

# How do brands use rich business messaging?



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Solutions at Rakuten Viber

# Consumer and brand communication has evolved

73%

of consumers prefer to communicate with a brand they can message rather than call\*

58%

believe messaging is the fastest way to communicate with brands\*\*

74%

prefer messaging with businesses if a real person is responding\*\*\*

77%

of businesses that started messaging clients during the pandemic plan to continue doing so\*\*

Sources: \* LivePerson, 2021 Consumer Preferences Survey, \*\* Zipwhip's State of Texting report 2021, \*\*\* 2021 Local Business Messaging Trends,

# Business Messaging: yesterday, today, tomorrow

## Business Messaging launch

First service business message was sent

**7 years ago**

## Enhanced solutions

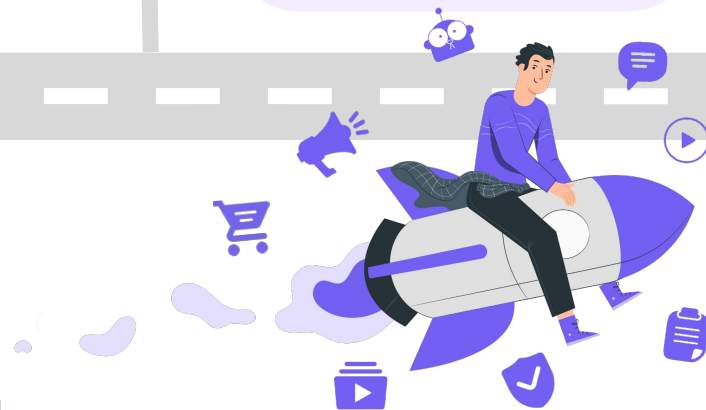
Extended capabilities for effective brands and users communications

**Today**

## Super-app:

A single gateway for multiple services

**Tomorrow**



# Enhanced Viber Business Messages features

Official Viber business account with business profile



Brands and users can exchange files



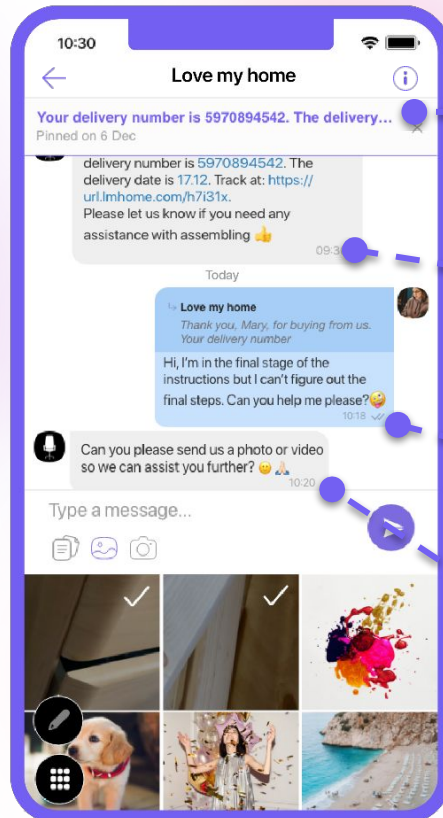
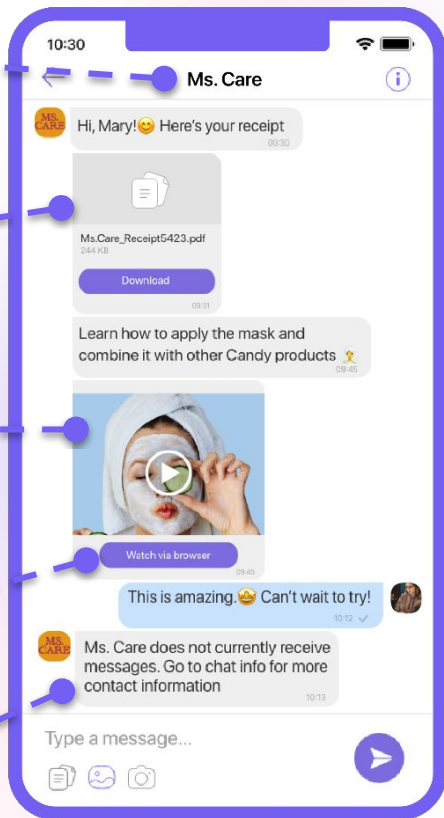
Brands and users can exchange videos and images



CTA button



Auto-reply message



Users can pin Business Messages



Users can copy codes, emails, links



Users can reply to a specific Business Messages

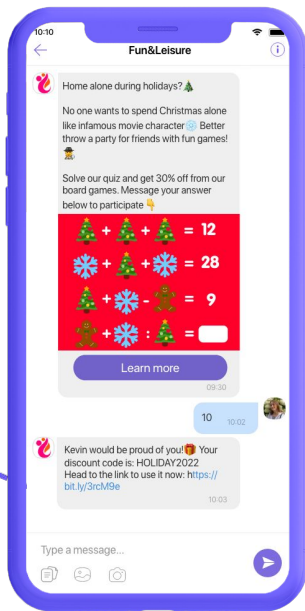


Messages of up to 1000 characters

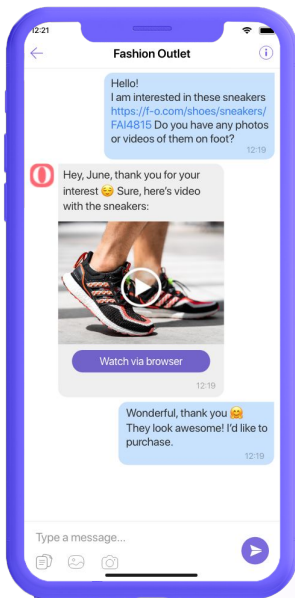


# Conversational Messaging Opportunities

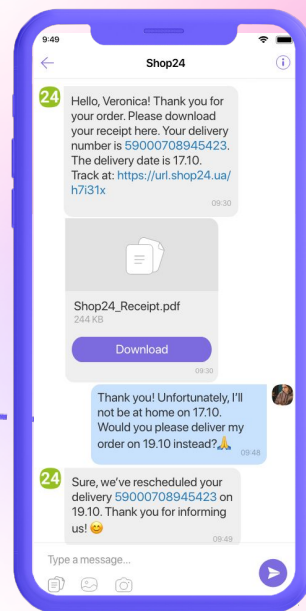
## Drive new purchases



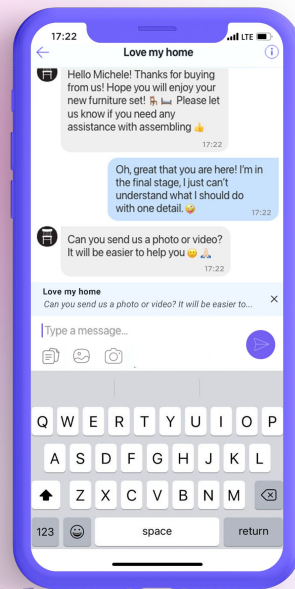
## Help selecting the right product



## Manager orders and deliveries



## Provide customer support



# Global Viber Business Messages Snapshot

**77**

**PARTNERS**

**7.5B**

**DELIVERED MESSAGES**

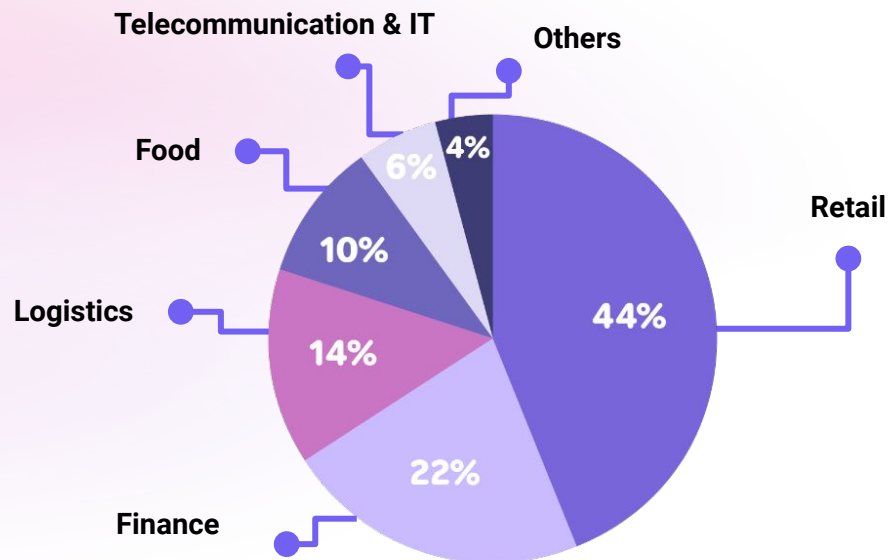
**8500+**

**BRANDS**

**190+**

**COUNTRIES**

## Industries

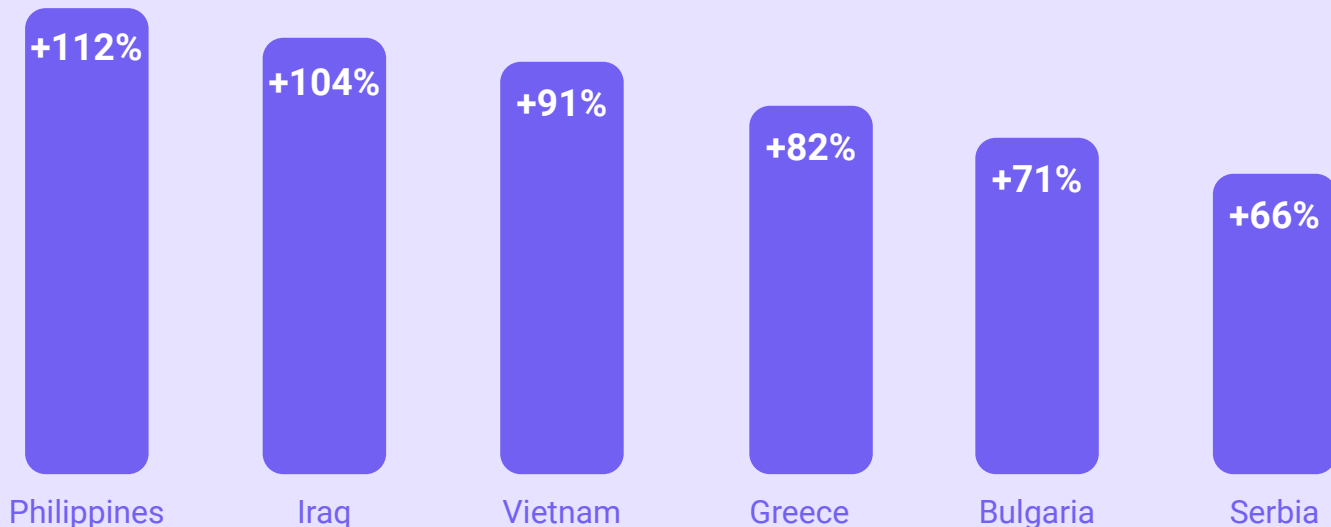


# Global Viber Business Messages Trends in 2021

**+55%** new Viber business messages accounts opened

**+20%** delivered Viber business messages

Top countries with the highest growth in terms of delivered business messages



# How brands succeed with Viber Business Messages







**Brzo. Tačno. Pouzdano.**

**Courier company - Serbia**

D Express is a technically forward-thinking express courier service based in Serbia

This success story has been achieved in cooperation with:



## CHALLENGES

D Express enlisted Viber to help improve its mobile marketing strategy and enhance its communication with its customers, with the aim of having parcel recipients stay up to speed with their deliveries.

## SOLUTIONS

D Express turned to Viber Business Messages to update users about the status and manage deliveries.

Customers receive an automated and personalized message updating them on their delivery. They can then reply to a Viber business account directly, for more information, redirecting the shipment, etc. This empowers the customer – they have all the info to hand and they can reply at a time that is convenient.

# Results



300K

Messages  
delivered  
every month



85%

Delivery  
rate



15%

Improvement  
in delivery rate



# Thank You!

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