

SMS Assistant

Text conversations made easy with agent interaction



INTERACTIVE SERVICES – DATA SHEET

KEEP THE TEXT CONVERSATION GOING

Customers love texting because it's convenient. Businesses love it because it's cheap. So in complex cases where automation doesn't quite suffice, don't just reach for the phone. With the right solution, you can offer customers both the agent assistance they're looking for and keep them in the lower-cost channel they prefer.

Agent-assisted texting empowers customer interaction, frees customer service representatives to multi-task with several conversations at once and has the potential to increase revenue. Better for customers. Better for business. That's the agent-assisted advantage.

EASE OF USE AND IMPLEMENTATION

- Web-based application that works with any standard browser
- Recommended phrases for quick and natural responses
- Capability to handle multiple conversations at once
- Personalized queues based on an agent skillset, customer preference and levels of escalation
- Flexible user permissions based on the agent responsibilities
- Set-up support for agents without a business email address or email access
- API access to easily share and integrate across the business
- Active platform monitoring by West and prompt troubleshooting of on-screen errors

1. Smith, Aaron. "U.S. Smartphone Use in 2015." Pew Research Center: Internet, Science & Tech, 1 Apr. 2015, www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/.

Texting is the most widely used smartphone feature, surpassing phone calls, emails and internet use.¹

Agent-assisted text conversations keep customers in their favorite channel and forge an easy path to connect with answers.

CUSTOMER SATISFACTION

- Routing of specific customers to the best-suited agents to avoid transfers, lengthy conversations and poor service
- Advanced monitoring and management of agent performance and customer wait times
- Seamless transition from text automation into an agent-assisted conversation
- Agent-desktop integration tracking previous interaction to ensure continuity
- Easy transfers and escalation to another department

Additional Services

Toll-free Texting – Enable your company's toll free 1-800 number to engage customers through text messaging

iCal Creator – Send a calendar invite to sync events with their schedule

Shorten URL – Condense links to create room for more information

THE NEXT GENERATION IN TEXTING

Businesses have long found success with one-way and two-way texting – which either don't allow replies or accept keyword-limited responses. Both have high value in specific use cases, but consumers were clamoring for something more conversational.

Adding a human touch, SMS Assistant creates conversational text interactions, which allow the customer to continue responding until the issue is resolved.

Businesses and customers are looking to texting as their newest channel of choice. One West client used SMS Assistant to support texting for the first time, and **91% of users said it alleviated their need to call.** Inexpensive, richer and more enjoyable conversations. See what conversational texting can do for you.

**ONE-WAY
TEXTING**

**TWO-WAY
TEXTING**

**AGENT-ASSISTED
TEXTING**

