



# Transform Customer Data into Personalized Messaging Moments

Add a human touch to your communications with our **omnichannel customer engagement hub, Moments**. Build lasting relationships with personalized messaging and smart automation - across channels your customers prefer. Deliver an enhanced CX and real-time customer engagement through Infobip's Moments on Azure.

## Target, engage, retain. All in one feature-packed solution



### Right message, right time, right channel

Reach your customers on the channel they prefer through one hub for better end-user experience.

Bring innovation to your campaigns by using interactive, mobile-friendly channels in your marketing mix. With push, email, voice, SMS, RCS, and chat apps – engage in an omnichannel way.



### Make it personal

Go beyond using only your customers' "FirstName" and segment your customers based on their behavior and data in their profiles.

Personalize messages that are relevant to their customer journey stage. Give added value through personalized offers, notifications, and more.



### Behavior-based communications

Track customer behavior and respond in real-time.

Set up automated multi-step messaging flows that get triggered by customer actions.

Be relevant and be there for your customers at the right moment.

## ENDLESS VERSATILITY, POWERFUL AUTOMATION

- **Personalized promotions:** Create personalized 1-on-1 campaigns based on behavior and demographics
- **Loyalty program management:** Send status updates and reminders about your loyalty program
- **Reminders and notifications:** Automate sending of any reminder or update message
- **Mobile app engagements:** Increase app usage with smart reminder campaigns
- **Onboarding campaigns:** Assist new users as they try to navigate your site or app for the first time
- **Customer feedback:** Collect customer feedback with simple 2-way communication flows
- **Proactive customer support:** Reduce strain on your customer support by proactively sharing useful content and tutorials
- **Cart abandonment:** Increase conversions by getting shoppers back to your site with automated messages
- **Geolocation targeting:** Increase visits to your physical locations, such as retail stores and bank branches

## HEAR WHAT OUR CUSTOMERS HAVE TO SAY



### Improved customer journeys

*“Throughout the implementation process, Infobip’s team was very proactive and were available whenever we had any questions. Such care in customer service is something that stands out.”*

**Paula Costa**, Marketing and Partnership, UNICEF



### Proactive customer engagement

*“Moments empowered us to create unique relationships with each customer and enabled us to tailor our messaging to each one of them, with the possibility of communicating on the channel of their choice.”*

**Arthur Bonzi**, Co-founder & COO, Juros Baixos



### 130% higher CTR with RCS

*“We created visually rich messages requesting customers to install the BankBazaar mobile app to check their credit score and explore our products. Our results were incredibly impressive.”*

**Prashanthi A.**, Senior Manager – Campaign Manager at BankBazaar

## What’s in it for you

### The Infobip and Azure integration advantage:

- Easy to setup and deploy
- Seamless integration with Infobip via Azure
- IP co-sell ready
- Partner Reported ACR
- Sales cycle\*: 3-6 months
- Average deal size\*: 14.500 EUR
- Potential ACA

## Getting more out of Infobip on Azure

Explore our comprehensive solutions that will boost your CX, and work well with Moments to offer an end-to-end omnichannel experience:



### Answers

chatbot building platform



### Conversations

cloud contact center solution

\*Sales cycle and deal size numbers are indicative.

**GET STARTED**

[www.infobip.com](http://www.infobip.com)

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