



From Messages to Meaning:

Building
**Strong
Customer
Connections**



Is your message truly *connecting* with customers as you intend?

Communication represents the “front line” of your business.

The age-old wisdom is true—you never get a second chance to make a first impression.

Your brand image is being shaped at every moment. Every marketing piece, customer service call or sales outreach message sets the tone for how people think and feel about your brand.

There's just one problem. Most brands think they're on top of multi-channel communications, with 84% of businesses believing they're nailing it with “good” or “excellent” customer engagement...



But only 54% of consumers feel the same.



Managing communications is complex, but not impossible

You've probably noticed how customers hop from one channel to another. Chances are, you do the same.

When a customer is looking for a new product, they might start with Google. They might read a few blog articles, and if they want more details, they might use web chat or make a phone call. If they are impressed with the brand, they might even sign up for their email newsletter. Then, when they need support later, they might prefer using social media to reach out.

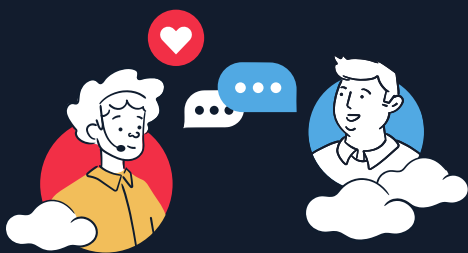
That's a lot of channels—and plenty of opportunities to better understand that customer. However, even with all of that engagement, most customers think brands don't understand them.

The good news is that the right tools can put you on track towards a channel-less future where your customers will receive the same high-quality interactions no matter how they engage with your brand.

How can we maximise our CX and MarTech investments –and customer satisfaction?

You've made significant investments in CX and MarTech in order to build a foundation for exceptional customer experiences. Yet, there's always room to improve your connection with customers. The question isn't just about keeping them satisfied—it's about surprising and delighting them in ways that turn them into loyal advocates for your brand.

If you want to improve CX, customer service is a great place to start. Gartner identified three key focus areas for customer service leaders—self-service, GenAI, and customer journey analytics.



Imagine that a customer purchased a jacket from your latest marketing campaign, but when it arrived, it was too small. The customer logs into their account to explore their options and starts a live chat session. The support agent immediately sees the purchase history and product details and even notices that the customer previously added a larger size to their cart but didn't complete the checkout.



Understanding the issue, the agent offers to initiate an exchange right away. They also suggest sending the larger size directly, with the return label included in the package. The customer agrees, and the exchange is processed within minutes.



Once the correct size is delivered, the customer receives an automated SMS message generated by AI, asking how the new jacket fits and offering a discount on future purchases. The entire journey—from purchase to exchange and feedback—is seamlessly tracked and analysed, providing the brand with insights to refine its customer service strategies.



This level of proactive service not only solves the problem efficiently but also delights the customer by:

- anticipating their needs,
- reinforcing their trust in the brand,
- and turning a potential issue into a positive experience.

The end result is a happy customer who is more likely to return and recommend your brand to others.

The problem? Most brands aren't able to provide this level of service quite yet.



46% of consumers say brands only communicate on their preferred channels sometimes, rarely or never.

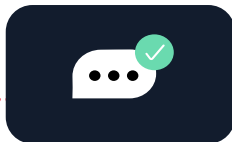
Twilio 2024 Consumer Preferences Report



Twilio helps you deliver the experiences customers want

To move into the channel-less future, you need technology that allows you to free and use your data wherever it is needed in the moment.

This is where Twilio comes in. Our communication tools allow you to:



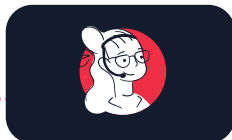
Make your customers feel heard

Open up new channels or improve existing channels with Twilio for consistent, personalised messaging.



Communicate securely to build trust

Twilio's security measures protect personal data, boosting customer confidence.



Use efficient tools that make your agents' lives easier

Ensure every human interaction with your brand is a delightful one.

In the following sections, we'll show you how Twilio delivers on these promises by transforming communication data flows.



Make your customers feel *heard*

CPaaS for marketing and promotions

When it comes to marketing communication, there's one area that stands out above all others—personalisation.



89% of industry leaders say personalisation will be critical to business success over the next three years.

Twilio Segment State of Personalisation Report



These days, customers expect a tailored service. This makes personalisation a great way to differentiate your brand and deliver unique customer experiences.

When customers feel understood and valued, it increases average spend and loyalty, with 80% of business leaders reporting a 38% sales uplift and a 56% higher chance of repeat purchases when experiences are more personalised.

But before personalising interactions, make sure your communication channels are working as well as they should.



Start with these core multichannel marketing best practices

Focus on messages that resonate with your audience to maximise ROI. Ensure messages are well-formatted to avoid blocks and mislabeled spam calls.

Align with your audience's preferred channels, such as swapping out emails for SMS or WhatsApp, to cut costs while increasing your engagement rates. Keep your lists clean with tools like Twilio's Email Address Validation API to reduce spending and protect your reputation.

Check that SMS numbers can receive messages. One three-month study found that 13.7% of 40 million numbers couldn't.

Time your messages well, use clear calls to action with localised contact details, and don't forget to respond quickly. Use A/B testing across channels to get the best results. All these things help build customer trust.





Stop optimising in the dark —see the light of insights

When you speak to customers, the quality of the communication reinforces the quality of your brand.

Quality customer communication means listening. Really listening.

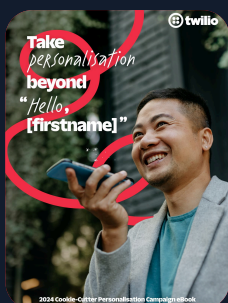


Twilio Voice Insights analyses call quality and performance across your apps. It traces call performance issues, helping you understand why certain calls might drop or experience poor quality. Based on these insights, you can take corrective actions.

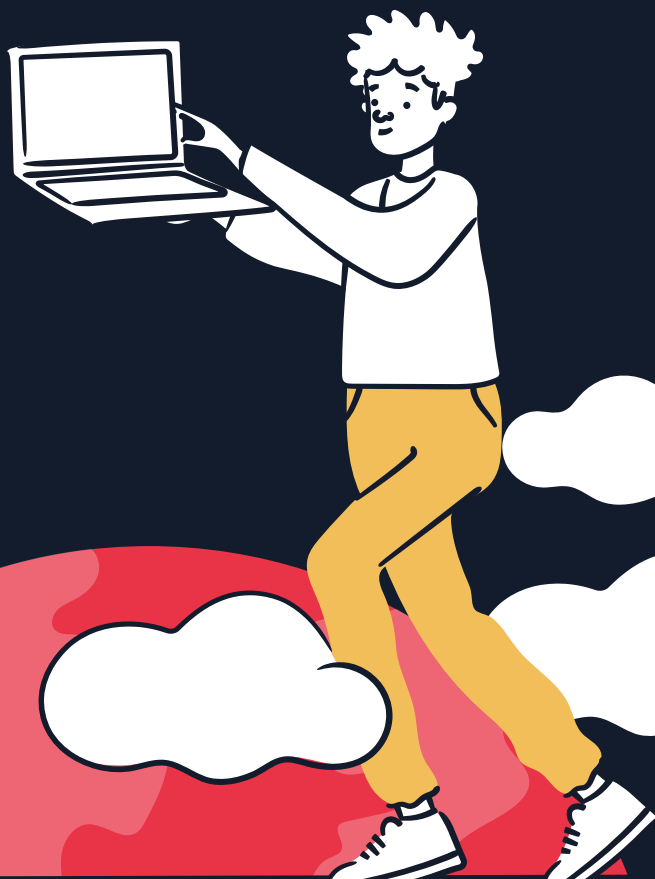


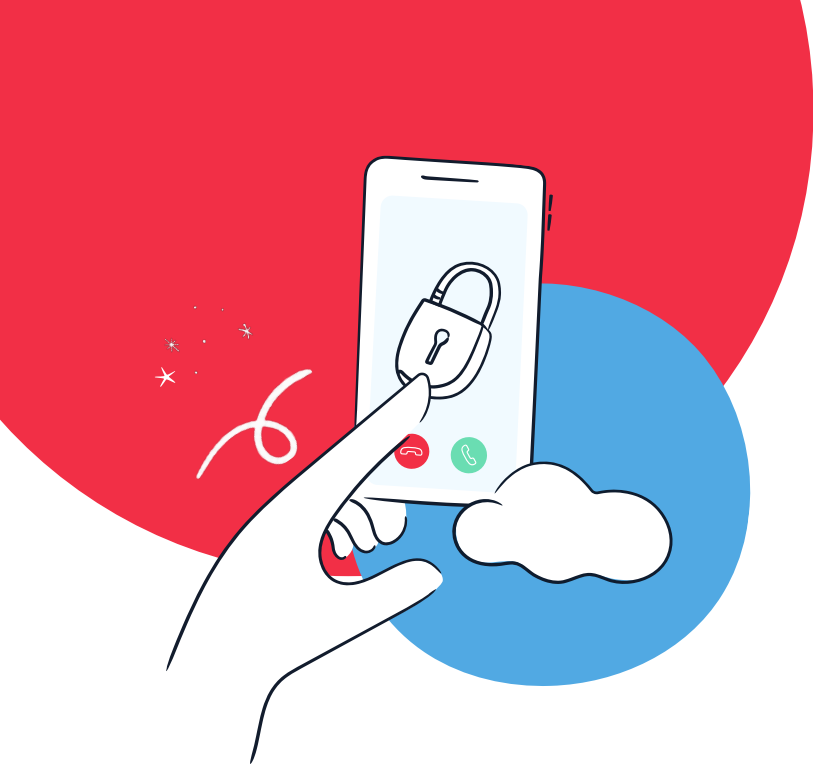
Twilio Messaging Insights offers a complete view of your messaging campaigns. It lets you monitor deliverability rates, troubleshoot issues and optimise delivery across various channels. Real-time dashboards report on delivery errors and responses. OTP conversions help you fine-tune your messaging strategies to suit.

Both tools allow for deep analysis and A/B testing. For instance, analysing performance data helps you decide the best times to send messages, the most effective formats and even predict customer preferences.



Read the Personalisation ebook to discover more about personalisation.





Communicate *securely* to build trust

Twilio for user authentication and identity

Two-thirds of consumers decided not to purchase from a brand because they didn't trust it.

But how do you build trust? A recent survey of consumers found that trust increases greatly when brands:



Respond quickly



Apply two-factor authentication (2FA)



Have a genuine, recognisable phone number



Use the customer's preferred communication channels

First impressions count, too, with a staggering 90% of consumers saying businesses could improve their onboarding.

Making it as easy and secure as possible for people to sign up and log in builds trust and loyalty. In fact, every dollar invested in good onboarding returns around \$412 in customer lifetime value.

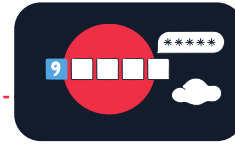


One of the reasons that people are more tuned in to onboarding is that fraud attacks have risen in recent years. Twilio builds trust with the following features:



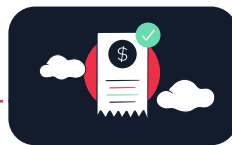
Silent Network Authentication (SNA)

Twilio uses SNA during sign-ups to discreetly verify phone numbers in the background, enhancing security without frustrating users.



Twilio Lookup and Verify for Logins

Twilio Lookup checks SIM data to prevent account takeovers, while Twilio Verify confirms login legitimacy. Additional security measures are triggered if suspicious activity is detected, ensuring secure and frictionless logins.



Secure Transactions

Twilio secures transactions by confirming the user's identity. If suspicious activity is detected, step-up authentication adds extra fraud protection.



Account Management Security

Twilio secures activities like password resets, device changes and reactivations, preventing unauthorised changes and protecting against fraud and account takeovers.



stripe

Stripe, a \$36 billion global payment processor, handles millions of daily transactions.

Stripe uses Twilio for secure two-factor authentication (2FA), with users typically verifying via SMS to ensure reliable security from the start.

Stripe enhances security by choosing phone-based 2FA over email, as SMS codes are more secure and less prone to fraud.

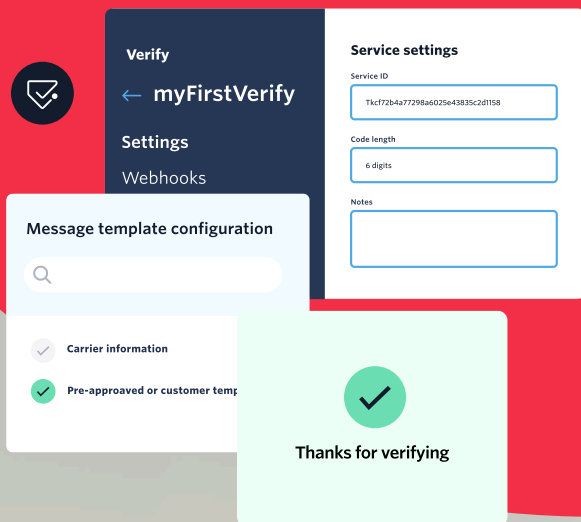
Suhas Joshi, Stripe's Engineering Manager, highlights that this method simplifies verification, reducing user drop-off.

Twilio's phone verification reflects Stripe's commitment to user security and efficiency.



[Read more](#)





[Learn about the Total Economic Impact of Twilio Verify from Forrester](#)

Use *efficient* tools that make your agents' lives easier

One of the biggest challenges for sales and support teams is the lack of efficiency. Not only are customers demanding more personalised service, they also want faster response times. 72% of consumers feel their time is wasted when brands don't respond quickly enough. (Source: Twilio 2024 Consumer Preferences Report).

However, contact centres lack the right call and chat technology to reduce call demand, improve routing and cut down on wait time. Meanwhile, during calls, agents lack the context needed to deliver on personalisation. They are forced to switch between tools to retrieve accurate customer data. This leads to disjointed conversations, ineffective selling and slow issue resolution, frustrating both customers and employees.

Improving communication is critical

67% of people are more likely to become repeat customers if the communication experience is positive.



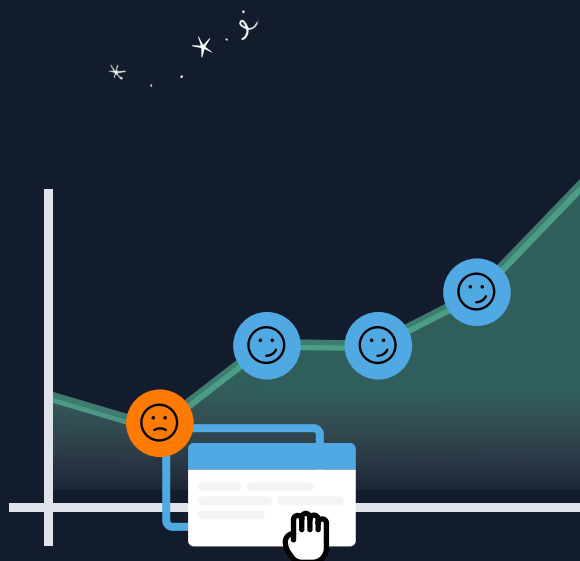


Some of today's most pressing service challenges are:

- **Hold times** – Long waits lead to annoyed customers and frustrated staff.
- **Call routing problems** – Customer contact centres are overwhelmed due to poor call distribution and suboptimal agent or department routing.
- **Limited resources** – Technology upgrades become a low priority when leadership believes there are not enough resources to handle them.

One powerful solution is Twilio's IVR platform, which allows businesses to build and customise flows that intelligently route customers to the right agent with the necessary context, significantly reducing unnecessary re-routing. By resolving issues through interactive voice response, businesses can cut costs dramatically—IVR is 48 times cheaper than using a live agent.

With Twilio Studio, businesses can create tailored IVR flows to meet their unique needs. These flows can handle various tasks like checking order status, processing payments, placing new orders, scheduling callbacks, connecting with a representative, and even offering support in multiple languages.



UnionBank of the Philippines is one organisation that has used Twilio to increase self-service automation to 55% and reduce average handling time. The company has used IVR to significantly improve their customer service offering, empowering customers with 60% more self-service features. They have a user-friendly interface that helps customers better navigate and assist themselves, alleviating the pressure on live agents.

[Read more about UnionBank's experience with Twilio here.](#)

Organisations with limited resources can also benefit from the tools across the flexible Twilio Customer Engagement Platform. Thanks to Twilio's developer-friendly approach and robust APIs, businesses can integrate these tools without a full tech stack overhaul.



Making the omnichannel dream a reality

When customers interact with one of your agents, the channel shouldn't matter. Agents should be able to access all relevant data from past interactions.

When customers interact with your support team, visit your store or make a purchase, Twilio gathers data and provides insights into their preferences, displayed on the agent's dashboard, so you can tailor the experience to their needs.

zendesk

As customer support technology powerhouse Zendesk grew, they saw the need for a unified experience across phone, email, SMS, chat, and social media.

The Zendesk Suite, integrated with Twilio, offers joined-up support by giving agents access to all customer interactions, enabling personalised conversations and faster issue resolution.

Agents switch between channels with ease for smooth transitions across the customer's preferred contact platforms.

[Read more](#)

"Twilio is a unique provider in the CCaaS space and market in that Twilio Flex is a composable contact centre application as opposed to a 'packaged' application with predetermined components and process for installation and customization."

[Find out why Twilio was named a Leader by IDC](#)

[Read about more IVR use cases and best practices here](#)



Expand your business and meet customers' evolving needs

Using Twilio to access new revenue streams

While it's true that Twilio handles massive volumes of messages, calls and emails—over 157 billion SMS messages, 34 billion calls and 7 trillion emails each year—we do much more than that.

Twilio opens up new opportunities for your brand.

Twilio allows Independent Software Vendors (ISVs) to build, iterate and scale their communication solutions, making it easy to integrate messaging, email and voice services into their products. For example, imagine a telecom company adding message delivery or a tech company integrating communication features into their offering.

Increase revenue by adding communication channels to your platform/solutions. Deliver top-notch communication experiences to customers worldwide without interruption, no matter the scale.

Twilio's [trusted communications](#) set organisations up for success in navigating complex regional and global regulatory requirements, data privacy regulations and telecommunications laws.

Whether you adopt Twilio tools for user identification, self-service and IVR, alerts and notifications or communications tools for marketing and promotions, Twilio's software and APIs give you endless possibilities to build, scale and innovate.

[Learn more about Twilio for ISVs](#)



KrispCall used Twilio to *build* and *scale* a communications platform across 154 countries, achieving 3,000% growth.



As an ISV, KrispCall aimed to offer enterprise-grade telephony to more businesses by creating a modern, affordable platform in a competitive global market.

KrispCall chose Twilio for its reliable, secure APIs and global reach. This partnership allowed KrispCall to rapidly build and scale its cloud telecommunications platform, now serving over 5,000 businesses in 154 countries.

In three years, KrispCall saw nearly 3,000% revenue growth, with their support team handling 6,000 conversations monthly and responding in under a minute.

[Learn more about KrispCall's success \[link not yet available\]](#)

Nice for Business, *Nice* for People

Twilio makes communication nice for everyone...

Nice for businesses

efficient, scalable and reliable communications.

Nice for employees

user-friendly tools to make them more efficient.

Nice for customers

personalised interactions and faster issue resolution.



Twilio is the nicest CPaaS partner for businesses worldwide, and we have the accolades to back it up.

Twilio ranked highest for Ability to Execute in the 2024 Gartner® Magic Quadrant™ for CPaaS thanks to a strong carrier network, scalable platform and strong developer experience.

Twilio was also recognised as a Leader in the IDC Marketscape Report for Contact Centre as a Service.

Discover how Twilio can transform your communications –



get in touch with our team today.