PLENARY

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Convene 155 Bishopsgate London

Keynote Presentation | [Customer Experience] Unleash the Power of Premium Engagement

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Unleash the power of Premium Engagement

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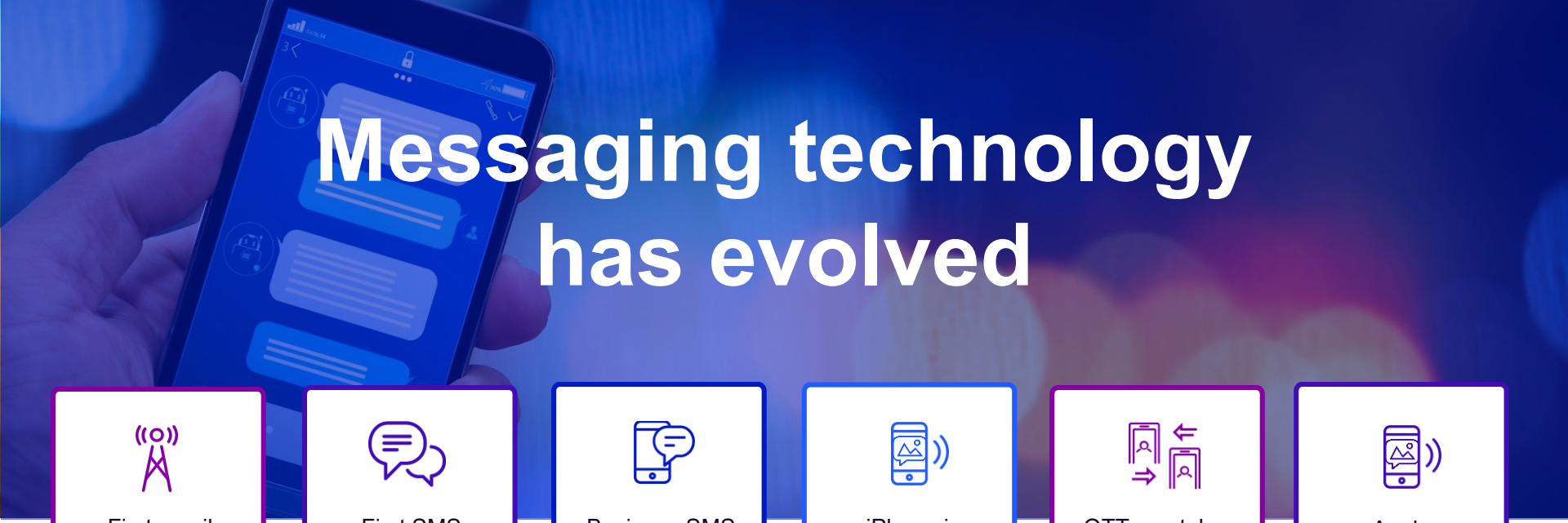

Messaging technology has evolved

1978 — First email marketing campaign

1992 — First SMS message is delivered

2001 — Business SMS marketing campaigns

2007 — iPhone is launched; RCS is invented

2013 — OTT overtakes SMS as popular messaging option

2024 — Apple supports RCS

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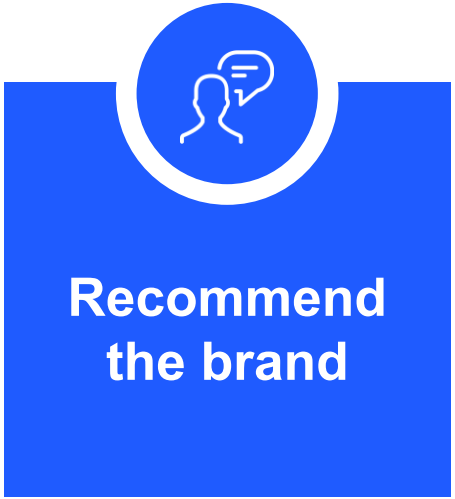
A great customer experience delivers ROI

Customers are more likely to…



When they can use their preferred communications channel.

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The power of customer engagement

80%

of customers say the experience a company provides is as important as its products.

76%

of customers expect consistency in their interaction with different departments.

86%

of buyers would pay more for a great experience.

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Consumers feel unsatisfied & unprotected by business communications

97%

of business messages are sent via SMS 3T SMS to 100B OTT in 2022.

80%

of customers say business communication today is ineffective.

318%

rise in smishing attacks in 2023.

1. Juniper, How to Optimally Price A2P SMS
2. “Bridging the Communication Divide” by Lawless Research
3. Proofpoint

Leverage digital touchpoints for customers across their journey

Available Channels

- WhatsApp
- Web
- RCS
- GBM
- Facebook Messenger
- Instagram

Offers a seamless customer experience

- Engage & inspire customer
- Make them aware
- Help them decide
- Sell them the product
- Reward the loyalty
- Drive advocacy

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Introducing WhatsApp Business Platform (WBP)

Reach	Engage	Connect
2.7+ billion active monthly users in 180 countries send 100M Messages a day.	**68%** of users say WhatsApp is the easiest way of contacting a business.	**175 million** people message a WhatsApp Business account every day.

Source: WhatsApp internal data, 2023. https://www.yourbusinessnumber.com/en-US/blog/whatsapp-business-statistics
Demandsage: https://www.demandsage.com/whatsapp-statistics/#:~:text=There%20are%20more%20than%20535.8,in%20India%20for%20several%20reasons.

Feel free to try the technology yourself

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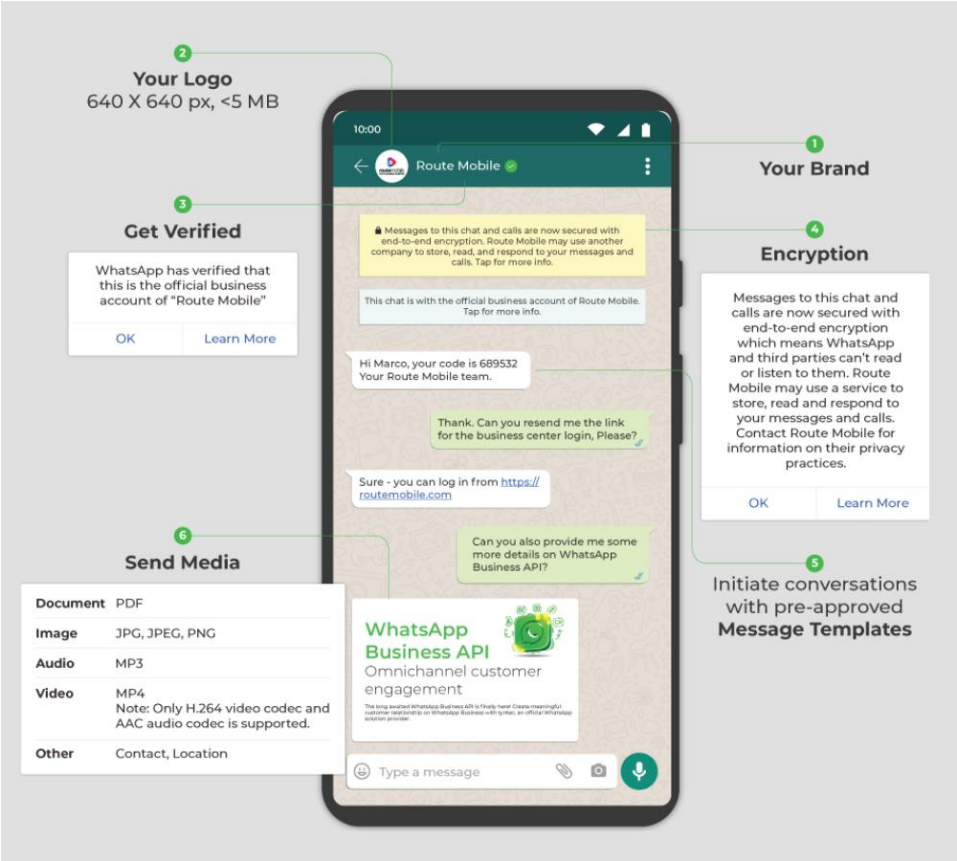
WhatsApp overview



1

Your brand

A business account clearly displays your company name at the top of the screen.

2

Your business logo

Displayed for easy recognition.

3

Get verified

With a verified badge in green, you gain more of your users' trust.

4

Message templates

Initiate conversations with pre-approved message templates.

5

Send rich media

Relay multimedia messages as message templates in the "support window". These include images, documents, videos, locations, and more.

6

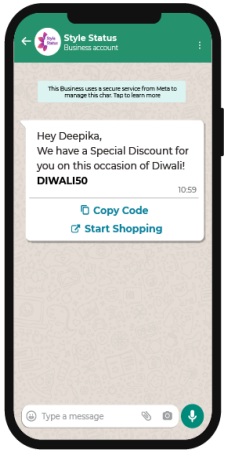
Encrypted

All messages are end-to-end encrypted.

WhatsApp Business Messaging marketing templates

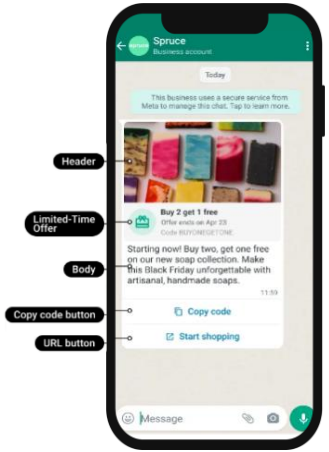
Coupon code

Display a single copy code button. When tapped, the code is copied to the customer's clipboard.



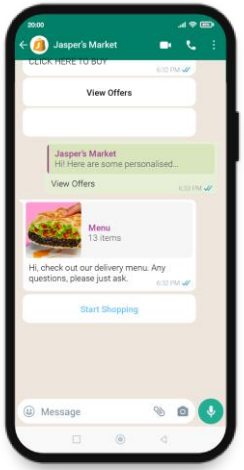
Limited-time offer

Display running countdown timers to communicate time-bound offers and drive customer engagement.



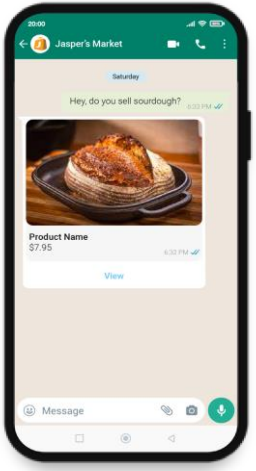
Multi-product

Messages containing a selection of up to 30 items from a business's inventory.



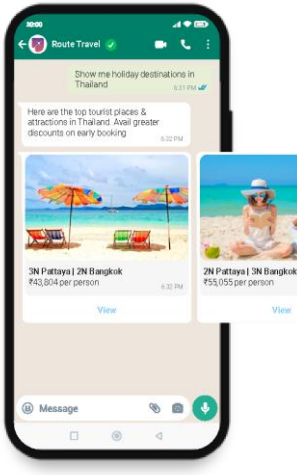
Single Product

Messages with a single product item from the business's inventory.



Carousel

Send a single text message, accompanied by a set of up to 10 carousel cards in a horizontal view.



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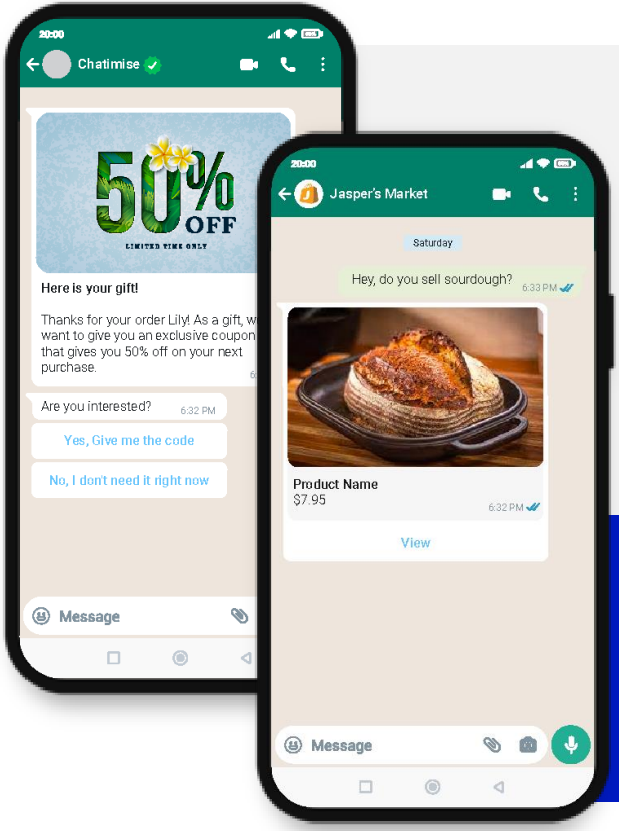
WhatsApp conversation categories

There are four categories in which conversations are classified:



Business initiated conversation split-up

Utility

A specific, agreed-upon request/transaction or customer update.

Use cases: Ongoing transactions, post-purchase notifications & recurring billing statements

Authentication

User verification with one-time passcodes, potentially at multiple steps in a sign-in process.

Use cases: Account verification/recovery, Integrity challenges, approve logins etc.

Marketing

Any conversation that does not qualify as utility or authentication is a marketing conversation.

Use cases: Promotions or offers, informational updates, alerts/notifications for customers to respond/take action

Formerly known as User Initiated conversations

Service

Business response to a user's initiated message

- Within a 24 hr. customer service window
- Supports free-form messages within 24 hr

Use cases: Customer support, service enquiry, general support, grievance redressal

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Features and benefits of WBP with Telesign

Features

- Conversational and personalized messaging
- End-to-end encryption of messages
- Rich media capabilities
- Support backend integrations
- Bot capabilities & cost effective

Benefits

- Promotes brand identity
- Enhances visibility & expands market reach
- Increases cost-effectiveness
- Faster response rate
- Insightful analytics

Protect Today, **through our digital identity** offerings, we **enable Continuous Trust across the entire customer journey**

Account creation

Risk & bot detection
- VoIP & Online Numbers
- Bot & machine-link activity

Sign-up abuse
- Promo Abuse
- Trial exploit
- Referral Abuse

Identity proofing
- False & Incorrect Data
- Pre-eKYC
- Age Verification
- Breached data

Operational
- Multiple account creation
- Number re-formatting

Multifactor authentication
- Posession

Account take over
- SIM swap
- Porting
- Call Forwarding
- Breached data

User sign-in

Account activity

High value transactions
- Posession check
- SIM swap
- Number deactivation
- Porting
- SMS Alerts

Account changes
- SIM swap
- Porting
- Number deactivation
- SMS Alerts

Incorrect recipient
- Recycled Phone Number
- Number deactivation

Delivery completion
- Deactivated Number
- Invalid/Incorrect Number
- Number type

Communication fraud
- IRSF
- Spam
- Robocalling
- Phishing

Omnichannel communication
- One-way
- Two-way
- Anonymous

User engagement

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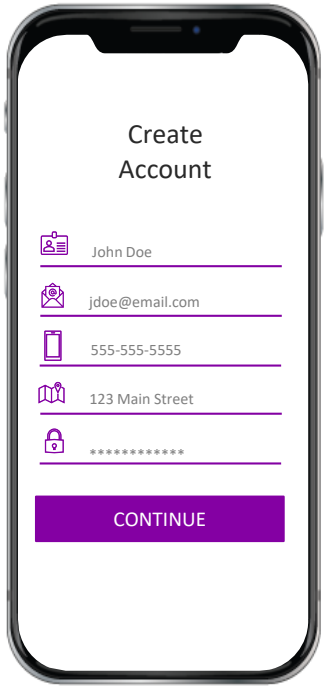
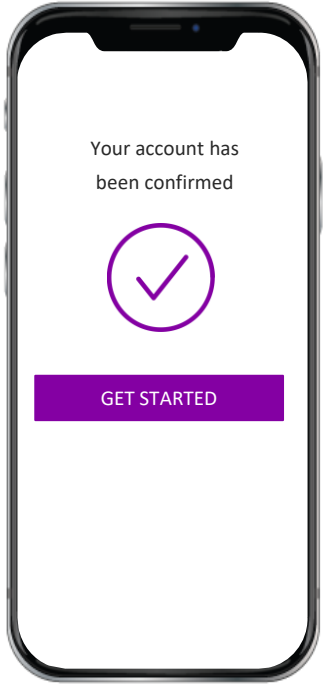
Progressive onboarding model





Establish trust in milliseconds

Fast, invisible risk indicators

Behavioral risk indicators

- Is the number valid?
- Does number behavior suggest a person?
- Are email/IP address indicating issues?

Static risk indicators

- Do name and number go together?
- Is the address a match?
- Does the IP address match the MNO/country?
- Roaming/SIM swapped?

Possession checks

MFA – 2nd factor

- One-time passcode (OTP)
- Does the person physically have the SIM?

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Thank you.