infobip

Messaging Trends 2022/23.

We analyzed over 153 billion interactions that took place on our platform in 2022 and compared them to 2021.

Our lives are more digital than ever

Customers want digital interactions with brands, and businesses are implementing more digital channels.

221%

increase in cloud contact center interactions

B2C interactions are becoming conversational

More businesses using the Infobip platform have adopted new and traditional digital channels to communicate with customers.

Conversational experiences prevail across industries

This increase in the adoption of digital channels and technologies has led to transformations such as chat banking and conversational commerce.

Unilever

14x Higher product sales with a **WhatsApp chatbot**

Mukuru more than money transfers

15% Increase in CSAT with a **WhatsApp Chatbot**

Uber

Anonymized **90% of global calls** with number masking and SMS

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2x Better campaign performance when using **RCS** as a cross-sell channel

Bolt

40% higher conversion rate through unified communications

Comex

115% Increase in campaign revenue with **RCS Business Messaging**

What's to come?

Brands can leverage future technological advancements to deliver the end-to-end experiences customers expect.

5G and 6G

Metaverse

Virtual Reality

The future is conversational, and the present is omnichannel

Want to get started on building a future-proof customer communications strategy?
Here's how:

1. Introduce the right digital channels to build a strong omnichannel foundation
2. Use a customer data platform to get to know your customers
3. Introduce AI capabilities, chatbot automation, and personalized campaigns
4. Set up conversational experiences where your customers are

Want to learn more?

DOWNLOAD REPORT