

CCW - NASHVILLE Teckst



Teckst

Teckst offers a comprehensive messaging solution that enables enterprise businesses to receive, send and track customer messages from their CRM or customer service platform. The platform allows real time, human-to-human communication between brands and their customers. Teckst imports messages from multiple channels into a single view so customers can use their preferred messaging app to contact a company. Agents can respond quickly without the need to interrupt their current workflows. The solution also allows organizations to gather business intelligence by capturing what their customers are asking for and seeing where they are in their journeys. It's easy to set up and implement, simple to onboard and train agents on using and launch with the buy-in of all stakeholders. Kenneth Watson, Vice President Sales and Partnerships at Teckst, Inc. provided more details.

Why is it important for companies to be able to link their CRM with a messaging solution, allowing agents to respond directly to SMS and other messaging applications?

The consumer's personal experience with SMS and other messaging channels (FB Messenger, WhatsApp, WeChat, etc.) have reset their expectations for customer service. It is no longer acceptable to say "we will not respond to you there" or "we will not answer you now". Amazon, Uber, Tesla, and others innovative marketers have demonstrated that investing in full-press engagement with customers pays hefty dividends in fostering customer loyalty and creating revenue opportunities. Accordingly, enterprises have realized that there is great value in using SMS and the new messaging channels to engage and service their customers. Capturing all of these conversations and data in the enterprises' system of record (usually a CRM) is crucial to provide context and insure effective and substantive responses for your customer.

How can using call-to-text save companies money by deflecting calls that would otherwise need to be handled in the contact center?

On average, there is a 39% cost savings when an enterprise is able to deflect a voice customer service call and pass it through to an agent using a messaging channel. When messaging is deployed, an agent is able to handle more than one inquiry at a time. Additionally, the agent can forward information to the consumer via email or text collateral that can address or solve the inquiry involved. We are also seeing our clients using the content of the conversations they capture to create more effective prophylactic tools such as better FAQ's or product descriptions.

A few years ago, your founder, Matt Tumbleson, predicted that there would be a tipping point that would turn b-to-b messaging into the predominant method of customer communications: do you believe that has happened yet and if so, can you point to examples.

Matt correctly anticipated that messaging would emerge as an important channel for customer communication. While the overall tipping point is still ahead of us, some of the most millennial-focused brands are already funneling the majority of their customer inquiries through a messaging channel. Brands such as Disney, Pepsi, Lyft, Casper, Jet, Amazon and more traditional retailers and service providers are prominently displaying links to their SMS, Facebook, Whatsapp, and WeChat channels. We expect that contact centers will be devoting more resources to training teams for messaging and this will help accelerate adoption.,

Teckst

What differentiates your solution from other messaging platforms available in the market?

Our total focus is on optimizing the experience between the Agent and the Consumer. While we believe the native CRM software is best for maintaining the enterprises' system of record, a platform devoted to the messaging channels offers great enhanced value. At Teckst, our offering includes procuring secure access to the SMS and OTT channels and then seamlessly integrating with Salesforce, Zendesk, Dynamics, SAP, Oracle, Freshdesk and others. We do not believe that agents should have to learn a new system or feature set. By piggybacking on the existing infrastructure, we can provide the most effective and scalable solution at an affordable price.