



Build meaningful customer relationships through their preferred channels



Enhance your Customer Experience through personalized and contextual communication with **Viber** and **SMS** at every touchpoint of the customer journey. Infobip's omnichannel communication capabilities seamlessly integrate into Dynamics 365 Marketing to create a scalable, single interface solution.

YOUR COMMUNICATION ADVANTAGE



OMNICHANNEL COMMUNICATION

Engage with customers on their preferred communication channels and integrate them into your customer journey through the Dynamics 365 Marketing Interface.



AUTOMATED MULTICHANNEL FLOWS

Deliver a seamless customer experience through contextual communication. Set up personalized action-triggered messages based on customer behavior.



2-WAY COMMUNICATION

Create powerful dialogs with customers through 2-way communication. Combine both channels or use one as an automated failover to ensure high deliverability and response.



REAL-TIME REPORTING AND ANALYTICS

Understand how effective your communications are in real-time and optimize the way you measure and report.

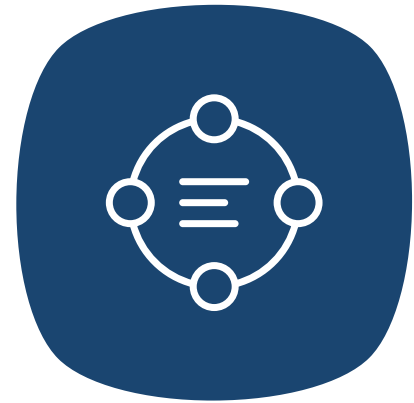
SMS benefits

- Global coverage and high delivery rates
- Most used messaging channel in the world
- Available on all mobile phones
- Quick setup of 2-way communication through short codes and long numbers

Viber benefits

- Rich media messaging (images and gifs)
- Branded messages with sender name and logo
- CTA buttons in messages
- Increased engagement

Build meaningful customer relationships by delivering personalized contextual messages across multiple channels.



KEY USE CASES

ONBOARDING

Simplify the sign-up and onboarding process with fast, easy, and secure communication.

ENGAGEMENT

Engage customers with contextual communication in a relevant, timely, and personal way – on the channels they prefer.

LEAD GENERATION

Generate and nurture leads with targeted, multi-channel campaigns and personalized customer journeys.

OPERATIONAL EFFICIENCY

A single interface lets you communicate effectively with customers over multiple channels.

RETENTION

Increase retention by building one-on-one relationships with customers via cross-channel support. Extend your reach with a scalable omnichannel interface.

WHY INFOBIP

Our mission is to provide accessible, safe, innovative communication solutions to our clients in various industries and geographies, enabling them to grow, innovate, and better their communities.

Through our worldwide network of over 650 direct carrier connections, we reach more than 7 billion people and connected 'things'. Our local presence, of more than 65 offices across six continents, enables us to react faster, support better, engage more, and offer tailor-made solutions, creating communications solutions of the future with our clients.

WHAT OUR CUSTOMERS ARE SAYING



"Having Infobip as a global messaging provider helped us achieve higher reliability and increase delivery rates. Infobip helped us improve customer satisfaction by implementing Viber as a new channel for our users."

– Erwann Robin, Product Manager, BlaBlaCar

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