

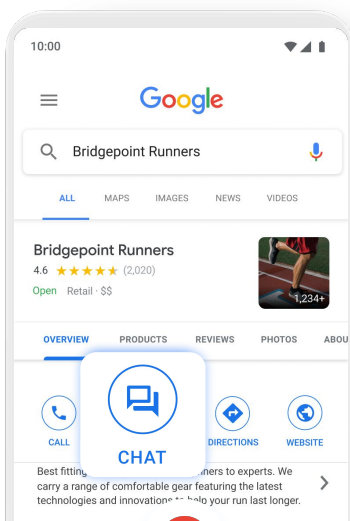


Business Messages

Connect with customers when and where they need you

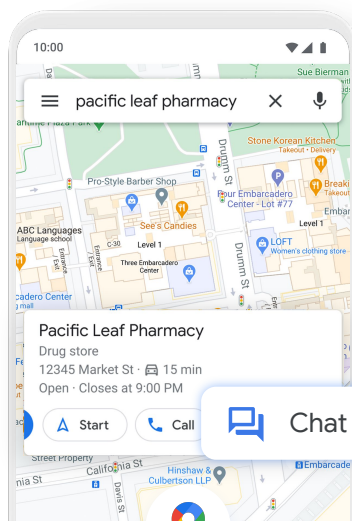


9 in 10 business decision makers believe Google's Business Messages will improve their customer interactions.¹



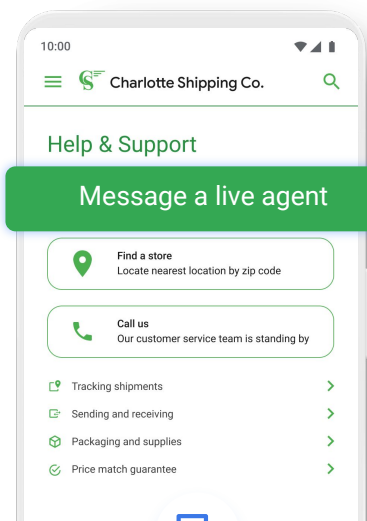
Help customers from **Google Search**

Reach customers during the billions of interactions on Google Search



Help customers from **Google Maps**

Support customers as they are searching for local businesses



Help customers from **your owned channels**

Connect customers to answers faster whether they're on your website, app, or social channels

Why Business Messages?



Meet customers in their moment of need, in the channel of their choice



Improve response times with digital agents and increase customer satisfaction

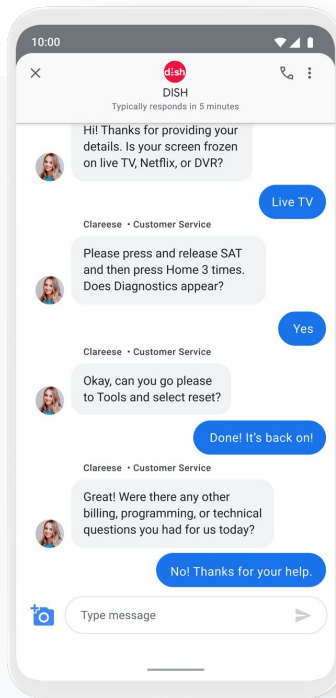
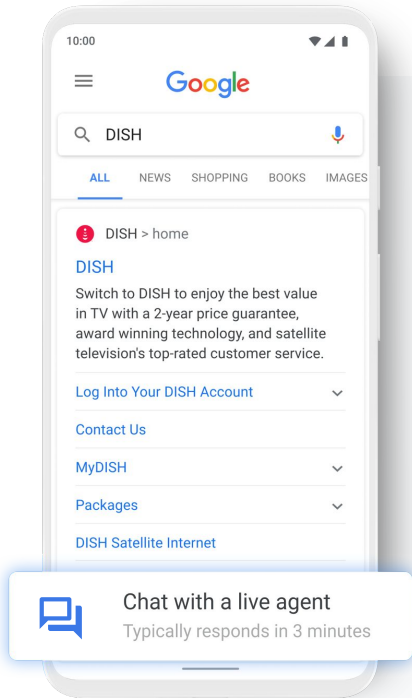


Drive business value with richer, more engaging experiences

Source: 1. Ipsos Survey, n=300 of business decision makers who support marketing/sales and/or customer service in companies with 500+ employees. Survey conducted: September 8–19, 2020.



How brands are using Business Messages



Dish Network reduced average handle times by 28%

“Business Messages is a powerful way to connect with our customers. We definitely want to expand our use of Business Messages in the future”

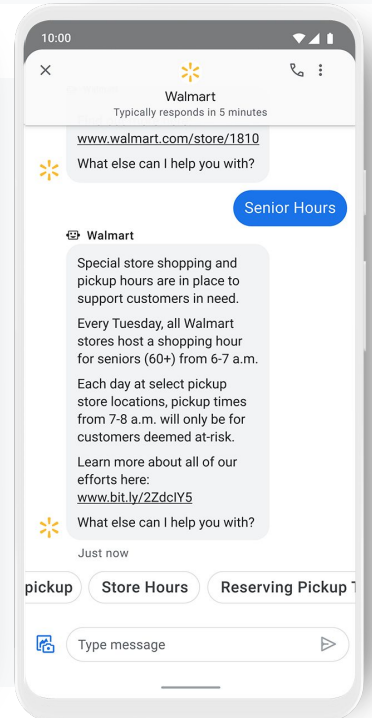
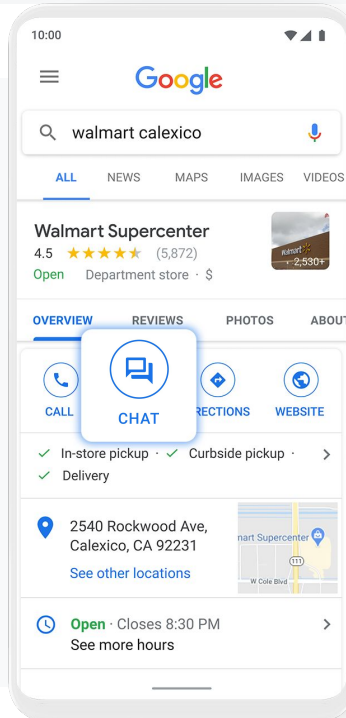
Kathy Schneider, DISH SVP of Customer Experience Operations



Walmart enhances customer care

“I’m proud of the team for being on the forefront of making life easier for our customers with Business Messages; especially during the pandemic.”

Janey Whiteside, EVP & Chief Digital Officer



To learn more, please visit businessmessages.google