gupshup

Redefining Brand Discovery through

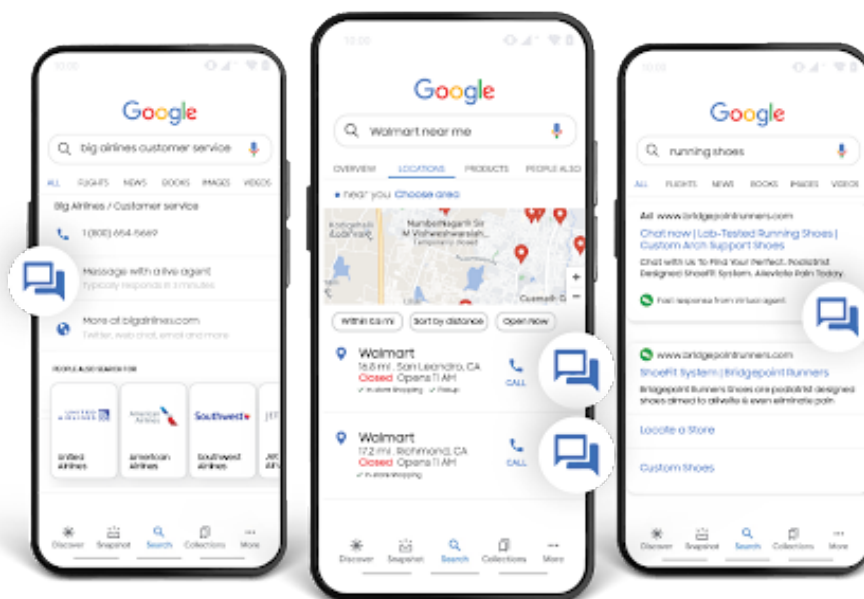# Google's Business Messages

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Introduction

It is estimated the world sees an average of **63000 search queries every second that translates into 5.6 billion Google searches happening daily**, which makes the word "Google" synonymous with search. The search results—local or organic—could be an effective customer touchpoint that could be leveraged to connect the customers to their favorite brands; in essence, this is the focus of Google Business Messages (GBM).

Majority of the customers seek to connect with the brands of their choice through chat. Extending the same idea to help customers discover their favorite brands opens a vast potential for business messaging. GBM taps into this area by enabling the chat option for the business listing of brands on Google Search results, Maps, and Google Ads. Studies reveal that online ads improve brand awareness by 80 percent and that people clicking on the ads are 50 percent more likely to make a purchase.

What Does GBM Do?

In simple terms, it enables the messaging option for a business listing on Google Search, Google Maps, Google Ads, and other brand owned assets such as websites, phone dialers, etc., so that users searching for keywords related to a brand or its business, have instant access to it through chat.

Features of Google Business Messages

Discoverability Feature – Paves the way for brands to be discoverable to customers through organic search or local search in Google Maps, in addition to ads and Google Answer Cards—all of which are widely used by customers.

Device-agnostic – GBM can be used on all types of devices such as mobile phones, tablets, and laptops and is available on the Windows, Android, and iOS platforms.

Automation Support – GBM supports the development of chatbot messengers with smart, automated replies using Dialogflow to enhance the user experience.

Persistent Chat History – Chats initiated by the customers or brands over GBM are persistent for 30 days, which allows sufficient time for users and brands to respond appropriately to each other.

# Advantages of Google Business Messages

Enablement of Multiple Customer Touchpoints – The messaging option enabled on search results, maps, ads, and widgets convert each of them into customer touchpoints to simplify brand discoverability and accessibility.

Reduced Handle Times – The Google chat feature immensely reduces the time required to handle queries at the brand's customer care centers.

Decreased Call Costs – Google messaging significantly lowers the call costs incurred by customer service centers.

Reconnect with Customers – Reconnecting with customers even after they have made a purchase to enquire about the product quality, reflects the brand's concern towards its patrons. It also helps in gaining customer loyalty and GBM allows ample scope for brands to do so.

Brands reconnecting with customers serves another important purpose. Suppose a customer checks about a product through chat but does not make a purchase, brands have not really lost a customer. The digital footprint and the persistent chat history allow brands to trigger a conversation with the customers and personalize the services required to convert it into a sale. GBM provides ample opportunities to improve the conversion rate.
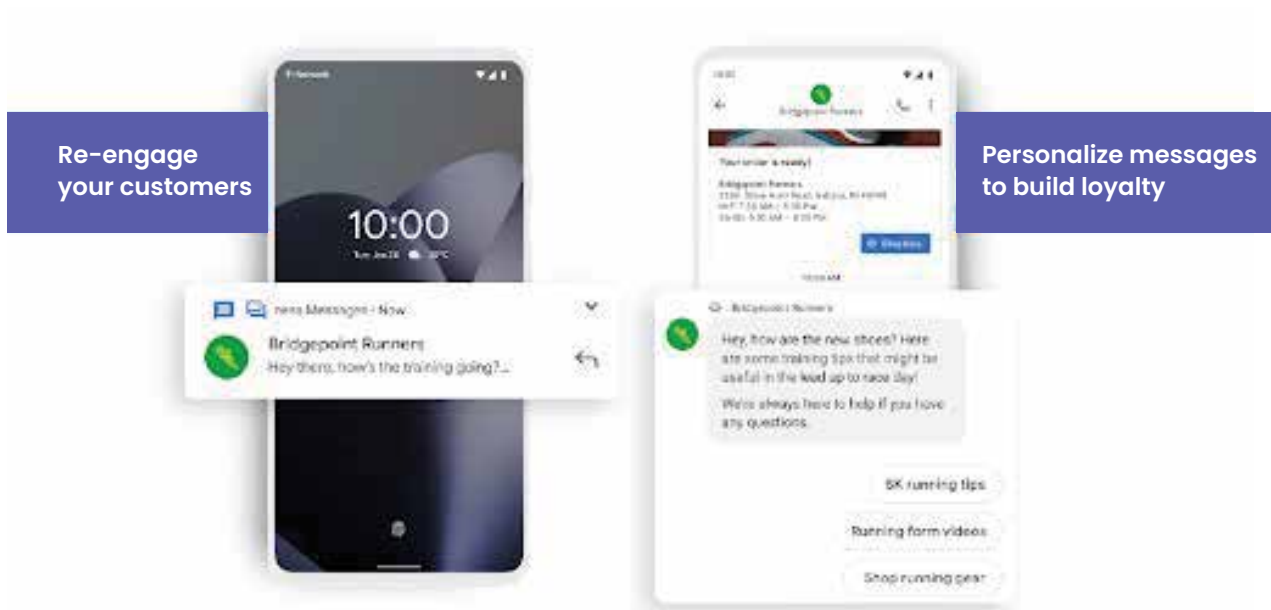
Reconnecting with Customers

Seamless Integration – GBM integrates with a variety of customer support systems without impacting any of the existing service channels.

Marketing features – GBM can incorporate features such as rich cards and carousels, along with buttons for suggested user actions and responses to enable an enhanced user experience and customer engagement standards.

Smooth transition to live agents – Provides smooth transition from automated replies over chatbots to a live customer service agent for responding to complex customer queries.

Use Cases of Google Business Messages

There are three categories of use cases that GBM is known to serve efficiently. They are:

Automated Responses | Improved Customer Interaction | Lead Generation

Automated Responses
Customers often have a myriad of questions about a brand, products, service, pricing and so on and answering them in real-time with zero latency is critical for brands to win over their trust and loyalty. However, as customers also reach out to businesses at their convenience, it is vital for brands to be available online 24/7, which is enabled by chatbots. GBM helps brands in automating the responses to customers.

The chatbot interactions help brands develop a proper understanding of their customers' preferences and cater to them accordingly. Further, brands can regularly update their conversation templates to optimize the chatbot responses to improve the end-user experience and reduce customer response time.

Improved Customer Interaction

As GBM increases the number of customer touchpoints for a brand using the world's most used search engine, it helps brands and customers connect with each other for quicker resolution of issues. As Google messengers operate with the strategy of a combination of smart, automated responses and live agents, the quality of customer service and interaction is poised for a big boost. As mentioned above, a smooth transition to a live agent for responding to queries that the chatbot messengers are not trained to can be made. Brand marketers have ample scope for walking the customer through their products to make the product discovery journey enjoyable.

Lead Generation

Customers intend to maintain strong relationships with their favourite brands, and GBM helps the latter encash on the same. GBM enables a rich conversation between the brands and customers alike, involving images, files, videos, and more, which makes the interaction more enjoyable. Brands can certainly add a personal touch to the customer interaction to craft a satisfying experience, resulting in fruitful engagement. A single conversation has the potential to generate a good amount of leads and build customer loyalty for a brand.

A Sample List of Industries Where GBM Works

Every business vertical where instant and personalized responses from brands to consumers are critical, can opt for GBM. Some of them are:

Banking

Banks can tap into Google Business Messages to enable customers to check their account balance and recent transactions securely through a chatbot.

Healthcare

GBM can immensely help the healthcare sector in use cases such as scheduling patients' appointments with doctors, sharing of test reports with patients, health check-up reminders, and so forth.

Retail

Retail outlets can source orders through chat and process them further, as well as run promotional offers.

Travel

The travel industry can leverage the GBM along with chatbots or live agent support to respond to customers' queries about flight delays, reservations, hotel bookings etc.

Logistics

Customers can easily reach out to logistics companies with queries regarding delivery services or pricing that can be responded to with either a chatbot service or a live agent.

# Google Business Messages Case Study

There are many success stories associated with GBM, but we shall stick to a recent one associated with a global brand, Levi's.

About Levi's

Founded almost 150 years ago, Levi's is a clothing brand popular across the world for denim jeans and other apparel, headquartered in San Francisco, CA, USA.

Challenge

With the outbreak of the Covid-19 pandemic, Levi's witnessed an increase in the number of online shoppers as the timings of brick-and-mortar stores were impacted due to restrictions imposed on movement of people to contain the spread. As a brand, Levi's could not stop serving its customers and therefore switching to online channels was the way forward to serve customers anywhere, anytime. In fact, the number of off-time shoppers increased by 30 percent.
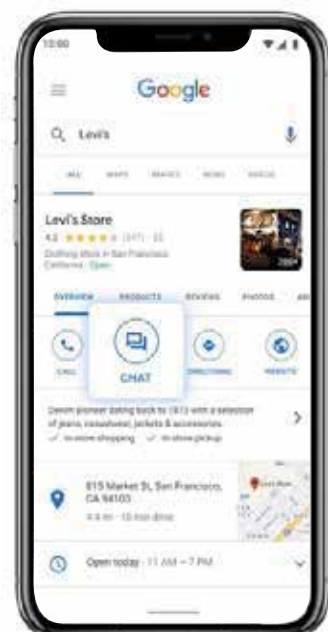
Solution

Levi's saw catering to customers round the clock as the way forward to cope with the situation, following which it partnered with a customer service automation provider for a solution. The consultant sought to integrate Google's Business Messaging into Levi's customer experience unit, enabling the chat option for 50 of Levi's stores on Google maps. Stores could be messaged even after closure to browse for products and all the information related to them. People opting for traditional offline shopping too, could access all the information about the product they wished to purchase, before visiting the store.

Results

• The customer satisfaction (CSAT) scores were in excess of 85%, two months after Levi's went live with GBM.

• 31% of the queries received from the Google messaging channel were related to products, clearly indicating the success of the newly employed strategy.

• The resolution of store-related issues increased by 30 times after the deployment of GBM. Following the success, Levi's is now able to cross-sell products to customers based on their past purchase history.

Getting Started with GBM

Following the success of GBM, "Connect with customers, where they already are," seems to be the new mantra for brands. That said, how exactly does a brand go live with GBM? Answer is **Google's Business Messaging API**. Going live with GBM becomes faster when a Google partner with expertise in working with Google's API is engaged. We, at **Gupshup**, have an impressive track record of having designed and deployed business messaging solutions across a wide range of channels, including GBM.

The Gupshup Advantage

• Gupshup provides a **smart messaging API** that enables brands to serve their customers through engaging conversations seamlessly across 30+ messaging channels, including GBM.

• Bot development services for brands to support quick replies for frequently asked business queries by customers.

• Gupshup offers world-class support to brands round the clock, in addition to all the regulatory compliances and all the industry best practices across the entire lifecycle.

• Gupshup's direct carrier connections help enterprises engage across channels worldwide with enterprise-grade reliability.

The Gupshup API

The Gupshup API is a single solution optimized for cost, speed, and quality that helps brands communicate with their customers in over 30 messaging channels. Some of the popular features of the Gupshup messaging API are:

> **Customization:** The Gupshup API is easily configurable for seamless integration into the business flow involving the SMS, data, and voice messaging channels

> **Scalability:** Supports horizontal scaling with proven ability to scale up to 10000 TPS steady traffic and potentially unlimited peak traffic at short notice

> **Latency and Quality of Service:** Offers one of the lowest latency and superior quality of service within the industry

> **Security Compliance:** Gupshup is ISO 27001 certified and GDPR compliant company that supports the TLS 1.2 256-bit AES technique for SSL encryption

> **Operator Connectivity:** Provides global reach with a network of international operators in over 225 countries for best-in-class customer service

> **Reliability:** Strengthens reliability with 100% component and hardware redundancy and latency-based component failover mechanism

Results Produced by Gupshup API

Gupshup API has so far handled over 300 billion messages, which is increasing everyday. On an average, the API handles over 6 billion messages per month, for over 39600 businesses.

Conclusion

At a time when the customer tendency is to seek quick solutions, GBM provides a channel for instant connectivity with the brands. The user experience enabled by a combination of the chatbots and live agents along with the various features such as suggested responses, low latency and more, are bound to provide the required impetus for GBM. Naturally, the market for GBM is poised for immense growth in the days to come as a vast majority of brands across the world have already or are evincing interest in going live with it.

You can write to Gupshup at **sales@gupshup.io** and we can guide you through the process and help you go live with GBM within the shortest timelines in a hurdle-free manner.
If you are looking to implement a complex use case involving multiple entry points to your brick-and-mortar stores across different locations, then worry not.
Contact Us and we would help you extract the best out of GBM.
#LetsGupshup