



Message

# Message

## The Two-Way Messaging Platform that Works Across SMS, Webchat and Social

### Connect with customers where they are

Mobile devices are now a fundamental part of everyday life. As more than 50 billion messages are exchanged each day, it's no surprise that 9 out of 10 consumers want to use messaging to communicate with brands.

Whether they're on Facebook, Twitter, Skype, the web, or SMS, customers simply want to connect with you as quickly and as easily as they do with their friends. And now, with Buzzeasy Message, they can.

Buzzeasy Message empowers you to engage with your customers on their terms. It will bolster your customer satisfaction scores, boost your inbound marketing, and substantially reduce your customer service costs.

### Make it personal - make it seamless

Providing exceptional customer experience requires continuity with a personal touch. Buzzeasy Message always knows who the customer is and greets them by name. And as customers switch between channels, Buzzeasy Message keeps the conversation flowing as it can pick up the conversation wherever it left off. service costs.

### Joining the bots

Buzzeasy Message is part of the CX Orchestration Platform, so that every autonomous customer interaction via Buzzbot can be clearly and smoothly transitioned to Buzzeasy Message. Message provides agents with any information collected during the bot chat, plus the full conversation history, so that they always have everything they need to continue the conversation uninterrupted.

### Make wait-time history

As Buzzeasy Mess is omni-channel, your webchat customers will no longer have to wait for an agent to become free: they can simply request a callback or switch to using a messaging service that includes notifications. Buzzeasy Message engages the next available agent and enables the conversation to

### The intelligent customer engagement platform

Using the latest Cloud and Bot technology, Buzzeasy revolutionizes the way that customers engage with your organization. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button - and without ever having to wait in a queue.

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## About Buzzeasy

Buzzeasy is a part of Geomant's flexible and highly secure On-Demand Cloud Services. Expert in Unified Communications, Geomant is an innovative Software Developer and Systems Integrator, specializing in Microsoft and Avaya technologies. Geomant has offices across Europe, USA and Australia, and supports a global reseller network.



## Buzzeasy Message

### Delivered from the cloud

Part of the flexible and scalable Geomant On-Demand Cloud Services, Message is delivered with all the reliability, availability and security provided by Microsoft Azure.

Requiring no infrastructure changes or integration activity, Message can be added to your web site, your mobile apps and social pages, integrated with your contact centre, or plugged into your CRM and UC platform in no time. And with no upfront costs, Buzzeasy Message offers a powerful high-end solution - without the high-end price tag.

### Reporting is key

Buzzeasy's real-time reports ensure you can continually refine your sales and service performance. But AI, Big Data and analytics are the lifeblood of any successful organization. So, to give you

that all-important big picture and actionable business insight, Message feeds directly into Microsoft's Power BI, amalgamating Buzzeasy's standard reports and data with other contact centre, business, and customer information.

### Multi-national, multi-time zone

When your organization spans different countries and time zones, you need to be confident that your solutions can do the same. With Survey you can define different time zones for every campaign and report you run.

### Hybrid: the best of all worlds

With no loss of security or control, Buzzeasy's hybrid solution connects directly and securely to your on-premises voice infrastructure via Microsoft Azure, to deliver the scalability, flexibility and cost-efficiency of the Cloud.

