# GoTo
## Connect

# How To Boost Business Growth With Better Customer Interactions

# 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.
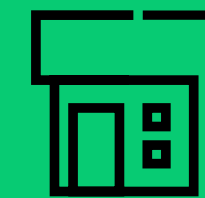
Easier said than done? Perhaps. Today's customers expect more. It's not enough to have a dedicated customer service line. They expect more channels to communicate, personalized conversation, and speedier responses. Many larger enterprises have invested in customer engagement platforms post-pandemic, 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 small 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 small 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.

# 65%
of businesses are increasing customer engagement spend in 2023 — are you?[1]

[1] Metrigy, Tech Spending Outlook (2022)

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

### Is your phone, meeting, and messaging solution falling short?

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.

### 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. Small 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.

### 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 have competing tech priorities?

Even if you know there are inefficiencies and problems with your operations that you can fix, it's hard to know where to start. Solutions that are "good enough" might just stay as they are. Meanwhile, your customers might be looking at competitors with a more seamless customer experience. A simple change now can have a great impact in the long run. Your customer engagement solution needs to be easy-to-deploy and affordable.

# 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.
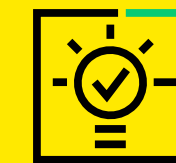
## 70%
of businesses primarily use the phone as their main customer engagement platform[2]

## 66%
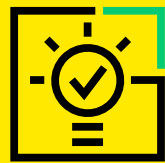of consumers worldwide would like the ability to message with brands[3]

**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] Metrigy, Custom CCaaS Study Commissioned by GoTo (2021)
[3] Live Person, Consumer Preferences (2020)

# 2

# Consolidate your inboxes for faster responses.

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.

**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

## 35%

waste a significant portion of cloud and software spending with redundant apps[4]

## 45%

of app licenses are being used regularly[5]

[4] Productiv, Blog
[5] Productiv, State of SaaS Sprawl (2021)

# 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.
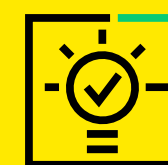
## 78%
of consumers respond to texts in 10 minutes or less[6]

## 39%
of consumers respond to texts in less than 3 minutes of receiving them[6]

[6] EZTexting, 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

# It doesn't have to be complicated.

Personal connections with customers
can be scalable, efficient, and affordable.

**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 better customer outreach:**

- Personalize messages with name, company, and phone number

- Design opt-out messages for compliance

- Preview the campaign message for final approval

- See real-time campaign results

# GoTo Connect

## Introducing GoTo Customer Engagement

GoTo Customer Engagement gives you all the tools your small business needs to simplify every customer communication. It's designed to turn positive customer experiences into more revenue. You can expand your customer base, have conversations on the channels your customer prefers, and improve speed and personalization of responses.

You can upgrade your customer communication technology by adding SMS campaigns, web chat and social media channels, with all conversations centralized in just one inbox.

**GoTo, your new home for customer conversations.**

**Learn More**