

What's driving the future of messaging in the United States?



Today's consumers expect speed, simplicity, and convenience when communicating with a business.

Here's how new messaging channels meet their demands – and deliver on business goals.

Top 3 priorities for businesses in the United States in 2021¹

66%

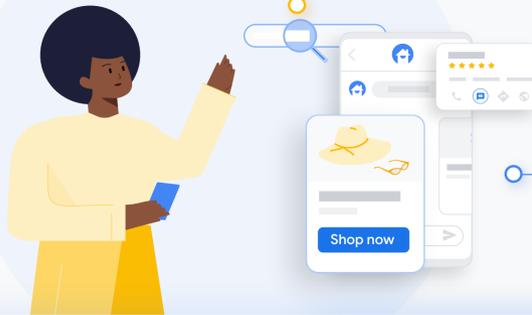
Finding new customers

66%

Serving customer needs

58%

Building brand awareness



The usual channels aren't up to the task



5 in 10 consumers are frustrated at **not having their questions answered**, and 4 in 10 at **being stuck on hold for too long**.



6 in 10 businesses struggle with their employees **not being able to manage the volume of inquiries**, and **the time it takes for employees to respond to communications**.

Brands and consumers are looking to messaging solutions for help

Top pain points businesses believe will be addressed by messaging:

4 in 10

businesses say messaging will help reduce customer wait times

37%

say it will help employees manage a high volume of inquiries

1/3

say it will help overcome a lack of personalized communication with customers

Top messaging benefits sought by consumers:



Access to a live agent when needed



Not having to repeat information



Visual shopping



Replying on their schedule



Peace of mind that conversations are secure



Businesses want to **connect with customers in the moments that count**

5.5+ billion

Google searches worldwide every day²

4 in 10 enterprise businesses want their messaging solutions to be:

- Integrated where customers are searching for products / services
- Easy to use
- Able to collect and analyze customer feedback data

Consumers in the United States overwhelmingly use Google Search to find business contact information when they want to:

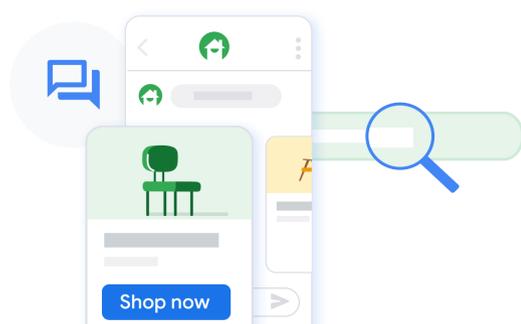
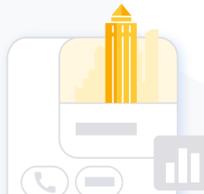


Google's Business Messages helps brands deliver in-moment messaging

Business Messages is a messaging platform that's accessible right where your customers are – from Google Search and Google Maps, to any brand-owned channel.

2 in 3

businesses are 'extremely' or 'very' interested in Google's Business Messages.



Find out how **Google's Business Messages** supports your customers in their moment of need with the best of automated digital and live agents.

Learn more at businessmessages.google

¹ NRG survey of 1,000 consumers and 300 businesses in the U.S., commissioned by Google, March 2021
² Internet Live Stats, 2021