customer conversation to drive ongoing loyalty.
An easy onboarding process that works for you

Step 1
Identify opportunities to improve customer experiences at scale

Step 2
Choose implementation: automation, integration, live agent requirements

Step 3
Deploy, iterate, scale, and measure
Start meeting customers where they are

**Strategy**
Our team can help you develop your experience strategy

**Learn more**
Discover more about Business Messages [here](#)
Dive deeper into developer information [here](#)

**Reach out**
Reach out to us to learn more

See Business Messages in action
Thank you
Appendix:
Industry vertical examples
### A world of possibility across industries

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<td>Loyalty program offers</td>
<td>Schedule test drive</td>
<td>Schedule tours</td>
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How retailers can leverage Business Messages

Key use cases

**Online**
- Product search/selection
- Order confirmation and shipping
- Queue tracker (wait times)
- Promote special offers

**In-store**
- Product location (store aisle)
- Consult an expert
- Book store appointment
- Inventory lookup/availability
Business Messages drives CSAT above 85%

“Business Messages creates a stronger customer experience by enabling us to do a better job at ‘hearing’ shoppers, answering their questions and uncovering new ways to delight Levi’s fans.”

Rico Arrastia
VP Product Experience, Levi’s
Business Messages improves TEDi’s pre-sales product support and customer service across 1,700 stores

“Business Messages should be on everybody’s digital roadmap for 2021. It’s an easy plug-and-play solution that improves how customers interact with your brand.”

Wassilios Marazopoulos
Corporate Development, TEDi
How tech and telecom brands can leverage Business Messages

Key use cases

- Purchase new device
- New or upgraded service
- Schedule in-store visit
- Book home appointment
- Troubleshooting support
- Applications
- Usage alerts
- Compare plans
- Bill payment
Business Messages reduces average handle times by 28% for DISH

“Business Messages is a powerful way to connect with our customers. We definitely want to expand our use of Business Messages in the future.”

Kathy Schneider
SVP of Customer Experience Operations, DISH
Business Messages reduces average handle times by 28% for DISH

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Kathy Schneider
SVP of Customer Experience Operations, DISH
How financial services brands can leverage Business Messages

Key use cases

- Account offerings
- Mortgage rates
- Insurance policies
- Apply and open new accounts
- Product search/selection
- Report lost cards
- Transfer funds
- Set up savings plans
- Branch capabilities
How logistics companies can leverage Business Messages

Key use cases

- Check delivery times
- Change order details
- Track a package
- Find pickup locations
Business Messages delivers CSAT scores 20 points higher than web chat for Estafeta

“I would strongly recommend using Business Messages for all companies—whatever sector they’re in. Right now it’s important for companies to have open, on-demand conversations with their customers, and Business Messages does just that.”

Paulina Torres Ocejo
New Product and Innovation Strategist, Estafeta
How healthcare and government organizations can leverage Business Messages

Key use cases

- Confirm services
- Book appointments
- Check health guidance
- Book telehealth calls
- Change appointments
- Organize deliveries
How travel and hospitality can leverage Business Messages

Key use cases

- Search inventory
- Make reservations
- Check bookings status
- Change a reservation
- Loyalty program offers
How auto dealers can leverage Business Messages

Key use cases

- Explore inventory
- Car option/availability
- Pricing quotes
- Schedule test drive
How real estate agencies can leverage Business Messages

Key use cases

- Search for agent
- Book in-office visit
- Explore inventory
- Schedule tours