



infobip

Viber Business Messages



Create Rich Engaging Experiences and
provide Real-time Support



Enrich your customer messaging experience and reach over 1 billion unique users worldwide with branded **Viber Business Messages**.



Great customer experience is the outcome of great **engagement moments** and **always-on support**.

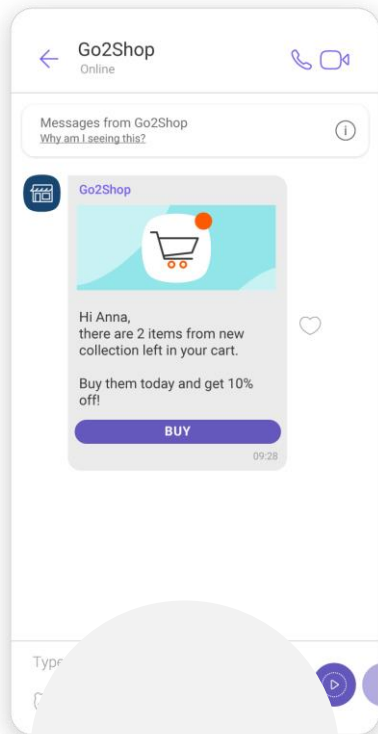
-  Moments
-  Conversation & Answers



Use **Viber Business Messages** to deliver connected customer experiences through all stages of customer journey.



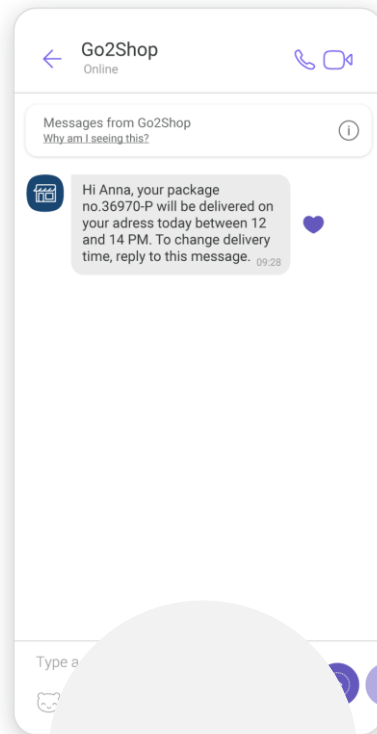
ENGAGING OFFERS



Engagement



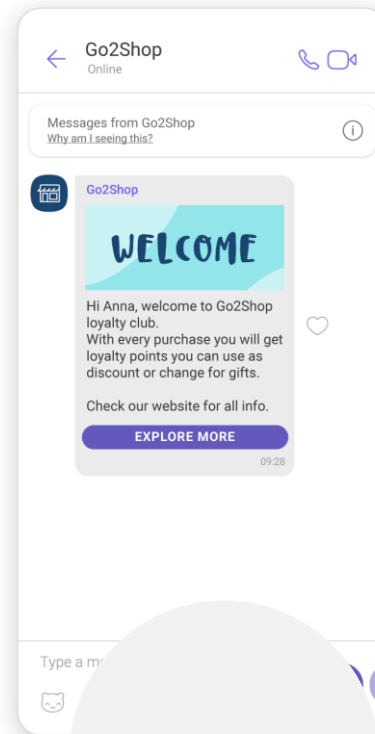
NOTIFICATIONS



Purchase



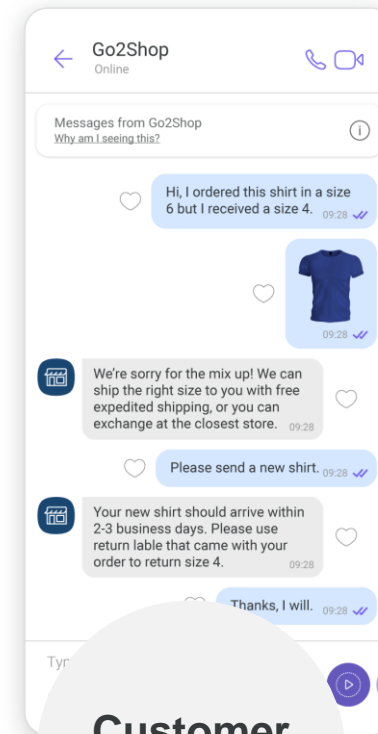
WELCOME MESSAGES



Onboarding



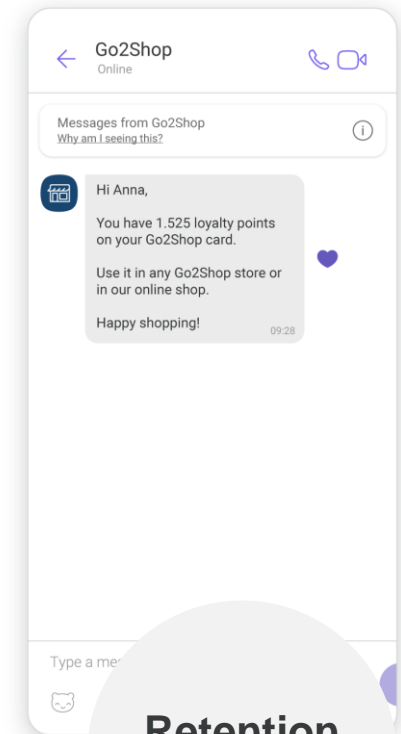
CHATBOT OR LIVE AGENT



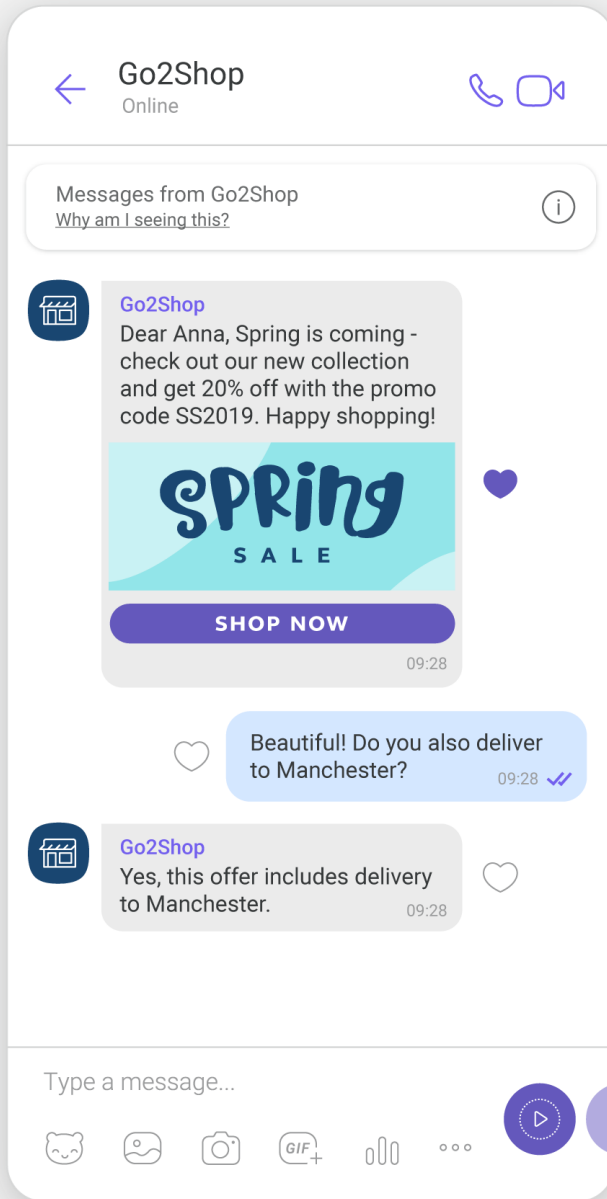
Customer service



REMINDERS



Retention & loyalty



Customers want **personalized one-on-one experiences** with the brands they love.

Viber Business Messages



Personal



Informative



Transactional



Promotional

Using your **verified business account**, to:

- send personalized timely notifications,
- create engaging promotional offers
- provide real-time customer support.



Use Viber Business Messages



PROMOTIONAL MESSAGES

Increase engagement and boost sales

Use rich media messages, to stand out. Send messages with 1,000 characters, interactive buttons and links.



NOTIFICATIONS

Keep customers updated

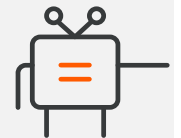
Deliver direct notifications and reminders and provide useful information in a timely manner.



CUSTOMER CARE

Provide real-time customer support

Use your customers' favourite channel to offer support via live agents or offer 24/7 support via chatbot.



... across the whole customer journey.

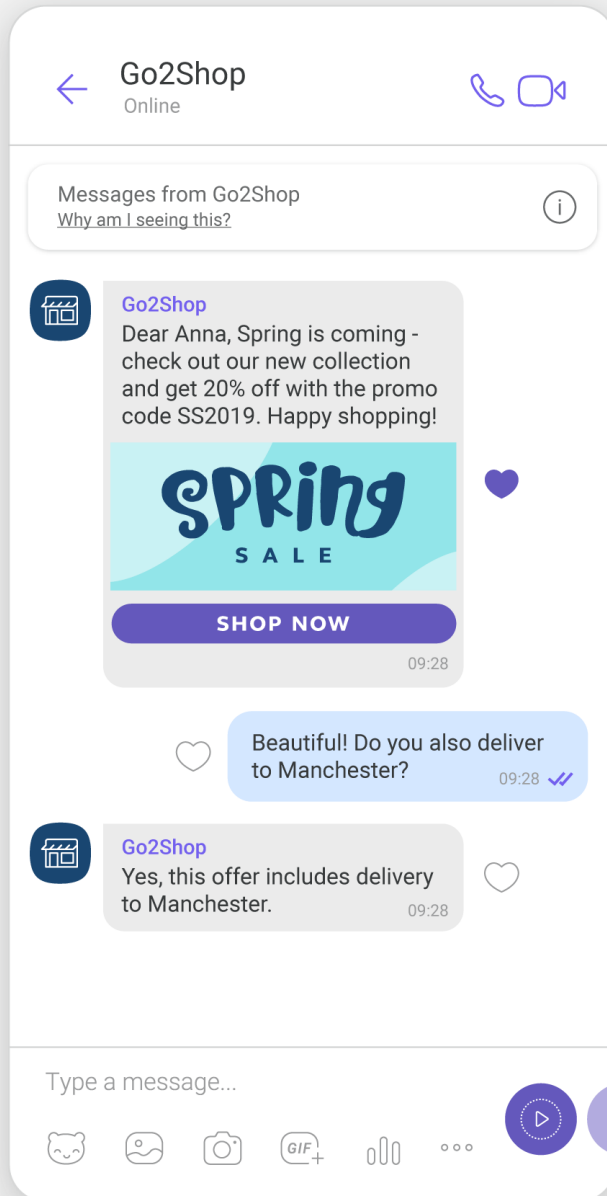


PROMOTIONAL MESSAGES

Increase engagement and boost sales

- alert your customers about the latest deals
- share promo codes and coupons
- inform when items are back in stock
- send welcome messages to new members of your loyalty club
- notify clients about upcoming policy renewals

Create messages with 1,000 characters, interactive buttons and links.



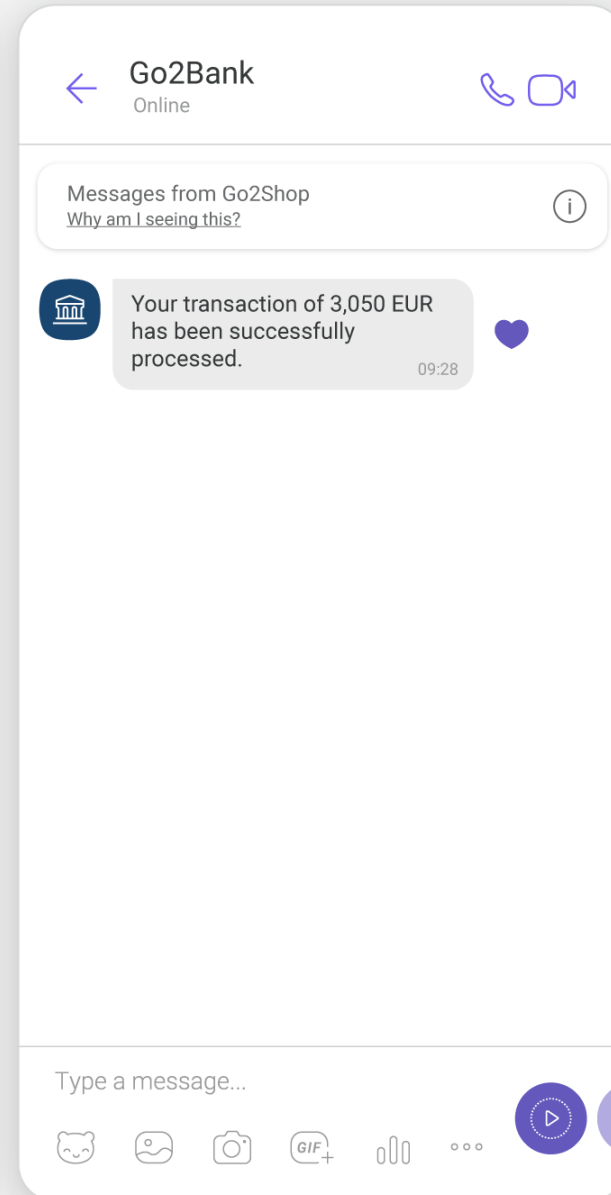
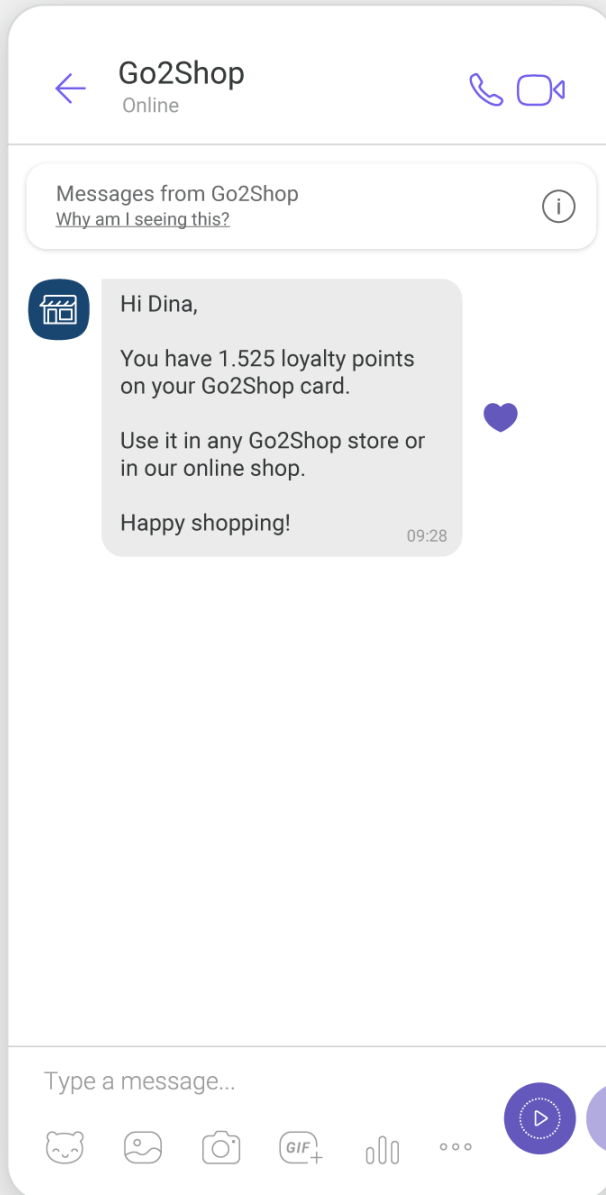


NOTIFICATIONS

Keep customers updated

Send plain text alerts, notifications or reminders:

- transaction or payment notifications
- order confirmations
- security alerts
- event reminders
- shipping and delivery notifications
- loyalty points reminder



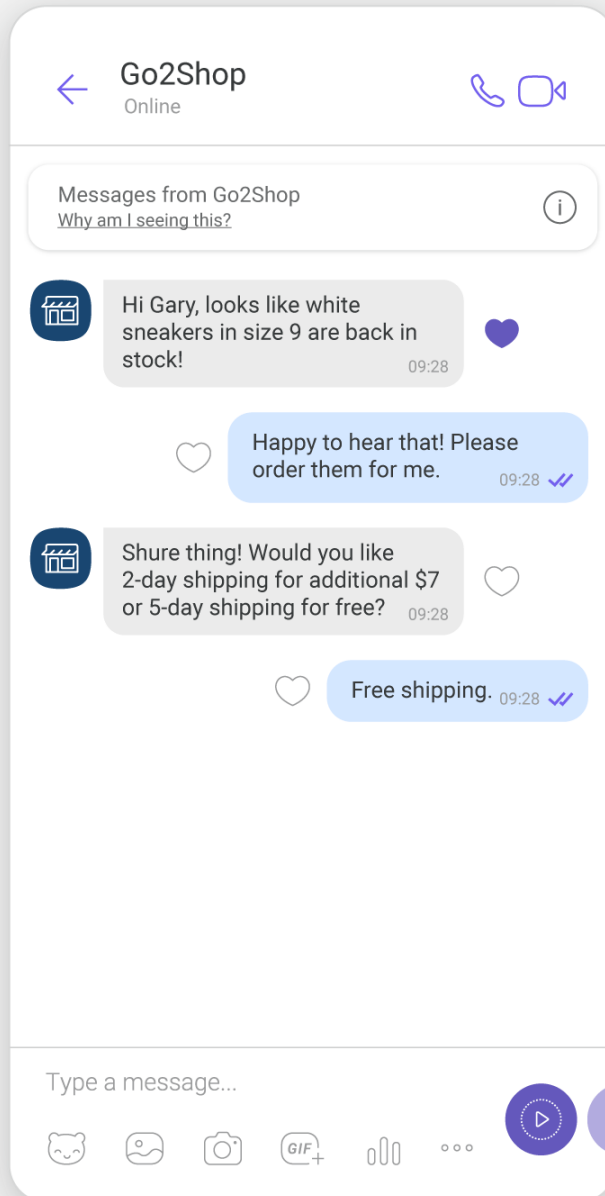


CUSTOMER CARE

Provide real-time customer support

Enhance your contact center with Viber Business Messaging to be there when your customers need you and:

- provide quick, conversational support at every stage of your customers' journey.
- resolve issues in one-on-one conversations
- get instant feedback





CUSTOMER CARE

Infobip Contact center solution - Conversations

Integrating Viber in Infobip's contact center solution - Conversations, enables agents to provide quick, conversational support in real time.

- Gain full insight into chat history
- Have one-on-one conversations
- Assist more than one customer at a time over chat

The screenshot displays the Infobip Conversations interface for a chat session titled "Talking with Gary Porter". The interface includes a search bar at the top right, a status bar with a search icon and "Open" button, and a header with the contact ID "9640225EAAAF97E3BB8DAF892ED79FB" and contact time "Contacted a few seconds ago • 15 minutes ago".

The chat history is organized into tabs: "All", "Public", and "Internal". The messages are as follows:

- CCAAS Demo (Me)** 11:27: Hi Gary, looks like white sneakers in size 9 are back in stock!
- Gary Porter** 11:28: Happy to hear that! Please order them for me.
- CCAAS Demo (Me)** 11:29: Sure thing! Would you like 2-day shipping for an additional \$7 or 5-day shipping for free?
- Gary Porter** 11:30: Send it as soon as possible :)
- CCAAS Demo (Me)** 11:31: OK Gary, white sneakers size 9 are on their way to Vodnjan! 📦
- Gary Porter** 11:32: Thanks a lot! Please inform when black ones are back in stock as well ❤️
- CCAAS Demo (Me)** 11:34: Sure Gary, have a nice day!

At the bottom, there is a WhatsApp integration section with the contact ID "WhatsApp (3859112223231)", a dropdown menu for "Public" and "Internal", a character count "1000 characters left", and a text input field "Send a WhatsApp message to Gary Porter...". Below the input field are icons for bold (B), italic (I), and emoji, along with a "Use Whatsapp Templates" link and a "SEND MESSAGE" button.

On the right side, there is a sidebar with a "Conversation" header, a "Customer" section showing "Gary Porter", and a "Conversations history" section listing multiple instances of "Talking with Gary Porter". At the bottom right, there is a "Jira" icon.



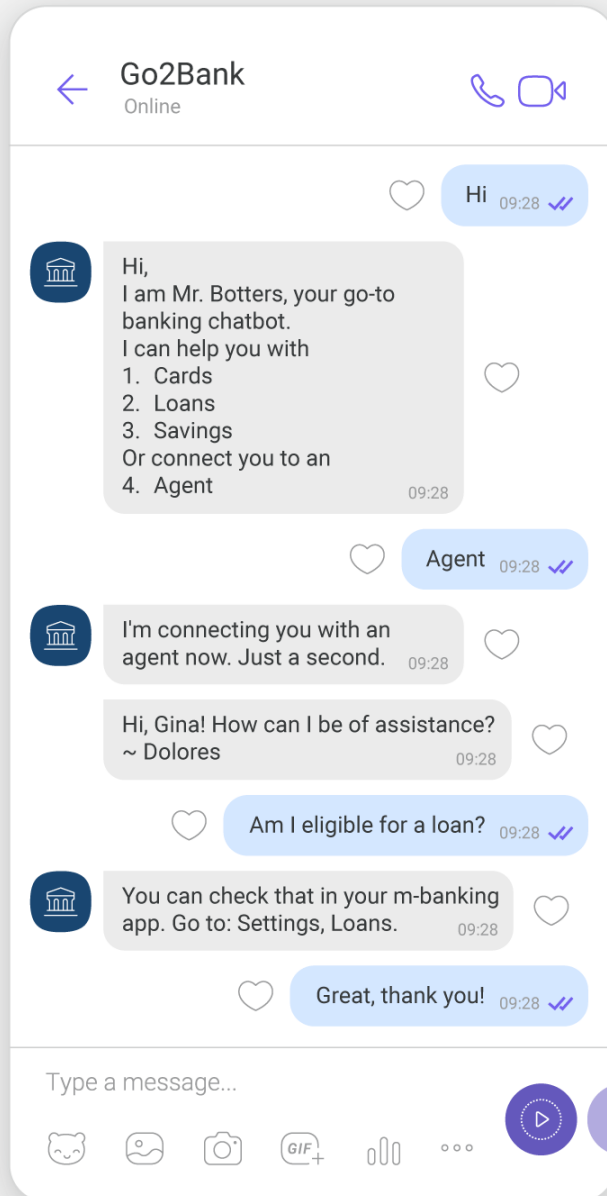
CUSTOMER CARE

Automate your customer support with chatbots

Allow customers to solve simple requests and offer proactive assistance using Infobip's chatbot building platform – [Answers](#).

Build **keyword or AI** chatbots and:

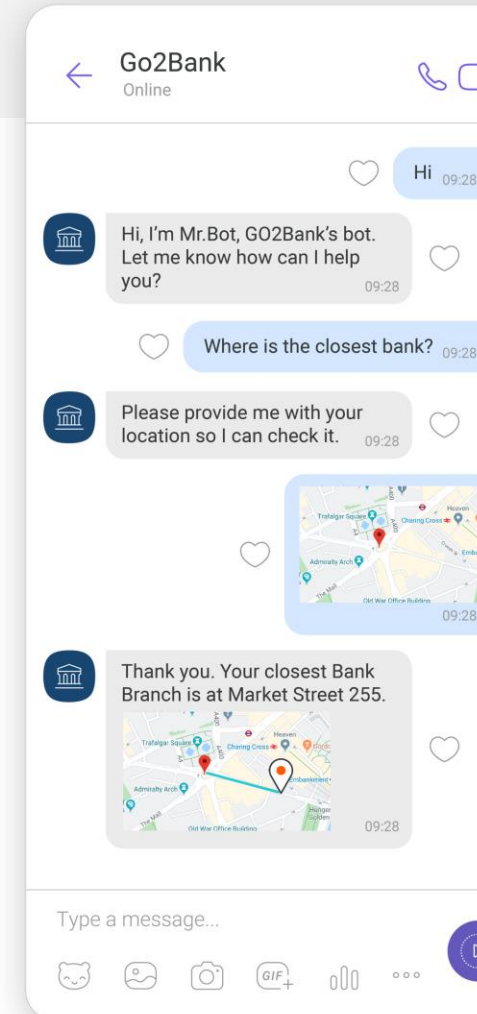
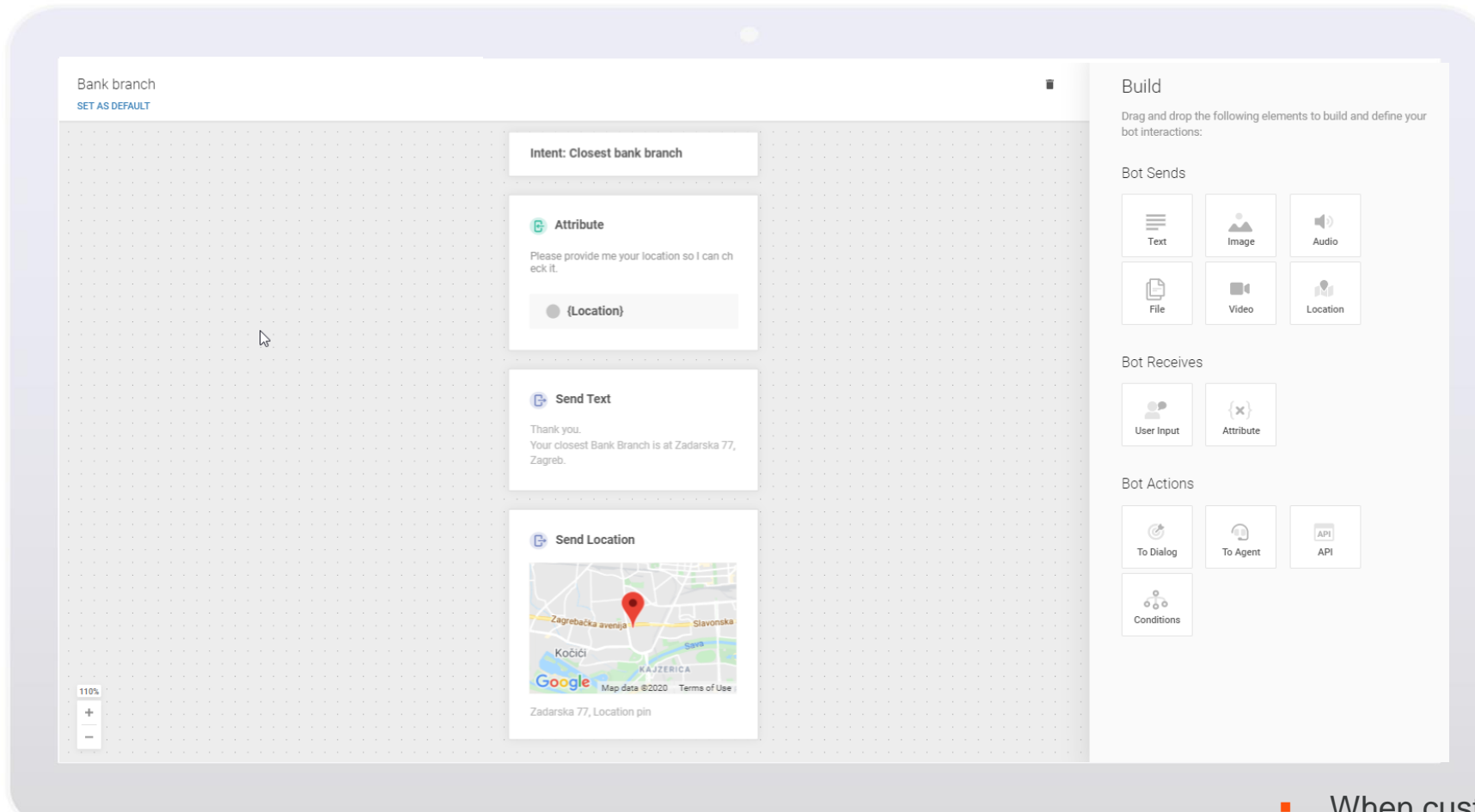
- optimize costs
- scale your customer support
- increase customers' engagement
- enable agents to focus on more critical queries
- seamless redirection to a human agent if required



Infobip Answers



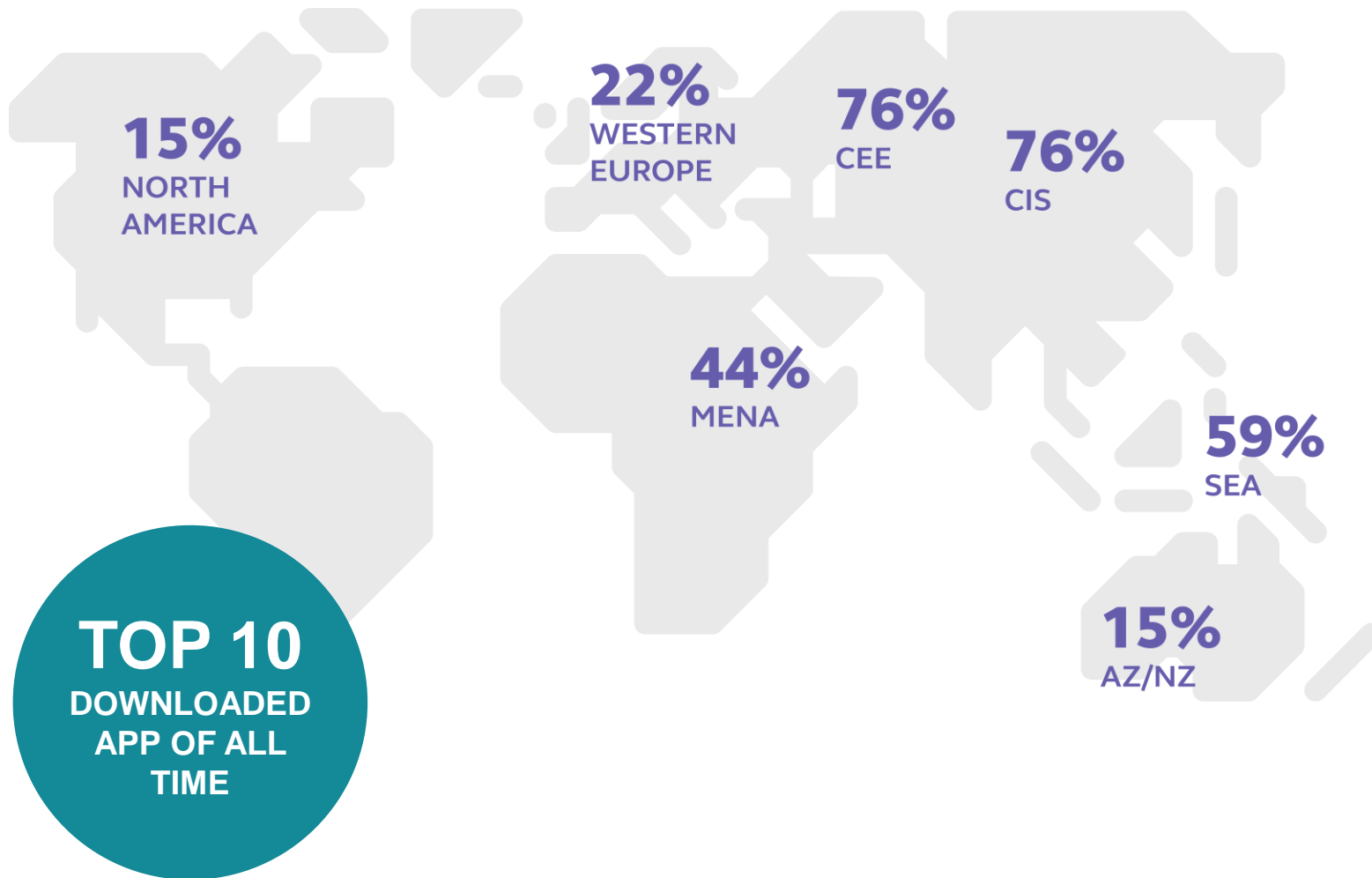
Code-free chatbot building experience with drag



- Create and manage chatbots with an intuitive interface
- When customer sends an inquiry, AI understands customers' intent to send an appropriate message



Why Businesses choose Viber?



TOP 10
DOWNLOADED
APP OF ALL
TIME

1B Users in 190+ Countries

W.EUROPE France 10-20% | Germany 10-20% | United Kingdom 10-20% | Iceland 39% | Switzerland 10-20%

CIS Russia 60% | Ukraine 93% | Belarus 76%

CEE Hungary 68% | Serbia 82% Croatia 80% | Bulgaria 92% | Greece 88% | Slovakia 46%

NA United States 10-20% | Canada 10-20%

AZ/NZ Australia 10-20% | New Zeland 10-20%

SEA Philippines 66% | Vietnam 40% | Myanmar 71%

MENA Kuwait 58% | UAE 10-20% | Quatar 42% | Iraq 59% | Egypt 35% | Algeria 54%



1 BN users
worldwide



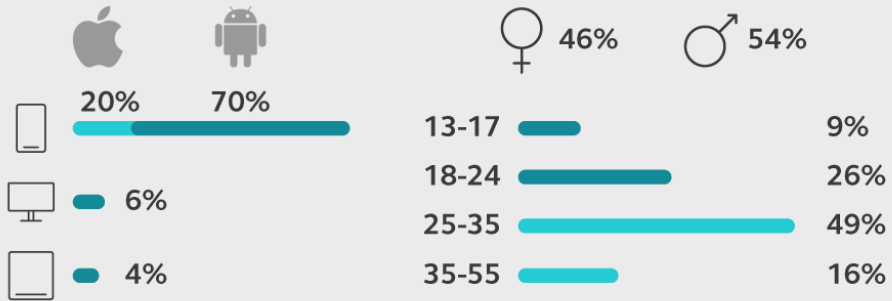
32 supported
languages








7M+ interactions
every minute

USERS INSIGHTS

MOBILE 1ST AUDIENCE



AN ACTIVE AND ENGAGED AUDIENCE

-  **20+ messages** sent per day per user
-  **30+ minutes** spent on Viber per day
-  Viber is launched an average of **12 times** per day
-  **50%** share photos and videos daily
-  **30%** send stickers daily



1 BILLION

UNIQUE REGISTERED USERS WORLDWIDE

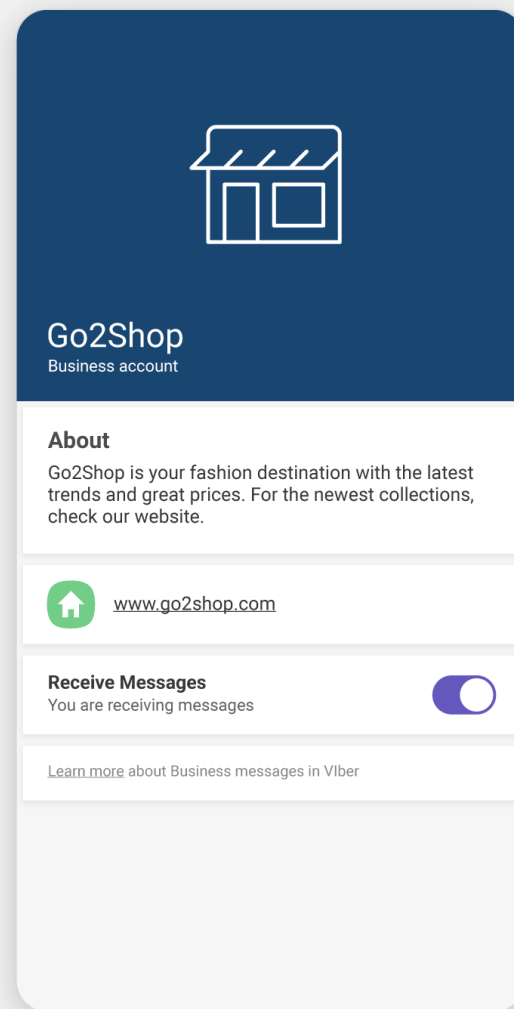
Wide + Diverse Global Reach



Offer fully-branded experience

Introduce your Business!

Use the opportunity to create a branded and verified profile on **Info Chat Screen** that will appear on each conversation with your customers over Viber.



Logo



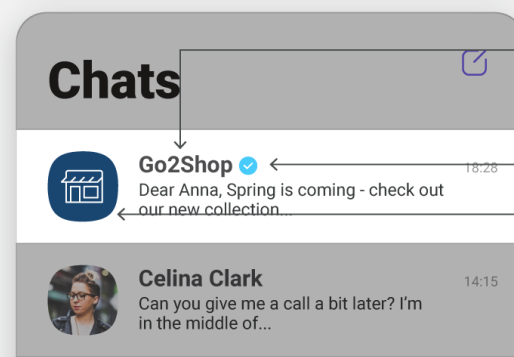
Business description
a short description of the business services



Your web URL



User OPT-OUT BUTTON



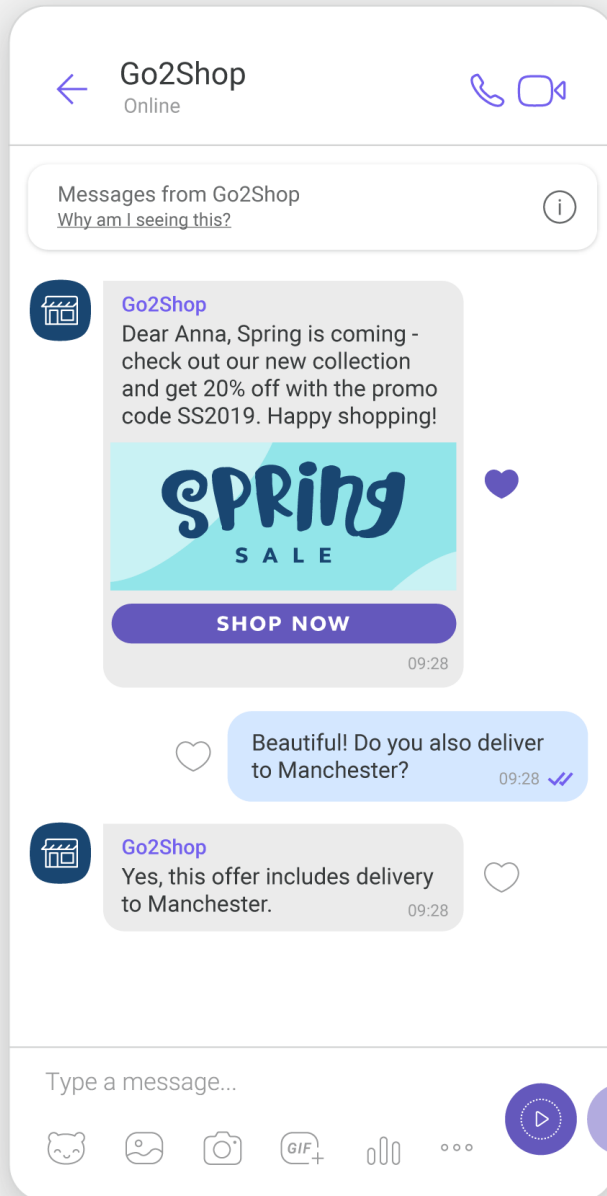
Sender name in any language with special characters



Viber's "verified" icon



Your company logo



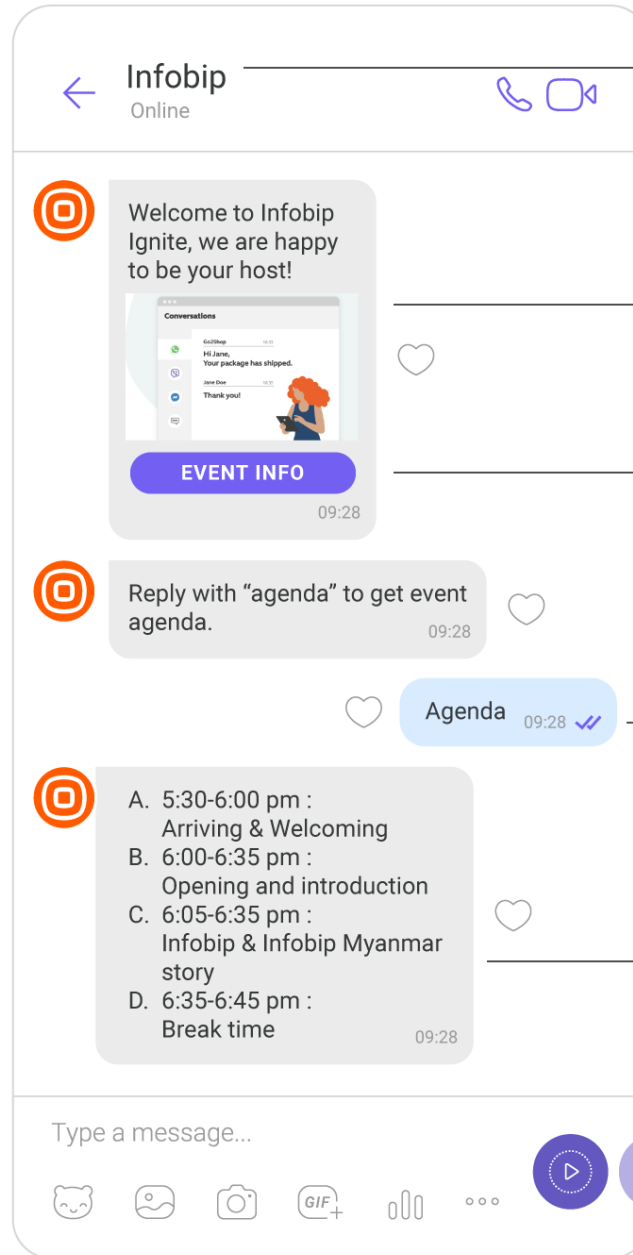
Use rich content to deliver rich experiences

Boost your customers' engagement - create messages with up to 1,000 characters and share

- images
- interactive buttons and hyperlinks



x



29 Characters of your brand name

Support Rich Media
Supported Format: JPEG, JPG, PNG
Recommended resolution:
400x400pixels

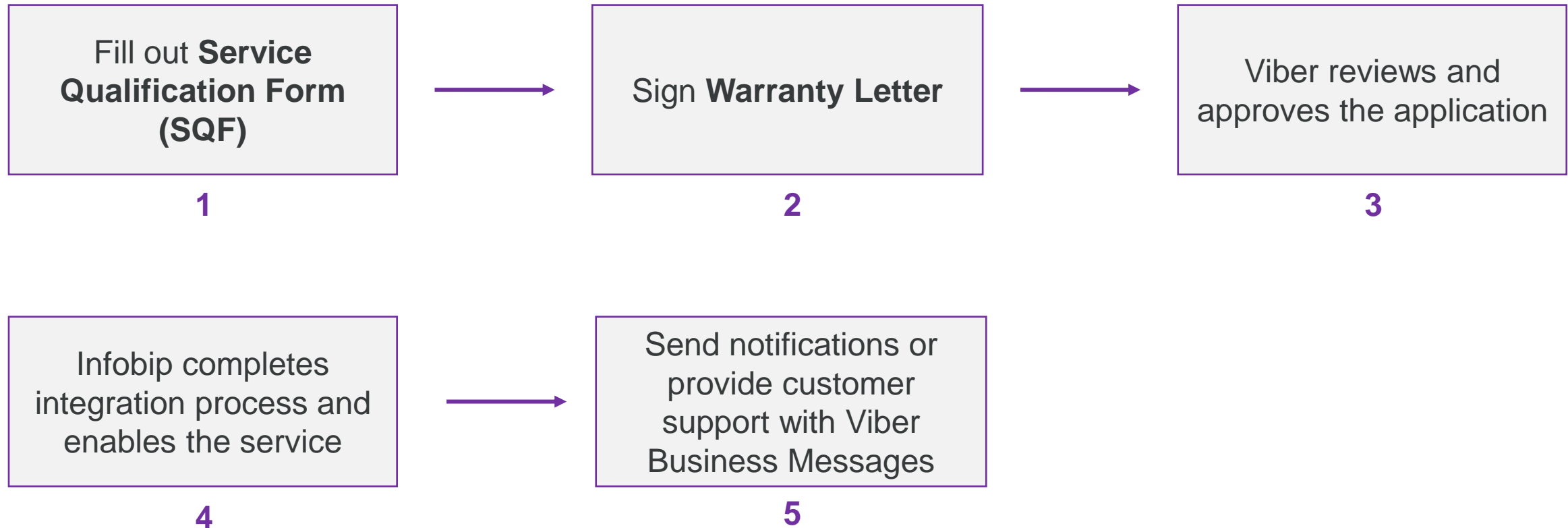
20 Characters of Clickable Button

2 Way interaction
Read Status Available

Up to 1000 characters per message



How To start with Viber Business Messages?



Customer stories





CUSTOMER STORY: RETAIL

Würth

6x Faster Sales While
Improving Delivery
and Payment
Processes



CHALLENGE

- Improving the sales cycle, customer satisfaction, and payment collection processes

SOLUTION

- Selling overstocked items with Viber, email, and SMS

RESULT

- What used to be sold in 30 day is now sold in five



CUSTOMER STORY: FINANCE

NLB Banka

Increasing Sales
Leads by 30% with a
New Communication
Channel

CHALLENGE

- Low customer reach and ineffective use of contact center resources

SOLUTION

- Personalized real-time Viber notifications through Infobip's communication platform

RESULT

- 30% increase in sales leads
- Sales have increased by up to 15%





CUSTOMER STORY: ON-DEMAND

BlaBlaCar

Improving the
Rideshare Experience
& Reducing Driver
No-Shows



CHALLENGE

- Minimize complaints and improve customer experience

SOLUTION

- Real-time Viber notifications over Infobip's web-based interface to passengers

RESULT

- Elevated ridesharing experiences through Viber and SMS
- Reduced customer complaints, faster time to resolution, and positive customer reviews.



CUSTOMER STORY: EVENTS

LEAP Summit

Improving Attendee
Experience with Viber
and SMS



CHALLENGE

- Communicate on a global scale and increase event attendance

SOLUTION

- Improving communication between attendees and event staff using Viber and SMS

RESULT

- Increased attendance, improved attendee engagement, and decreased the number of questions directed at staff by 50%



More companies using Viber in their Business



The Infobip advantage





Why Infobip?

SCALABLE, FAST, AND FLEXIBLE SOLUTIONS

- Best-in-class delivery rates
- High speed and reliability
- Low latency
- In-house developed platform

REMARKABLE CUSTOMER EXPERIENCE

- Technical expertise
- Solutions consultancy
- Customer success management
- 24/7 support and network monitoring
- Industry recognized service quality



BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
BEST ANTI-FRAUD INNOVATION
BEST SMS/A2P PROVIDER FOR THE EMEA REGION



BEST A2P SMS VENDOR
AS RATED BY MNO'S
2017, 2018 & 2019

BEST A2P SMS VENDOR
AS RATED BY ENTERPRISES
2019





Why Infobip?

LOCAL, GLOBALLY

- 600+ direct-to-carrier connections
- Connect with over 7 billion people and things
- Strong enterprise client base
- 60+ offices on 6 continents

OWN INFRASTRUCTURE

- Locally available services
- Compliance to local regulations
- Locally stored data
- 28 data centers worldwide, and growing

13

YEARS OF
ENGINEERING
EXCELLENCE



BEST MESSAGING API
BEST MESSAGING INNOVATION-CARRIER SOLUTION
BEST ANTI-FRAUD INNOVATION
BEST SMS/A2P PROVIDER FOR THE EMEA REGION



BEST A2P SMS VENDOR
AS RATED BY MNO'S
2017, 2018 & 2019

BEST A2P SMS VENDOR
AS RATED BY ENTERPRISES
2019





Global presence. Local reach.



60+
offices
worldwide

1600+
great
employees

600+
direct-to-carrier
connections

28
data centers

Strong customer portfolio across verticals

BANKING AND FINANCE



RETAIL/ECOMMERCE



TRAVEL & TRANSPORTATION/ ON-DEMAND



THANK YOU!



infobip