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How to Grow Your Business With Easier Customer Communications



There are plenty of ways to approach business growth.

One of the most effective is also one of the most straightforward: maximize every customer interaction on every digital channel.

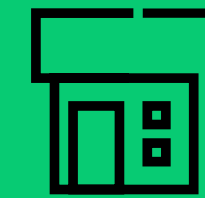
Easier said than done? Perhaps. Today's customers expect more. It's not enough to have a dedicated customer service line. They expect more channels to communicate, personalized conversation, and speedier responses. Many larger enterprises have invested in customer engagement platforms post-pandemic, with improved digital experiences. So your customers are used to getting support via text, web chat, Facebook, and more instead of waiting on hold.

However, for many growing businesses, this type of customer support has felt out of reach. Whether that's because of financial or human resources — or a lack of IT knowledge.

There haven't been enough tools that are purpose-built for growing businesses... until now.

The market is shifting, and companies are modernizing their communication tech stack to keep up. Before, companies were improving internal collaboration for productivity. Now, the focus is on improving external communication with your customers for company growth.

¹Metrigy, Tech Spending Outlook (2022)



65%

of businesses increased their customer engagement spend in 2023¹



If you answer “yes” to any of the following questions, it’s time to take a deeper look at your customer engagement strategy.

Do you primarily use phone and email as the central channels for your customer communication?

Your unified communications software may be perfect for internal communications and boosting productivity for your hybrid workforce. But, to engage with and expand your customer base, you may be missing out on helpful features including, centralized contact information, a multi-channel shared inbox, and new channels like social media, SMS, or web chat. Ensuring you never miss an external customer interaction as well as boosting internal collaboration.

Are you juggling multiple inboxes and communication tools?

If you have picked up ad hoc, single-solution tools over the last couple years, you’re not alone. Growing businesses need to move quick and get scrappy to keep business afloat, especially in times of economic stress or uncertainty. But in the long run, it’s easy for things to fall through the cracks with disparate channels and siloed solutions. Not to mention the added burden of multiple vendor bills. That’s why bringing all customer interactions from multiple channels into a single, easy-to-use centralized inbox is a requirement in the modern solution to seamless communication.

Do you have limited resources?

Limited resources might refer to tight budgets or small teams. With a lean staff, time is wasted switching between apps trying to respond to customer messages. And to do their job effectively, your team needs to be proficient in multiple tools instead of one. When implementing a customer engagement tool to fix this problem, it needs to be affordable and easy-to-deploy. No expert IT knowledge or coding required.

Do you struggle to understand the tangible benefits that AI and automation can bring your business?

Elevate your Customer Engagement with AI and automation for enhanced efficiency, cost savings, and personalized customer interactions. Implement quick decision-making and proactive outreach through AI-assisted, personalized outbound campaigns, resulting in increased satisfaction and business growth.

3 Tips for Improving Your Customer Interactions

Get your business on track for growth this year.



1 Add more communication channels to meet your customers where they are.

To meet a customer “where they are” is to understand their preferred method of communication — and use it.

For example, a customer might prefer a web chat instead of the phone. It could be personal preference or based on circumstance. Or, if a customer is already following your business on Instagram, that might be the fastest way to get in touch instead of picking up the phone or navigating to the website.

70%

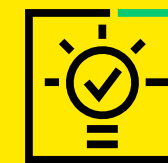
of businesses primarily use the phone as their main customer engagement platform²

62%

of customers like to interact with brands via a variety of digital channels³

² Metrigy, Custom CCaaS Study Commissioned by GoTo (2021)

³ Khrous, Customer Service Statistics (2023)



The benefits of adding more channels:

- Prepare your business to scale with multiple channels and avoid long hold times
- Compete with larger enterprises who seem to “have it all”

2 Consolidate your inboxes for faster responses.



The benefits of consolidating:

- Voice, SMS, web chat, social and more are managed on one platform
- Customer contacts, history, tags, and notes are viewed in the same place
- Multiple team members can respond from the shared inbox so no messages go unread

If you have enough communication channels for your customers to reach you, it's essential that they work together. Fragmented tech stacks negatively impact cost and productivity for businesses. Your customer-facing staff spends more time switching between apps and tracking down conversations than getting back to your customer in a timely manner. Each minute is a chance to make a good impression.

For example, if a team member is “out of office,” a colleague can easily pick up where they left off. A shared inbox increases transparency so that no customer calls or chats go unanswered.

A consolidated inbox can save money and time for the team with a streamlined approach to customer service.

89%

of people believe organizations should make it easier to contact them by phone, webchat, email, messaging & social media⁴

62%

of SMBs see consolidation as one of the most or the most important initiatives within their org⁵

⁴ The Autonomous Customer 2023, BT

⁵ Frost and Sullivan, SMB Insights report commissioned by GoTo (2023)

3 Build SMS campaigns for wider reach.

For example, if your business would like to promote an upcoming holiday sale, you can schedule a text campaign. This information goes right to your customer's phone instead of getting lost in their email inbox. If the customer has a question, they can reply to the same text message and the 1 to 1 conversation goes right to the shared inbox for immediate response. These text messages can also be more personalized and created quicker with an AI-powered messaging assistant.

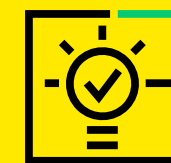
78%

of consumers respond to texts in 10 minutes or less⁶

39%

of consumers respond to texts in less than 3 minutes of receiving them⁶

⁶EZTexting, Mobile Usage Report (2019)



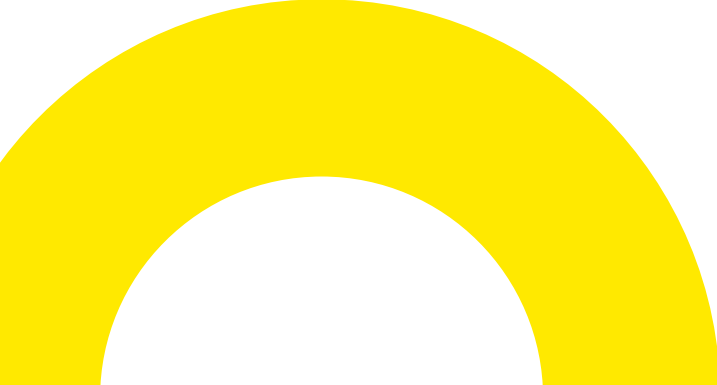
The benefits SMS campaigns:

- Schedule in advance, personalize, and manage outreach campaigns
- With a simple reply, outbound SMS campaigns turn into 1 to 1 conversation sent to a shared inbox



Communicating with customers has never been easier.


Drive personalized conversations with voice, web chat, social and SMS all in one place.



Tips for better customer service:

- Flip to call and flip to meeting from a conversation as needed
- Stay organized with conversation tagging
- Stay engaged with real-time typing and read indicator
- Distribute workload across the team with shared contacts and shared inbox

Tips for great customer outreach:

- Personalise every SMS with our AI powered messaging assistant, send reminders and schedule campaigns in advance
 - Segment customers and deliver tailored messages that resonate with them
 - Let customer easily opt-out of campaigns and messages for compliance
 - Track real time campaign results
 - Easily preview campaign messages for final approval
- 



GoTo helps businesses grow with easier communication.

For businesses who want to connect with customers in more channels, GoTo Connect Customer Engagement is the award-winning cloud phone system plus customer engagement tools that centralizes your conversations in one place, making it easier to shine every time.

Streamline your conversations to maximize engagement.

[Learn more](#)

