ASYNCHRONOUS CONVERSATION IN THE MESSAGING ERA

"Communicating with brands should match the rest of today's on-the-go lifestyle; it should be convenient, effortless and efficient. Yet there's only one support channel that actually achieves this: messaging."

It's not just millennials who prefer communicating via messaging today. More than five billion people around the world spend their time on messaging apps like Whatsapp and Facebook Messenger.

The public today wants to be able to communicate with friends, colleagues, and family simultaneously – while also checking email, scrolling on social media and playing mobile games. Being able to multitask is important, as is being able to pick up conversations and wherever they left off.

Consumers are fully accustomed to this mode of communication and it becomes obvious that they want to communicate with brands in the same way. There is therefore a need to meet to those expectations of efficiency and convenience.

That being said, consumers appreciate messaging as a support channel because it adequately faces the most common circumstances:

- No one has time to wait on hold or in a browser window;

Messaging is ruling the market

The messaging landscape is changing constantly, making it hard for businesses to guarantee a seamless customer experience. To further complicate matters, messaging can be synchronous or asynchronous and each style require different technology, rules of use, and best practices.

- When given the opportunity, people prefer to try self-service first;
- People hate repeating themselves;
- People want to get straight to the point, and not filling out thousands of forms;
- No one wants to navigate clunky automated menus.

Live chat is not dead

Live chat requires both parties to be available at that moment and if the customer has to step away, the session is done.
A recent survey demonstrates that 68% of customers are extremely frustrated when a chat session ends without the issues being resolved.

That said, live chat seems too old to match customers requests and we could wonder if this is the end of its era.
So what happens now? Live chat is absolutely not dead, but it needs to be revisited.
New live chat is a modern messaging protocol that operates independently of device or session and acknowledges the pauses and stops in chat interactions, allowing for agents to utilize those gaps for ramped up efficiency and productivity.

When you're not required to be on the phone/chat with a single customer for a single session, you can help a second or third customer at the same time.

Since more and more channels have emerged, businesses have embraced the opportunity to foster closer connections with their customers. But the true marker for success is being where your customers are wherever and however they need you, both on a traditional website chat or on a messaging mobile application.

Advantages of asynchronous messaging

- **Continuous Contact**
  Open-ended means just that – without end. Previously, it seemed acceptable for a company to answer the customer's query and then say goodbye. It seems far more obvious now to keep the conversation open, the customer *must* be able to come back whenever they want, at their own pace.

- **Multiple methods of delivery**
  With the multitude of platforms available to consumers and businesses, and most of them now utilizing asynchronous technology, the idea of being able to combine multiple methods of communication is something that cannot be ignored much longer.

- **Modernization of service**
  Lives are getting busier, and that requires answers and problems to be communicated more efficiently and effectively.
  The idea of the finality of the "*end to a conversation*" is fast becoming outdated. They're also arguably far more willing to access self-help problem solving than previous generations.

- **Automation**
  We're back to the idea of handling volume, but having asynchronous methods are advantageous for all concerned. This enables businesses to employ the use of smart services, where bots are armed with a wealth of historical data on query handling and problem-solving.

Asynchronous conversation in Vivocha 7

Vivocha 7 embraces the asynchronous conversation, providing now not only real-time support.

Agents can now handle multiple conversations from multiple channels from the same platform and at the same time; nevertheless, not a single piece of information will be lost because the history of the conversations will always be at hand.
Both agent and customers are now able to start and resume a conversation regardless of the channel from which it was initiated.

With Vivocha 7 your customer can contact you from your website, mobile app, Facebook Messenger, Whatsapp Business, Twitter, Slack, Apple Business Chat, Microsoft Teams.. whenever they want!