Viber Business Messages

Elevate your customer communications and amplify your campaigns

The changing landscape of customer communications

- Convenience encourages interactions

- Emotional engagement builds brand loyalty

- Increased touchpoints bring conversions

- Availability builds a positive brand image

Consumer attitudes towards brand communications via messaging apps:

71%
respond positively to two-way interactions

Source: WARC and Meta

83%
prefer to have multiple options to contact a brand

Source: Webex

36%
prefer to receive brand communications via messaging apps

Source: Webex

1B+ 📱

Viber app downloads globally

30+ 🛩️

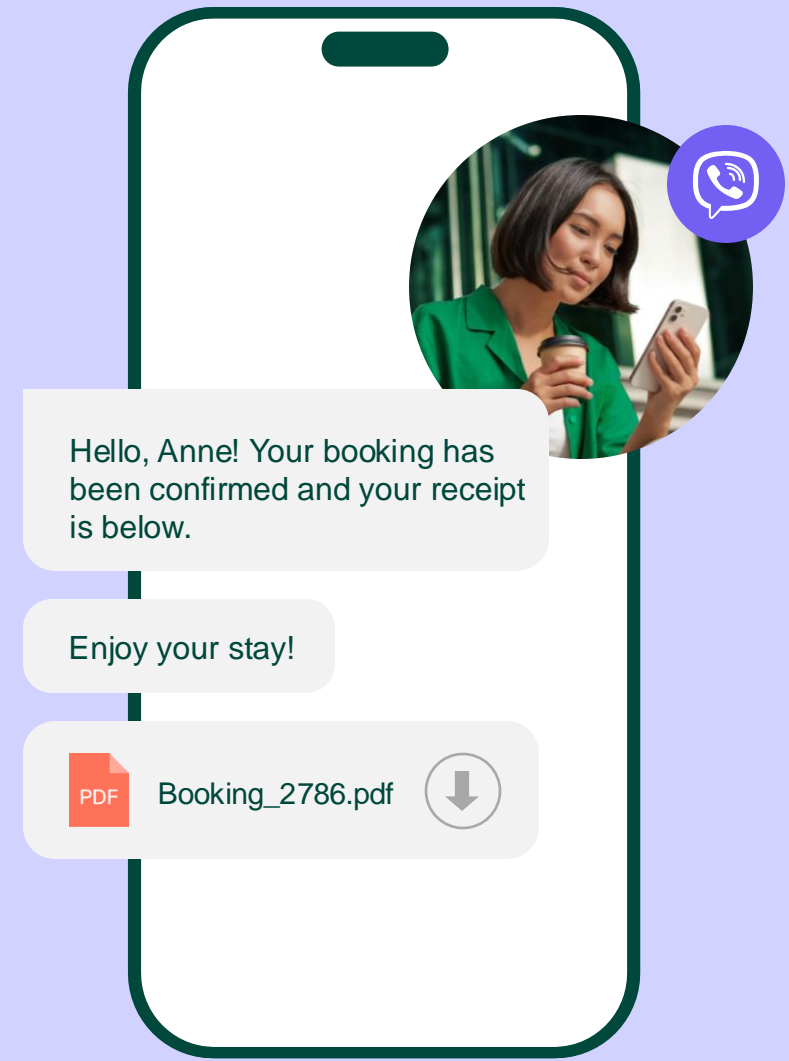Messages sent per user per day

70M+ 💬

Interactions every single hour

Viber is the one of most widely used messaging apps in the world. GMS helps you unlock its potential to improve reach in your target markets.

Meet the changing expectations

- Improve customer engagement with **rich media content**

- Deliver memorable conversational experiences with **two-way communications**

- Ensure security and privacy through **end-to-end encryption**

- Embrace conversational marketing through **Viber Chatbots**

Hello, Anne! Your booking has been confirmed and your receipt is below.

Enjoy your stay!

PDF Booking_2786.pdf

Success story

Store foot traffic increase

Customer:
METRO

Region:
Ukraine

Company size:
91K employees

The challenge

- limited visibility of promotional campaigns

- low customer engagement rates

- stagnating store foot traffic

THE VALUE
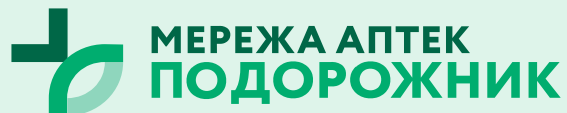
10% increase in store foot traffic

The solution

📢 *METRO ran "Open doors" campaigns using Viber Business Messages with a goal to increase foot traffic to its stores. The campaign conversion rate increased twofold. For traffic to stores increased by 10%.*

Pharmacy success story

МЕРЕЖА АПТЕК ПОДОРОЖНИК
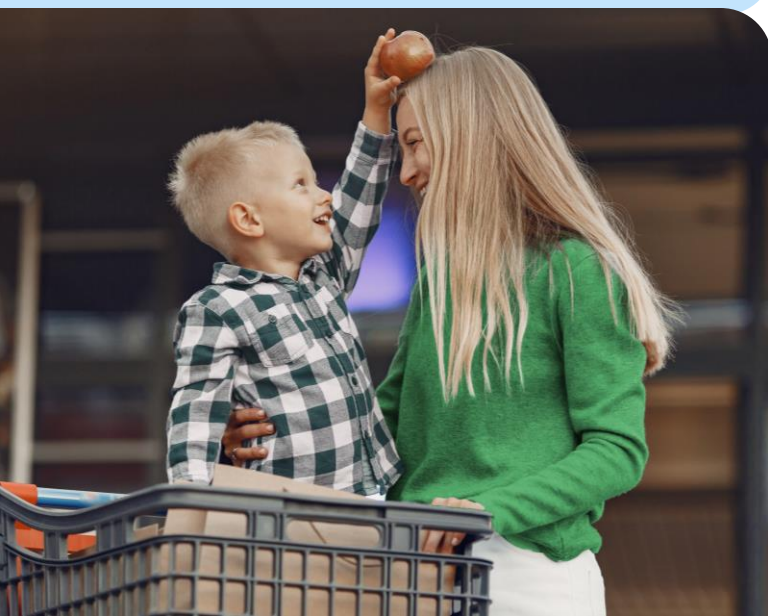
A leading pharmacy chain in Ukraine with over 24 years of expertise and more than 1900 pharmacies.

"Through our years-long collaboration, we learned that GMS is on the frontline of communication innovation, enabling businesses like ours to effectively use and drive results with the latest Viber features. Its team is very aware of our challenges and needs, ready to support us as we scale and undergo market changes."

- Viacheslav Sauts, Director of Marketing at Podorozhnyk Pharmacy

Challenges

- Low customer engagement and conversion rates
- Slow revenue growth

Solutions

GMS Viber Business Messages and Viber Chatbot

Benefits

- 1.1 million followers in Viber Chatbot
- 243% ROI
- 90% Online sales growth

Value

90% Overall growth in online sales

How businesses use Viber

Your consumers value quick and convenient communications

Extend your customer reach through rich, secure, and engaging conversations.

Inform

Share timely updates on account balance, deliveries, and purchase receipts.

Engage

Send rich, eye-catching offers and promotions to capture attention.

Interact

Accompany customers throughout their journey with 2-way capabilities.

Start meaningful dialogues

Automation

Conveniently send transactional messages like order updates and post-purchase alerts.

Re-engagement

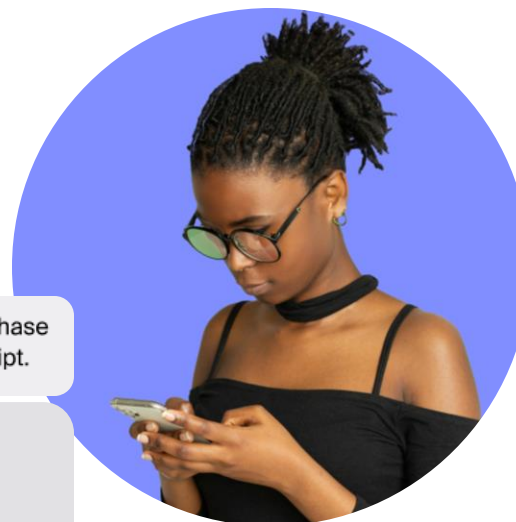Encourage action with attention-grabbing promotional content

Personalisation

Personalise your customer communications and build stronger customer bonds

Loyalty

Add Viber to your omnichannel strategy to foster trust with tailored experiences.

HG

Thank you for your purchase Sarah! Here's your receipt.

Receipt.pdf
245 kb

Download

Meet your business objectives

Grow conversions

- Personalise your offers through a familiar channel
- Deliver eye-catchy content with rich media capabilities

Improve CX

- Enable easy customer support conversations
- Provide timely responses and relevant updates

Increase retention

- Keep your customers engaged with relevant content
- Personalise conversations

Build loyalty

- Get closer to your consumers
- Build relationships through personalised engagement

Hi Amy,

Thanks for becoming our loyal member 💜 You're now eligible to receive 10% off on your next purchase!

Here's the QR code you can show the assistant next time you arrive at PerfectPet:
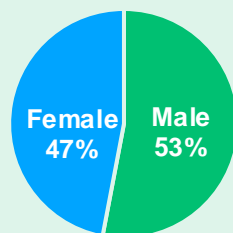
Viber usage stats

Messaging apps usage stats
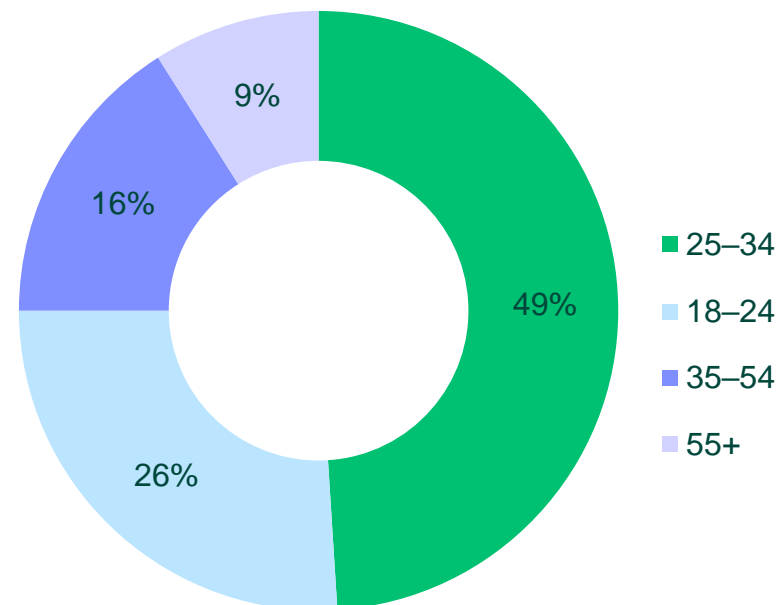
80% open rate

vs. 18% for Email and 98% for SMS

56% click-through rate

vs. 1-5% for Email and 19% for SMS

Viber user base demographics

Female 47%

Male 53%

65% of Viber users are economically active

49%

26%

16%

9%

- 25–34
- 18–24
- 35–54
- 55+

Retail and e-commerce

This is Lora…

Lora is a young entrepreneur who only recently joined your loyalty program.
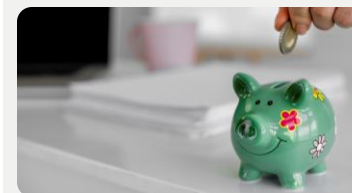

Hi Lora,

The long winter inspired us for a vivid new spring collection!

Our limited edition floral boho clutch bags are now available online and in-store. Grab your favourite today!

BROWSE

USE CASE 1
SEASON SPECIALS

Provide timely info on the upcoming specials related to holidays and changing seasons.

Hi Lora,

We're slashing prices on our mid-season collection this weekend. Get your favourite items at up to 40% off!
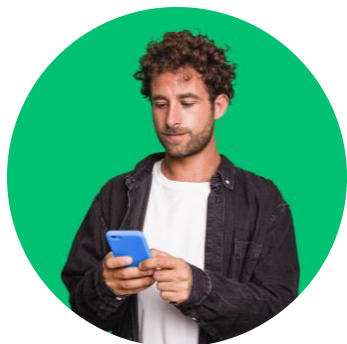
*** Valid only through Sunday, June 4th***

BROWSE

USE CASE 2
DISCOUNT ALERT

Promote your seasonal, weekly or product discounts with captivating messages and a CTA.

Include a deadline for urgency.

Banking and finance

This is Mike…

Mike is a successful lawyer and a father of two. He doesn't have too much time for window shopping or browsing online, so he usually makes a purchase after a prompt.
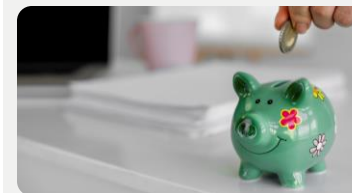
Hi Mike,

You're currently using our Silver Card package to manage your accounts and transactions.

As a loyal member, you can now upgrade to Golden Card automatically. Please type YES below if you'd like our team to call you and give you more details.

USE CASE 1
UPSELL

Use two-way communication to encourage Mike to upgrade his banking plan.

Hi Mike,

It's the season of savings here at TOP bank!

*** Valid only through 30th November 2024***

If you're looking to open a savings account, now is the best time to do it. Click below to see our current offers and reach out to us to open your account.

OPEN ACCOUNT

USE CASE 2
CROSS-SELL

Using Lora's historical data, you can offer a personalised recommendation.

Include a deadline for urgency.

Healthcare

This is Leon…

Leon has had an appointment with you regarding a temporary health issue.

Hi Leon,

It's a World Health Awareness Day!

If you'd like to schedule a preventive checkup, please reply to your desired time and date.

We'll get back to you with the confirmation!

USE CASE 1
APPOINTMENT SCHEDULING

Offer Leon an option to automatically schedule a general health check-up.

Hi Leon,
Your scheduled appointment with our eye doctor is tomorrow.

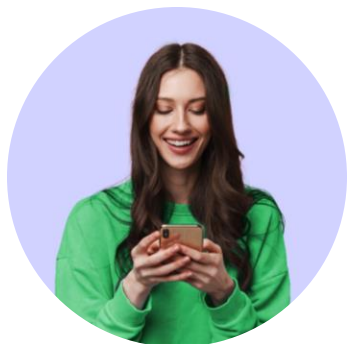Please click the button below to learn what you can expect from this checkup and how to prepare.

LEARN MORE

USE CASE 2
APPOINTMENT REMINDERS

Automate reminders and include pre-operative guides to improve the efficiency of your operations.

Travel and hospitality

This is Ana…

Ana has previously stayed in your hotel while on a business trip and has booked a holiday with you as well.

USE CASE 1
UPSELL

Hi Sam,

We're looking forward to seeing you on 5th March. As our VIP guest, you're eligible to upgrade to our Junior Suite for only £80 per night.

Text YES to upgrade automatically.

Use two-way communication to get Leon to convert within the message itself.

USE CASE 2
CROSS-SELL

Hi Sam,

We know you love to use our luxury pool & spa. As our VIP guest, you're eligible to get 50% discounts on all spa treatments if you book by 5 p.m. on 31st August.

Click the link below to book your treatments and use code VIPSPA1:

BOOK NOW

Use Leon's historical data to determine his preferences and offer a personalised experience (if he used spa previously, you can give him a special discount).

Include a deadline for urgency.

Cross-vertical use cases

Flash sales

🥄 **E-HOME SHOP** now

Today only! Get 10% off on kitchenware:
goodstore.com/kitchenware

Post-purchase follow-up

📱 **GADGETS STORE** now

Thanks for your recent purchase, Matt! You've made our day ☺

Loyalty discounts

🛍 **CONVENIENCE** now

Jenny, as our loyal customer, you get 20% off your next purchase.

Product updates

👕 **GOODS STORE** now

John, we've just added new items to your favourite category->
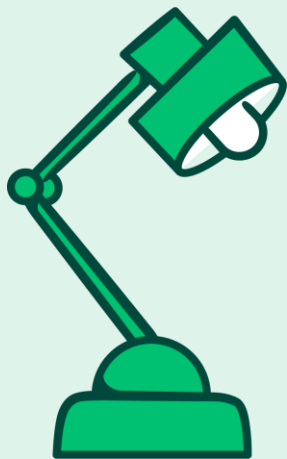goodstore.com/products

Feedback surveys

⚙ **FLOWER SHOP** now

Anna, how happy are you with your recent purchase on a scale 1-5?

★★★★★

Features overview

All-in-one messaging capabilities

Multi-media formats

Send and receive messages containing text, buttons, images, documents and videos.

Message templates

Create, save, and edit templates to easily reuse them in your next campaign.

SMS fallback

Enable SMS fallback when a user is unavailable in Viber to increase deliverability.

Flexible files

Up to 200 MB file upload; easily accessible public links to files.

Analytics & reports

View sent and delivery reports to understand your audience's behaviour.

Multiple formats

Send up to 1000 characters, 24 MB for images or 200 MB for video per message.

Viber advantages

Customer-preferred channel. Robust features.

Engaged audience

Connects and engages diverse audience through personalised, 1 on 1 marketing

Brand building

Single platform for customer engagement, conversion and loyalty building
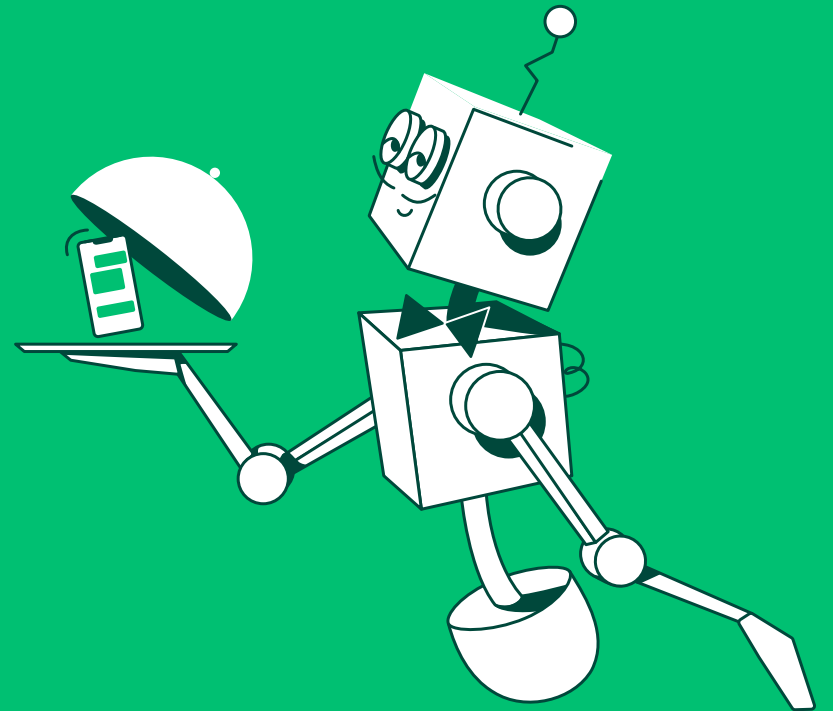
Strategic tool

Integrates with your omni-channel strategy and enables tracking

Viber Chatbot 🤖

Empowering conversational commerce
for exceptional CX and accelerated
revenue growth

Viber Chatbots

Empowering conversational commerce
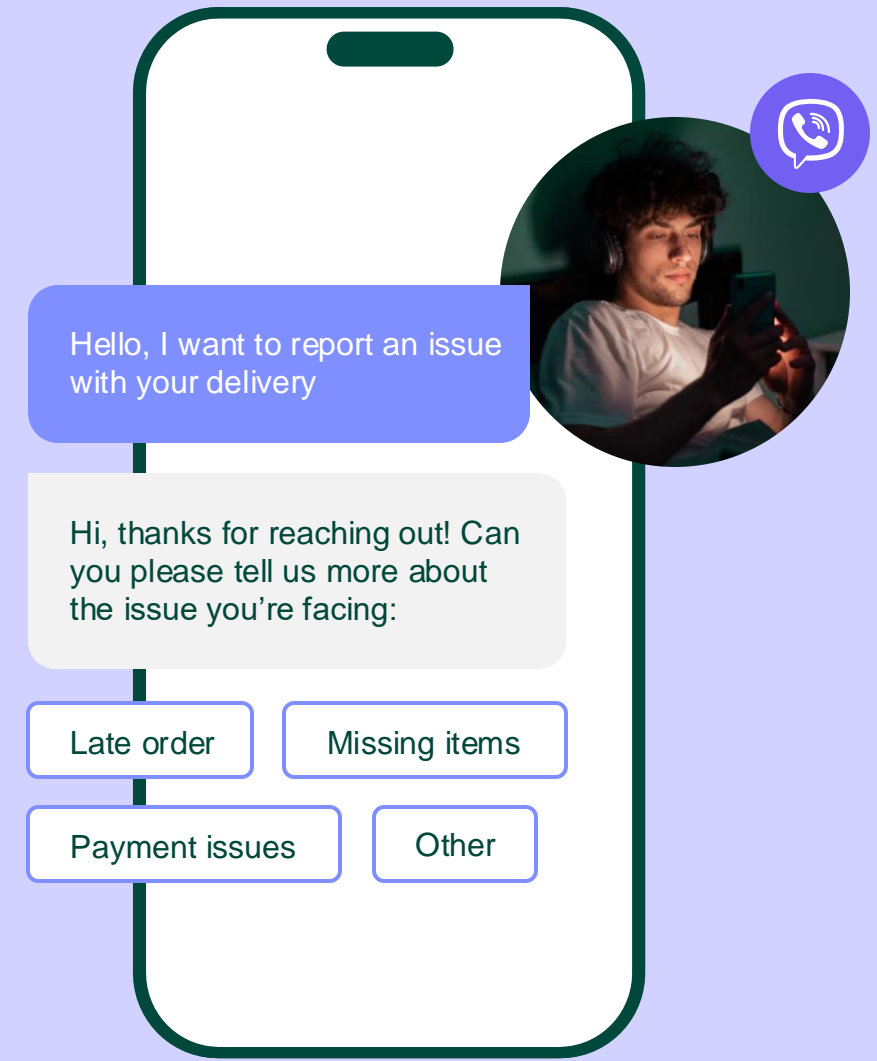
Automated user flow

Drive your customers down the sales funnel with pre-defined chatbot actions

Eye-catchy promotions
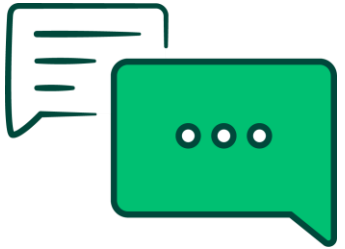
Streamline customer journeys from engagement to purchase with rich media and CTAs

Customer support efficiency

Automatically troubleshoot customer issues and collect data on their issues

Hello, I want to report an issue with your delivery

Hi, thanks for reaching out! Can you please tell us more about the issue you're facing:

| Late order | Missing items |
| Payment issues | Other |

Types of chatbot messages

24h Session (free)

Welcome message (free)

The first message that a user receives from chatbot,
the first interaction (introducing the chatbot).

1 ⟶ **2**

Chatbot-initiated messages

Messages sent by the chatbot
owner to its subscribers to engage
them in a conversation.

Session messages

Session starts when a subscriber messages
the chatbot, either of their own accord or in
response to a chatbot-initiated message.

Viber Business Calls

Enhance customer support with real time-voice capabilities

Viber Business Calls

Improved CX

Deliver exceptional support experiences through a customer-preferred channel.

Call centre cost optimisation

Available at a more affordable price point than a 0-800 support number

Trusted reach

Increased presence and availability via one of the most widely used apps.

Why adopt the voice approach

Brand new support line

Provide an additional support channel to ensure fast responses and improve the customer service quality.

Replace 0-800

Provide an alternative to the 0-800 toll-free number and optimise your contact centre costs.

Free for end users

VBC is completely free for end users since it requires only the usage of the Internet connection.

Enriched CX

One app for all user queries - one entry point to enable ease of use and increase customer retention.

No roaming for calls from abroad

Enables users from abroad to reach your customer care teams for free as opposed to calls which use roaming data.

No mobile network needed

Convenient to use in regions or situations when a user's cellular connection is unavailable.

Banking success story

OSCHADBANK
MY BANK. MY COUNTRY

The first bank in the world to implement Viber Business Calls for their customer support.

"Viber business calls are an effective alternative to regular mobile phone calls, which is especially relevant for our clients currently living outside Ukraine. We have received a lot of positive feedback about this option and express our gratitude to Rakuten Viber and GMS for helping us implement it."

- Anton Tyutyun, Deputy Chairman of the Board of Oschadbank

Challenge

Limited choice of channels for calls for the support service, especially for customers outside Ukraine.

Solution

GMS Viber Business Calls for Banking

Benefits

- Increased level of customer satisfaction
- Improved customer service efficiency
- Optimized customer service costs