

**TOUCHSMS**

# TouchSMS

TouchSMS leverages mobile text messaging capabilities for brands to engage consumers for timely and personalized assistance.

## Key Features of TouchSMS

**Invite Consumers from an Offline/Offsite Medium to a Personalized Conversation** - Brands can invite consumers from any offline medium imaginable to an engaged conversation with the brand by utilizing the TouchCommerce Invitation API. Combining this feature with the simplicity of text messaging enables the consumer to connect with the brand anytime and anywhere.

**Stay Within the Same Channel** - Brands are already using SMS capabilities to notify consumers about delayed flights, appointment confirmations, status updates, and much more. TouchSMS allows brands to easily continue the conversation on the same platform, instead of forcing the consumer to switch channels after receiving a text message.

**Identify Your Visitors** - SMS by nature is a channel for one-to-one communication. The consumer's phone number can be used as a unique identifier to ensure continuity and context during the entire chat experience.

**Move SMS Chat to a Web Experience** - Chatting via SMS is a great way to engage the consumer in their moment of need. In case the chat agent needs more options to assist the consumer (e.g. co-browse while filling out a form), TouchSMS allows the agents to forward the consumer to a web chat experience without losing the context or switching the agent.



### Why TouchSMS?

#### Engage Consumers “On the Go” with a Personalized Mobile Experience

Text messaging is native to the mobile device, making the brand more “accessible” without the need to install or maintain third party messaging applications.

#### Reduce Amount of Repeat Inquiries

Allowing customers to use native text messaging capabilities and seek help in their moment of need increases customer satisfaction and reduces repeat contacts for the same issue.

#### Increase Agent Efficiency and Reduce Training Efforts

The ability to have several conversations through text messaging and web chat at the same time offers both convenience for the user and cost-savings for the brand.

## HIGHLIGHTS

Start the chat through keywords sent via SMS either initiated by the consumer texting it to a phone number, or by the brand sending an invitation or notification.

TouchSMS is a unique chat type inside the Agent Interface, so the chat agent is able to see that the consumer is texting via SMS and respond with SMS-style messages (shorter responses).

Brands can have multiple phone numbers for SMS chat and each of these phone numbers can be configured with multiple keywords to start a different type of engagement.

