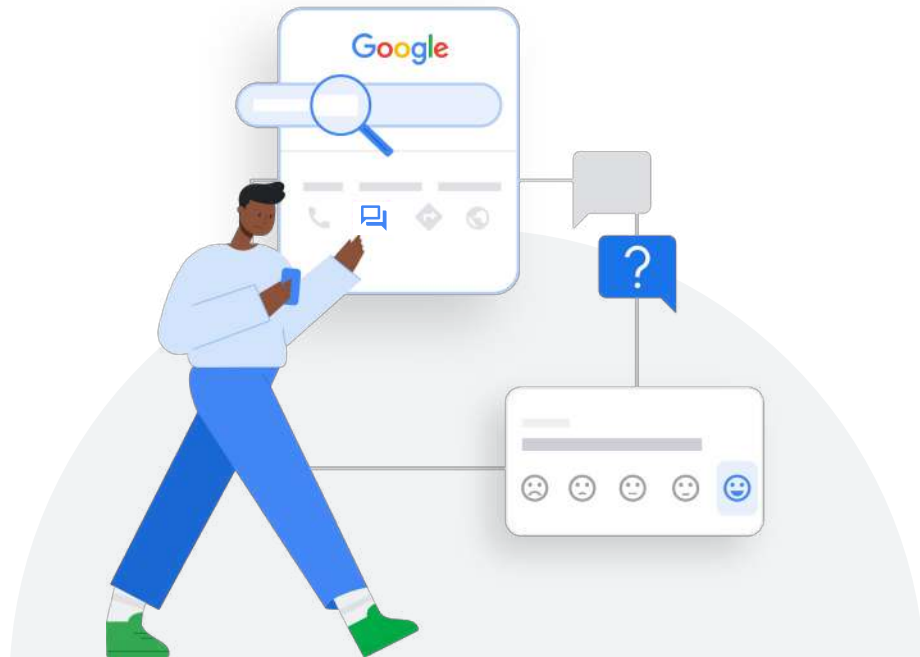




Business Messages

Help customers in
their moment of need,
anytime, anywhere



Today's status quo is problematic for both businesses and consumers



Businesses spend \$1.3 trillion supporting 265 billion customer service calls each year¹



Only 3% of **consumers** say they enjoy automated voice response experiences²



67% of **consumers** would rather message a business than speak to a person³

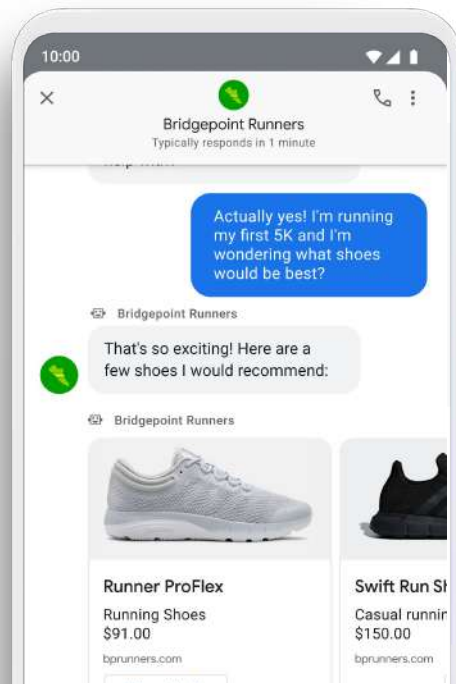
What if you could design a customer experience that helps people **directly in the time and place that their need arises?**



Introducing Google's Business Messages:

Deliver helpful, timely, and engaging experiences in the moment your customers need help—wherever they are

Directly accessible
from Google Search,
Maps, or across your
owned channels



Smart automation
and human
connection to
better support and
engage customers

Key benefits of implementing Google's Business Messages



Meet customers in their moment of need

Be where your customers
need you, across the
channels of their choice



Drive business value with richer experiences

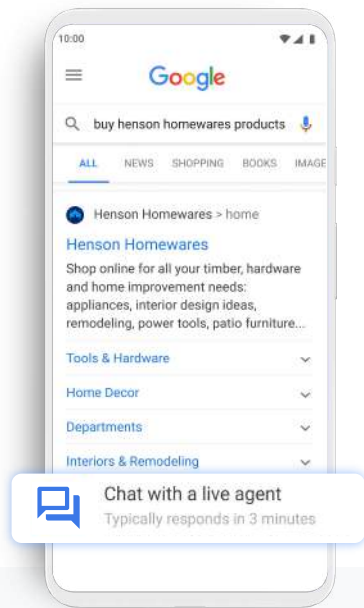
Increase customer
satisfaction, sales,
and loyalty with rich
features and functionality



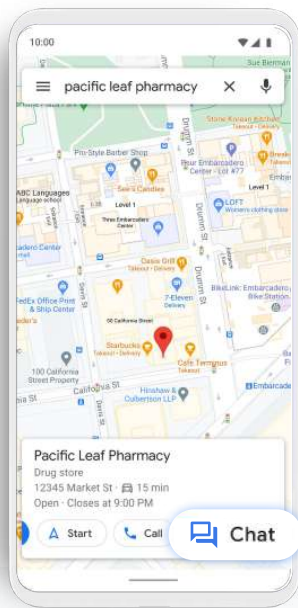
Differentiate your brand

Create a distinctive
customer experience
and set the standard
for your industry

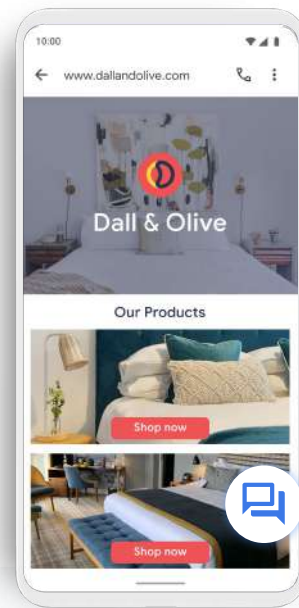
Google's Business Messages empowers your brand to be seamlessly discoverable across channels



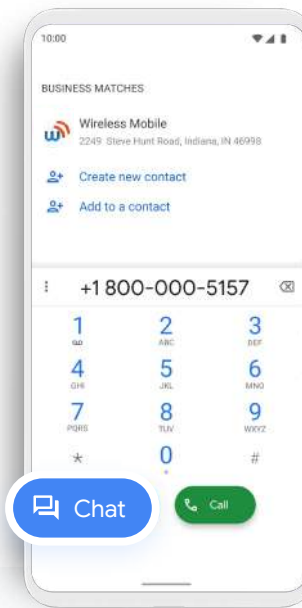
From Google Search



From Google Maps



From your owned channels



From the Phone app

With billions of searches everyday, Google is meeting customers in their moment of need where they are searching for answers

The image displays four smartphone screens, each representing a different user intent:

- Screen 1:** Search for "henson homewares products". The results show a category page for Henson Homewares with navigation options like "Tools & Hardware", "Home Decor", and "Departments".
- Screen 2:** Search for "pacific leaf pharmacy". The results show a map view with a detailed card for Pacific Leaf Pharmacy, including its address (12345 Market St) and hours.
- Screen 3:** Search for "buy dall & olive sheets". The results show a product listing for Dall & Olive sheets, including a 4.6-star rating and a "CALL" button.
- Screen 4:** Search for "contact wireless mobile". The results show contact information for Wireless Mobile, including a phone number (+1 (800) 000-5157) and a "Chat with a live agent" option.

Below each screen is a blue-bordered box with a title and description:

- 'I want to know' moments**
when someone is exploring or researching products
- 'I want to go' moments**
when someone is looking for a local business
- 'I want to buy' moments**
when someone is ready to make a purchase
- 'I want to do' moments**
when someone wants help completing a task

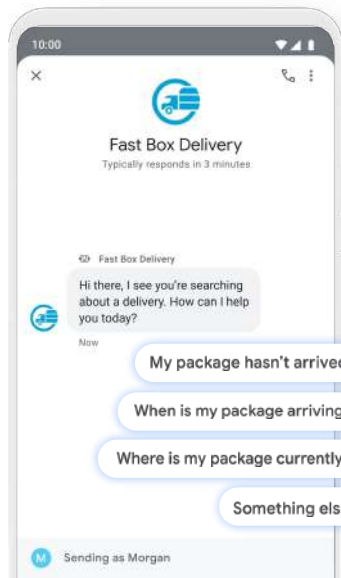
Drive customer satisfaction and sales through assistive experiences and rich features

Increase customer satisfaction

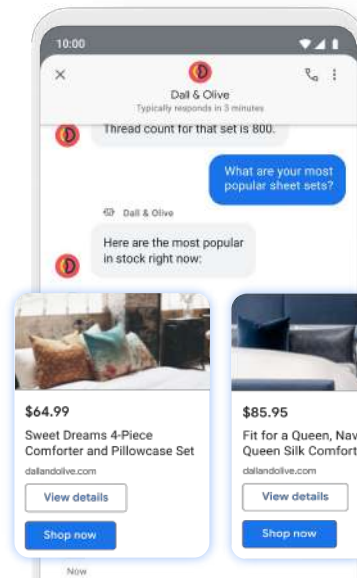
Drive sales and upsell

Reduce costs

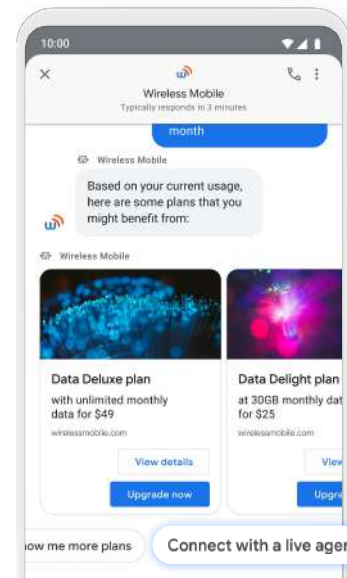
Build trust and loyalty to strengthen customer relationships



Smart reply chips for faster communication



Carousels & photo cards for deeper engagement

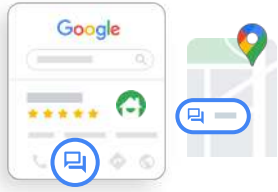


Connect to a live agent for personalized support



Brands around the world are using Business Messages to deliver great experiences for customers, at every moment of need

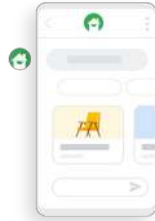
Rich, assistive features drive value across the entire customer purchasing and support lifecycle



1

Discovery

Capture your customers' needs wherever they occur, from multiple entry points



2

Research

Engage your customers as they learn more about your products



3

Purchase

Drive more sales and deliver delightful experiences



4

Support

Deliver fast, quality customer care in the moment it matters

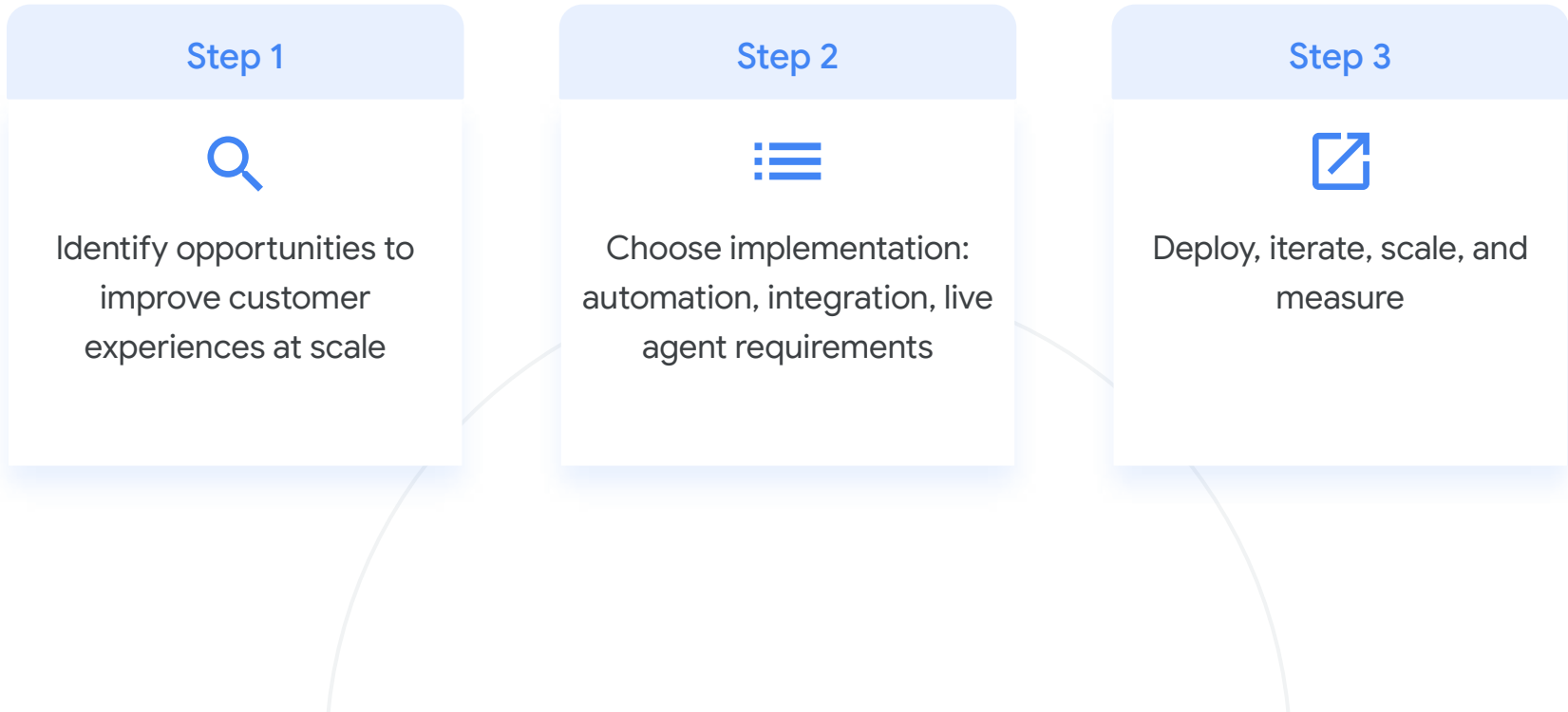


5

Retention & Advocacy

Continue the customer conversation to drive ongoing loyalty

An easy onboarding process that works for you



Start meeting customers where they are



Strategy

Our team can help you develop your experience strategy



Learn more

Discover more about Business Messages [here](#)
Dive deeper into developer information [here](#)



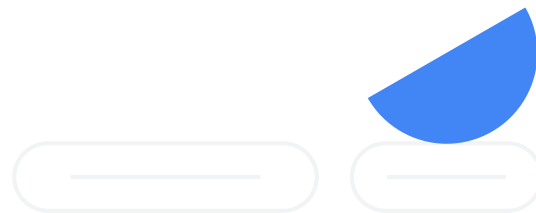
Reach out

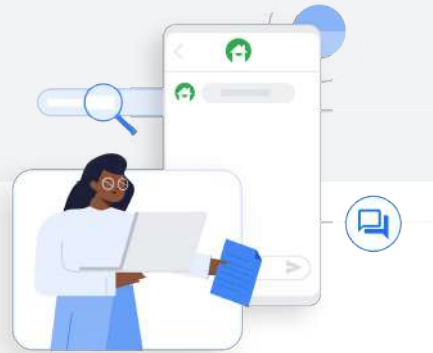
Reach out to us to learn more



[See Business Messages in action](#)

Thank you





Appendix: Industry vertical examples

A world of possibility across industries



Retail



- Assisted shopping
- Consult an expert
- Influence top of funnel
- Book store appointment



Tech & Telecom



- Purchase new device
- New or upgraded service
- Schedule in-store visit
- Book home appointment



Financial Services



- Account offerings
- Mortgage rates
- Insurance policies
- Open new accounts



Logistics



- Check delivery times
- Change order details
- Track a package
- Find pickup locations



Healthcare & Government



- Product/service offerings
- Purchase and confirmation
- Get a quote
- Book appointments



Travel & Hospitality



- Search inventory
- Make reservations
- Bookings status
- Loyalty program offers



Auto Dealer



- Explore inventory
- Car option/availability
- Pricing quotes
- Schedule test drive



Real Estate Agencies



- Search for agent
- Book in-office visit
- Explore inventory
- Schedule tours



How **retailers** can leverage Business Messages

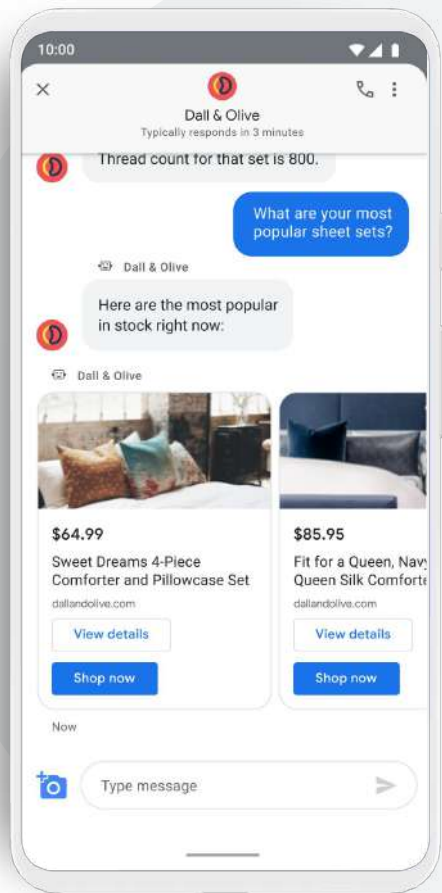
Key use cases

Online

- Product search/selection
- Order confirmation and shipping
- Queue tracker (wait times)
- Promote special offers

In-store

- Product location (store aisle)
- Consult an expert
- Book store appointment
- Inventory lookup/availability



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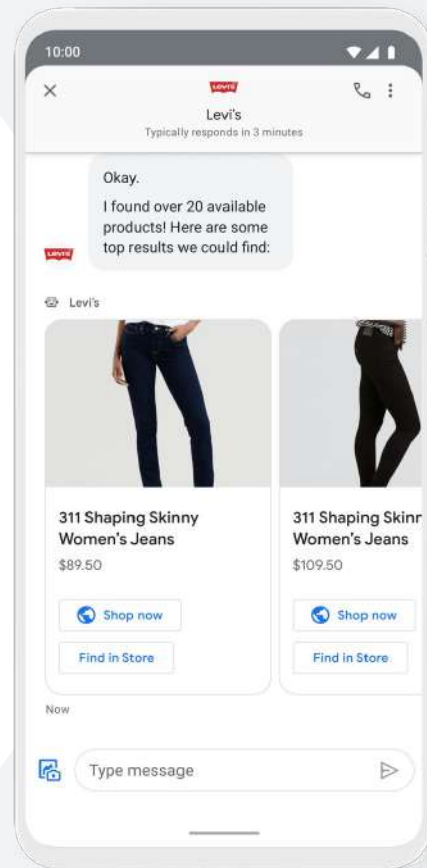
Business Messages drives CSAT above 85%



Business Messages creates a stronger customer experience by enabling us to do a better job at 'hearing' shoppers, answering their questions and uncovering new ways to delight Levi's fans."

Rico Arrastia
VP Product Experience, Levi's

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>85%

Customer Satisfaction Score (CSAT)

30x

More store-related questions than webchat

31%

queries were product-related, indicating more pre-purchase research



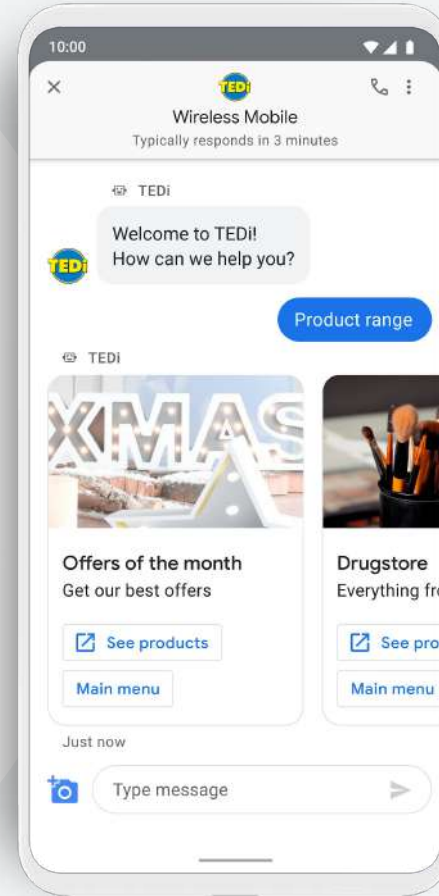
Business Messages improves TEDi's pre-sales product support and customer service across 1,700 stores



Business Messages should be on everybody's digital roadmap for 2021. It's an easy plug-and-play solution that improves how customers interact with your brand."

Wassilios Marazopoulos
Corporate Development, TEDi

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1 hour

saved per agent
per day

>10%

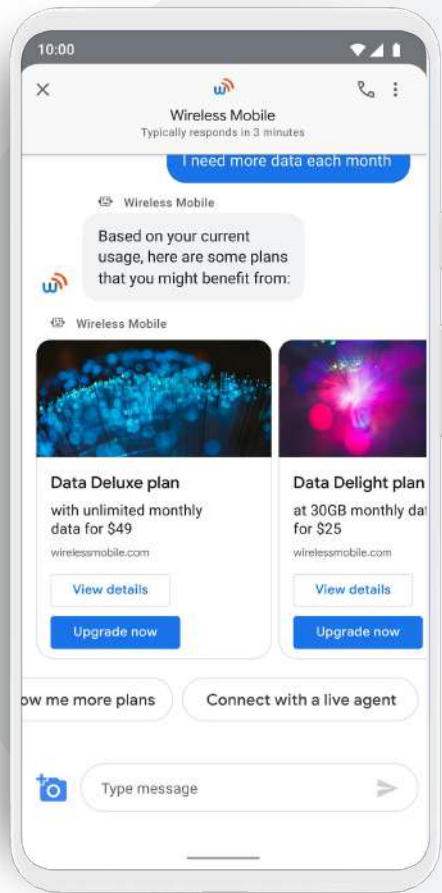
increase in customer
service productivity



How **tech and telecom** brands can leverage Business Messages

Key use cases

- Purchase new device
- New or upgraded service
- Schedule in-store visit
- Book home appointment
- Troubleshooting support
- Applications
- Usage alerts
- Compare plans
- Bill payment



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Business Messages reduces average handle times by 28% for DISH

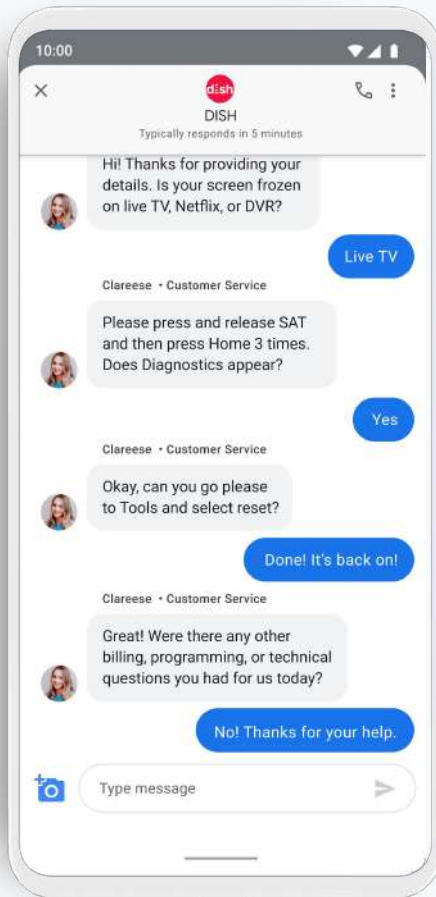


Business Messages is a powerful way to connect with our customers. We definitely want to expand our use of Business Messages in the future.”

Kathy Schneider

SVP of Customer Experience Operations, DISH

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28%

decrease in average
handle times

14%

increase in customer
experience scores

21%

improvement to
resolution rate

81%

Business Messages
channel stickiness



Business Messages reduces average handle times by 28% for DISH

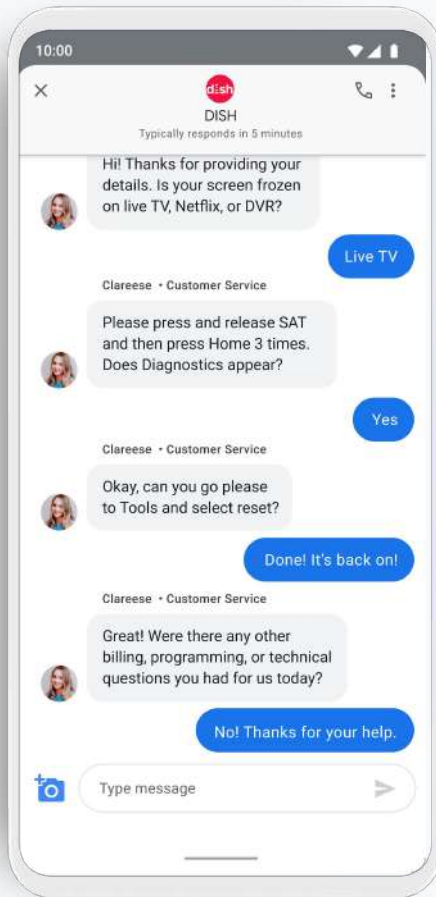


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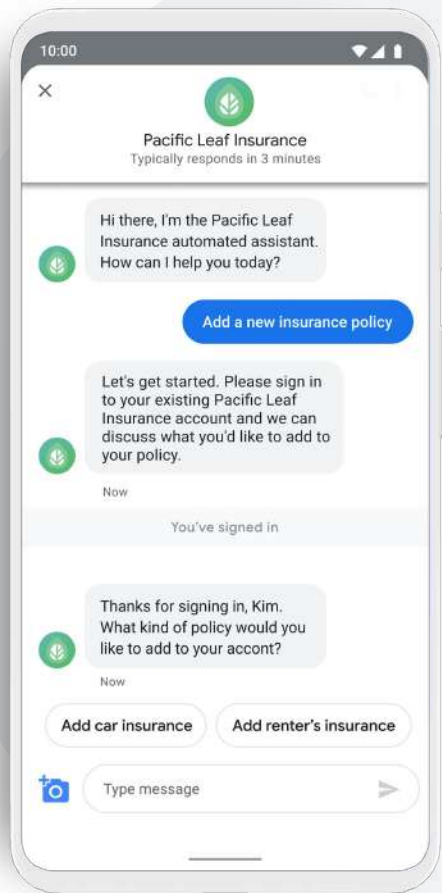


How financial services brands can leverage Business Messages

Key use cases

- Account offerings
- Mortgage rates
- Insurance policies
- Apply and open new accounts
- Product search/selection
- Report lost cards
- Transfer funds
- Set up savings plans
- Branch capabilities

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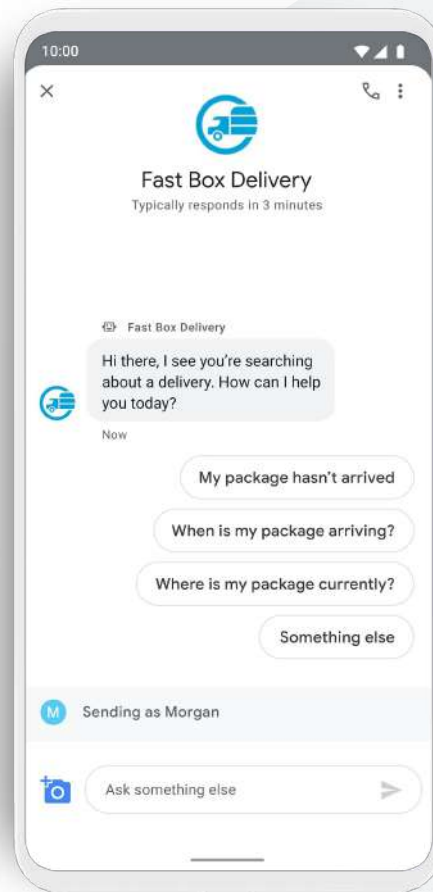


How **logistics** companies can leverage Business Messages

Key use cases

- Check delivery times
- Change order details
- Track a package
- Find pickup locations

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Business Messages delivers CSAT scores 20 points higher than web chat for Estafeta



I would strongly recommend using Business Messages for all companies—whatever sector they're in. Right now it's important for companies to have open, on-demand conversations with their customers, and Business Messages does just that.”

Paulina Torres Ocejo
New Product and Innovation Strategist, Estafeta

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98%
of queries solved
by bots

85%
cost savings vs. voice

+20
CSAT

20%
increase in
customer reach

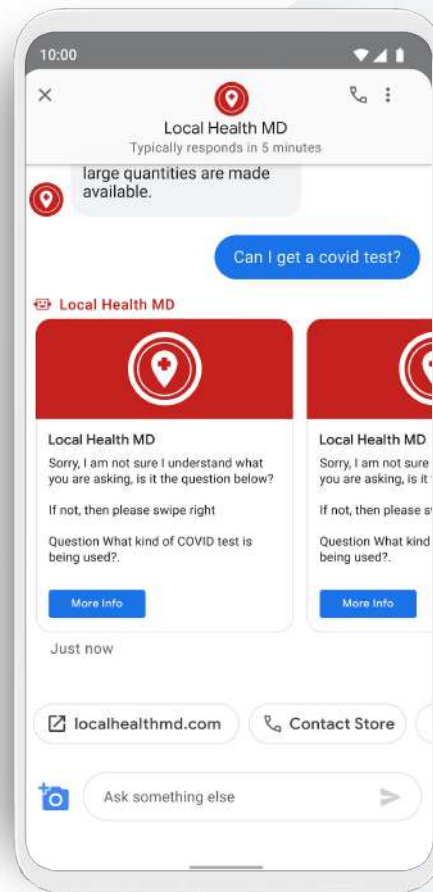


How healthcare and government organizations can leverage Business Messages

Key use cases

- Confirm services
- Book appointments
- Check health guidance
- Book telehealth calls
- Change appointments
- Organize deliveries

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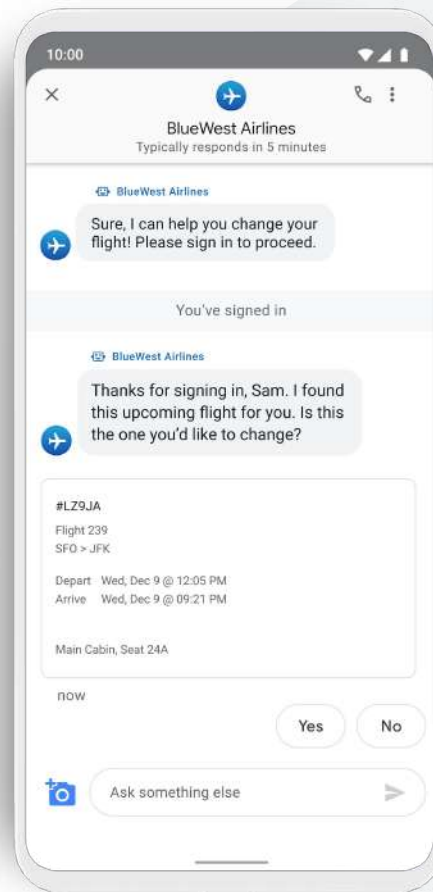


How **travel and hospitality** can leverage Business Messages

Key use cases

- Search inventory
- Make reservations
- Check bookings status
- Change a reservation
- Loyalty program offers

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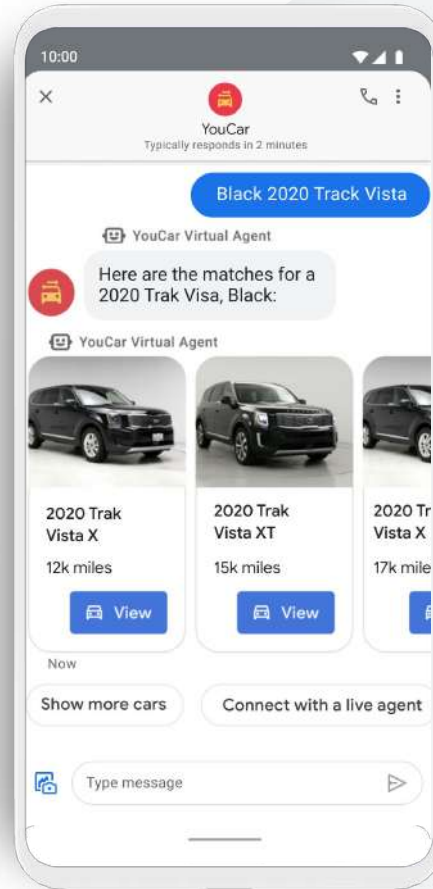


How auto dealers can leverage Business Messages

Key use cases

- Explore inventory
- Car option/availability
- Pricing quotes
- Schedule test drive

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How real estate agencies can leverage Business Messages

Key use cases

- Search for agent
- Book in-office visit
- Explore inventory
- Schedule tours

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