

# Engage Messaging

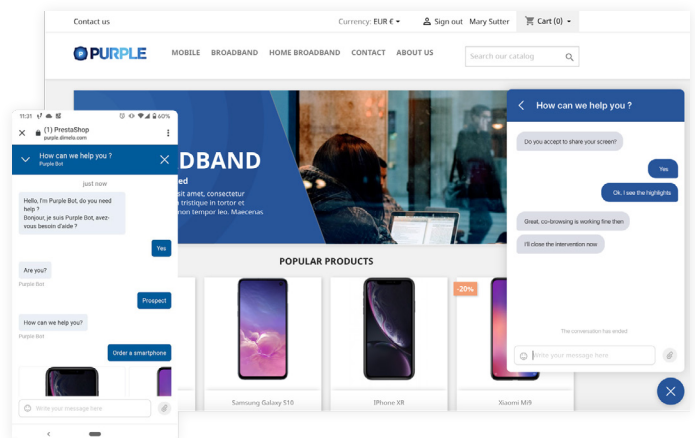
Keep the conversation going with customers—across any device they use.



When given the choice, 75% of customers prefer to use private messaging over traditional customer service channels. Messaging is now a part of our daily habits, and it is essential for businesses to integrate messaging services into their customer engagement strategy for a flawless experience. Engage Messaging combines live-chat functionality with messaging. Available on mobile or desktop, it guarantees a continuous conversation across all your customers' devices for a better experience.

## CONVERSATIONAL MESSAGING

Engage Messaging allows customers to engage or continue a conversation with a brand at any time and from any device. With fast asynchronous channels, a brand offers the possibility for their customers to contact them even when no agent is online. If necessary, conversations can be continued over time. Agents have the ability to close a conversation, if required, to keep threads independent.



## EVOLUTION OF LIVE-CHAT

Live-chat is a great tool to assist online sales and increase conversion rates. However, it requires having the agent and visitor connected at the same time to be able to start a conversation.

Whether they are authenticated or not, visitors can initiate a conversation and continue it later with Engage Messaging.

- Logged-in customers receive a notification on their mobile or by email when they receive a reply from the agent.
- Non-authenticated visitors will be able to receive browser notification when using Chrome or Firefox.
- Conversations can be prompted automatically using triggers from selected actions on a website.

## HISTORY OF CONVERSATIONS

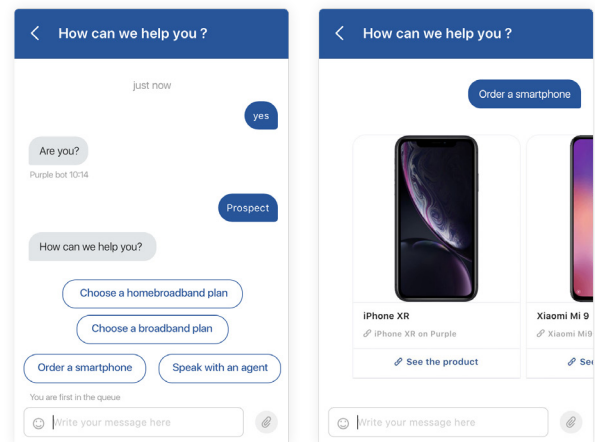
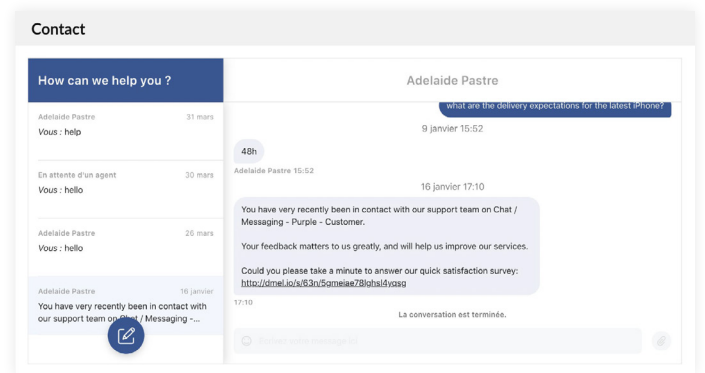
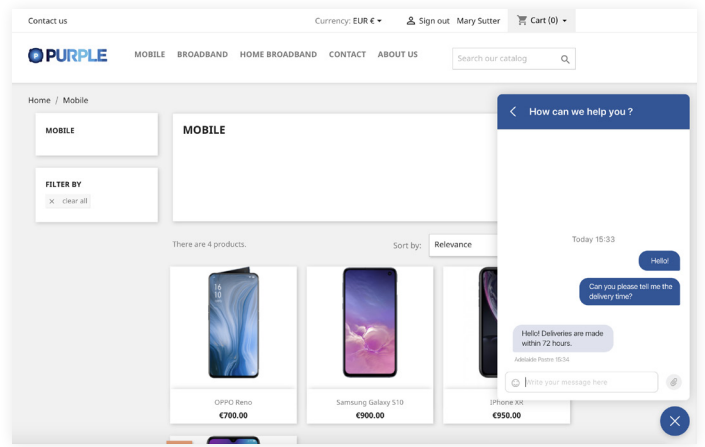
Engage Messaging keeps a history log of all previous conversations that can be continued at any time either by a customer or agent.

- Full context from previous conversations available for agents
- Keeps track of past discussions with an unlimited number of logged conversations
- Centralised conversations on the customer's account page
- Easy to navigate between past conversations
- Message history is available on mobile and desktop

## CONTENT RICH

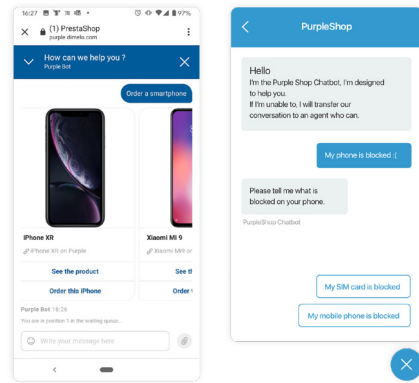
Engage Messaging supports rich content for customers and agents to exchange easily and seamlessly:

- Images
- Videos
- Links
- Locations
- Structured messages



## CHATBOT FRIENDLY

Easily integrate a chatbot to Engage Messaging to offer 24/7 support to customers. Chatbots can manage all tier 1 queries—freeing up customer service representatives to focus on higher value queries.



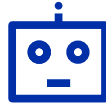
## A FULL MESSAGING SOLUTION FOR YOUR CUSTOMERS



Cross device



History of conversations



Chatbot compatible



Co-browsing compatible



Content rich

## PROVIDING VALUE ACROSS INDUSTRIES



“Social media messaging services represent the next paradigm of interactions with customers. These types of interactions are a game changer. Without a tool like RingCentral Engage Digital, it wouldn't have been possible for our company to enable one-to-one interactions with customers on so many touchpoints.”

– **Harald Felgner**, Digital Experience Designer, Product Individual & Mobile Solutions

## La Redoute

“Messaging is a good alternative to social media. It enables direct exchanges, more human contacts, and a closer relationship with our customers.”

– **Marine Vannier**, Customer Service Project Manager

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For more information, please contact a sales representative. Visit [ringcentral.co.uk](https://ringcentral.co.uk) or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of cloud Message Video Phone (MVP), customer engagement, and contact centre solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.