Top 3 Reasons Why Enterprise Messaging Will Take Off in 2022

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Introduction

Over the last decade, messaging has become more important than ever in the business world. With the original SMS (Short Message Service) sent in mid-1990, text messages have grown to become a fundamental communication tool. According to one **study**, global mobile business messaging traffic reached 2.7 trillion in 2020, up ten percent from 2019.

During the past two years, messaging has reached a new high, due in large part to the pandemic.

The switch to remote work, and the surge of online transactions has led to an increase in the need for real-time communication and collaboration for remote employees, closer communications with end-consumers, and increased transactional security. These changing dynamics have prompted many companies to accelerate their move to the cloud, which provides more agility, flexibility and accessibility, both for employee productivity and customer communication.

The uptick in messaging is just as expansive on the consumer side. Consumers today expect fast responses to their queries, and they have become more used to reaching for a mobile device to shop, request customer service, and pay bills. More than **60 percent** of consumers have increased or significantly increased their time texting, and more are opting into texts from businesses. Today, about 60 percent of consumers **prefer to communicate** with customer support and make reservations through SMS.

During this time, SMS has emerged as one of the most effective methods of business communication, both between colleagues and between companies and their customers. Whether it's a one-way or two-way interaction, the benefits for both companies and customers are clear—messages are delivered and read quickly on any device, even without a data connection, and provide near-instant feedback in both directions.

Meeting expectations with programmable messaging

Messaging has never been as business critical as it is today. Here are three important reasons why.

Customer expectations have heightened. They want faster, more interactive customer service. There are good reasons why messenger-based support is now the **second most used support channel** after phone support. More specifically, research has found that customers clearly prefer asynchronous, conversational messaging that can be stopped and restarted at any time. As Forrester Research puts it, "Customers' growing preference for this type of messaging makes sense: it's the medium they use everywhere in their lives, from communicating with friends and family on WhatsApp to collaborating with colleagues over Slack."

Businesses are taking advantage of their customers' increased reliance on messaging, with positive results. One example is onboarding new customers; with SMS, it's fast and more secure to send customers one-time passwords for verification. Customers also tend to respond positively to receiving messages about recently placed orders, reminders for appointments and payments, and discount coupons and virtual gifts. They also are much more tolerant about receiving marketing materials and surveys via message.

Both online activity and fraud risk have skyrocketed. During the pandemic, online activity has taken off. Today, there are 4.66 billion **active Internet users**, and more than half of overall web traffic come through mobile phones. Ninety percent of Americans say the Internet **has been essential or important** to them during the pandemic, and 40 percent are using technology in new ways.

But with online access comes increased fraud. According to a **report** from TransUnion, digital fraud attempts in the U.S. were up by more than 25 percent in the first four months of 2021 compared with the last four months of 2020. That's an average; some industries like financial services and travel experienced much higher numbers of fraud incidents. These incidents can take many forms, from identity theft and chargeback fraud to account takeovers. Hackers can steal consumer information via many channels; they can redirect consumers to malicious pages, mirror users' screens to steal information, or use tried-and-true phishing schemes.

People want instant notification for critical events. Natural and manmade disasters, cybersecurity events, even flash sales — people today want immediate notification of anything that may affect them directly. To accommodate these requirements, businesses need a way to quickly send messages to both large groups and individuals on demand, along with the ability to send messages triggered by specific events. Programmable SMS - with SMS APIs - meets those challenges. Businesses and institutions can easily integrate SMS into their CRMs and back-end systems, messages are

"For companies, preventing fraud is a matter of both economics and reputation," said **Bart Van den Bempt, a senior product manager for digital communications at BICS**, a company focused on enabling reliable and secure global communications.

normally delivered in less than 15 seconds, open rates are very high, and messages are typically read within three minutes of delivery. In addition, every mobile phone has SMS messaging capabilities, so important messages will reach everyone. Finally, using SMS for critical messages creates a digital trail, which can help companies both determine what's working and lacking, and provide evidence in case of disputes.

Programmable messaging for customer interactions

Programmable application-to-person (A2P) messages relay information to someone without expecting a reply. They are typically used for notifications. P2A messages are person-to-application messages, their objective is to establish a dialog.

Sending and receiving SMS is critical for businesses today, who need to be able to reach and be reached by consumers worldwide in an instant and cost-effective way.

"It depends on what you want to achieve. For instance, if, as a doctor, you want to send an appointment reminder to your patients without requiring a confirmation, A2P is a good option. But if you want a response from your patients, two-way communications can be enabled by adding P2A capabilities," Van den Bempt explained.

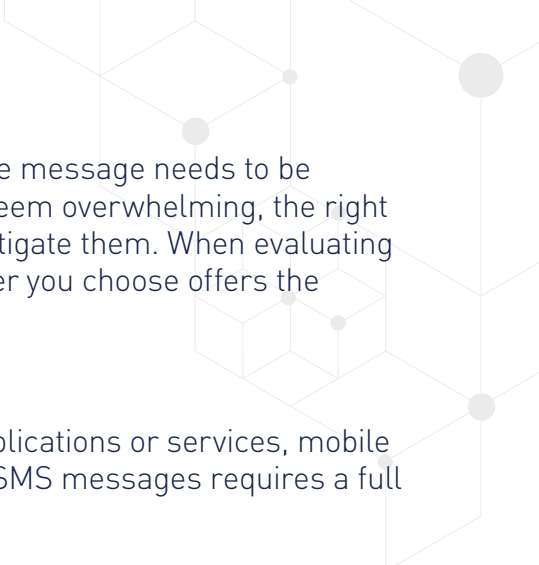## The future of business messaging

SMS is only going to grow:

With billions of messages exchanged globally every day, SMS is one of the most ubiquitous and reliable means of communications available today, and its use continues to grow. Yet, despite the benefits, some companies are struggling to implement or ramp up their use of SMS.

For some, it's a cultural change. Established companies that have been using email and phone as main communications mediums may have more difficulty transitioning to SMS than younger, more nimble companies. For others, it's concern about complexity, scalability, and security.

In both cases, the key is finding an SMS technology that is easy to implement and use, with wide compatibility, advanced security, extensive reporting, and comprehensive support. For example, BICS' solutions provide full messaging capabilities, case-based traffic optimization and routing, messaging interoperability, fraud prevention features, and end-to-end visibility via a user-friendly portal.

Ensuring regulatory compliance:

For other companies, the main concern is compliance. In the United States, businesses must comply with a host of federal regulations and privacy controls. The same is true for other countries like the UK and Canada.

In various countries the sender ID used for the message needs to be registered correctly. While these rules may seem overwhelming, the right policies, procedures and technologies can mitigate them. When evaluating technologies, make sure that the SMS provider you choose offers the right support.

Automating business communications:

Integrating SMS into websites, third-party applications or services, mobile apps, or CRMs, and sending automated bulk SMS messages requires a full set of APIs.

This enables businesses to easily add high-performance, fully programmable SMS to any application without requiring any telecommunications knowledge.

As Van den Bempt says, "Having an API platform available makes a real difference in programmable communications. It allows businesses to do both the very basic—just sending a basic SMS—or add a lot of extra features. The more feature-rich the API, the more useful."

For example, BICS OpenSMS API allows enterprises to automate and create contextual, effective business communications, and deliver timely, well-targeted messaging campaigns. The API can help businesses create processes that work best with their environments, including how messages are sent to mobile phones, checking on the state of messages underway after transmission, and how incoming messages are handled.

For businesses intent on thriving today, SMS has become an important factor in increasing customer retention, developing greater brand loyalty, attracting new customers, increasing sales and customer satisfaction, and overall profitability. Choosing the right partner is a critical piece of that puzzle.

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