Don't shoot the Facebook Messenger

Exploring the practical applications for Facebook Messenger in business

esendex®

Contents page:

Introduction

Since the commercial platform for Facebook Messenger launched in April 2016, many businesses have been scratching their heads about how to best capitalise on this new channel.

Whether you are the CEO of a large multi-national, or the owner of a small business, this ebook will seek to identify the key challenges that all businesses must consider before moving forward.

After we've identified the challenges, we'll be looking at the Facebook Messenger platform itself, and looking at all of the opportunities that it presents for business. We'll be looking at the tools that the platform provides, and identifying the specific benefits that each tool brings.

Finally, we'll be looking at how a well designed Facebook Messenger solution can work as part of a broader communication strategy. We'll also be answering the key question of how Facebook Messenger can be used as part of a customer centric workflow / communication strategy.
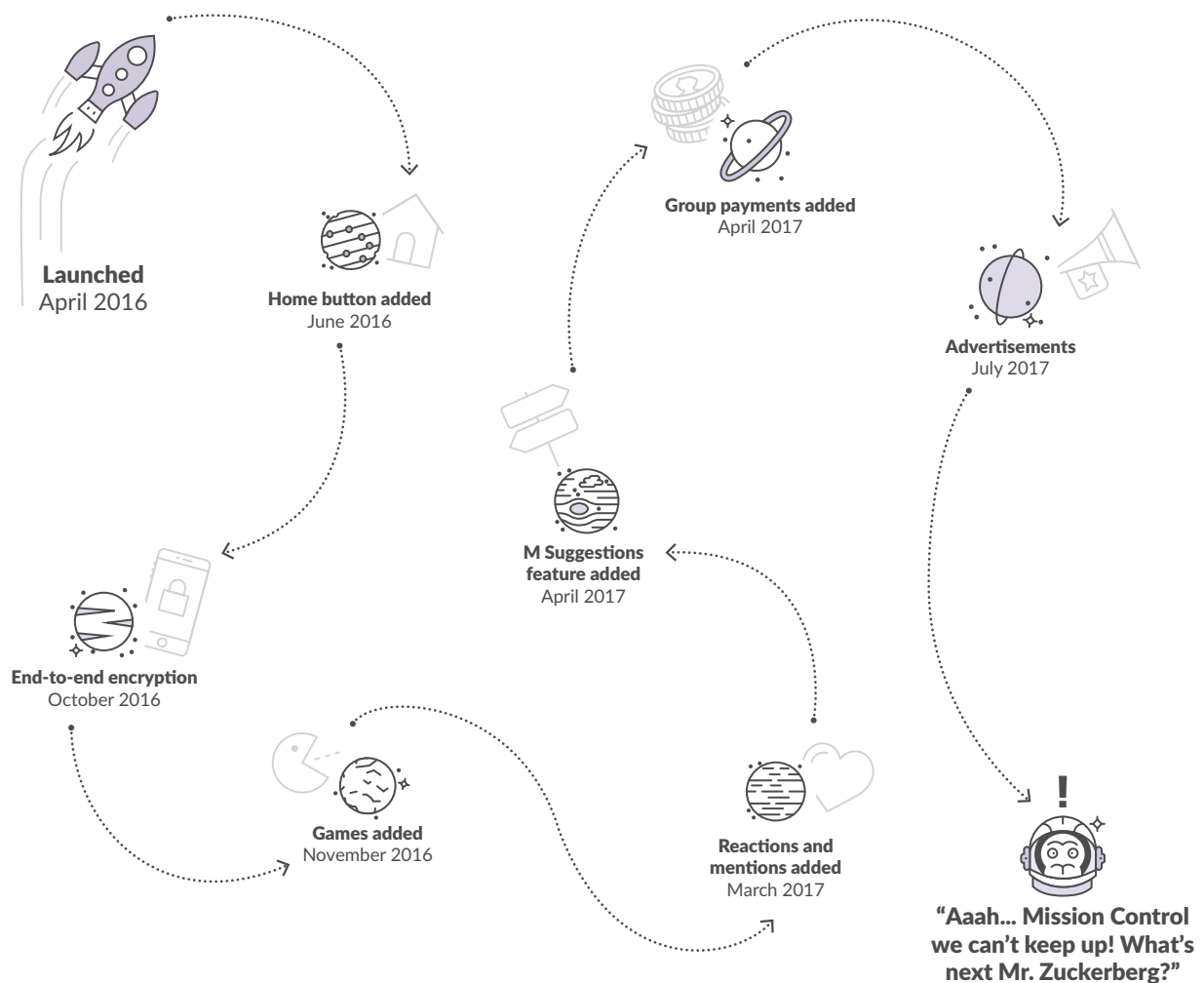
The challenges

The Facebook Messenger platform represents a whole new way of communicating with your customers - that's great! But before we embark on our Facebook adventure, let's understand the challenges which we'll meet on the way.

1. We don't know what the platform can do, and how it can help our business

So the Facebook Messenger platform for business has arrived with the potential to revolutionise the way businesses can interact with their customers. That's a good thing... right? Unfortunately, it's a little difficult to assess the benefits when the functionality offered keeps changing.

Launched
April 2016

Home button added
June 2016

Group payments added
April 2017

Advertisements
July 2017

End-to-end encryption
October 2016

M Suggestions feature added
April 2017

Games added
November 2016

Reactions and mentions added
March 2017

"Aaah... Mission Control we can't keep up! What's next Mr. Zuckerberg?"

Matters are not assisted by the fact that the only reliable source of truth as to what Messenger can offer is a developer page. The Facebook developer page (https://developers.facebook.com/) acts as a hub for all technical information about the platform, but this hardly lends itself very well to business leaders who will be initiating the development of the Messenger solutions.

This can result in developers marketing the idea of using the platform to their business leaders, rather than the message coming from Facebook themselves.

Then we have the evolution of the proposition as Facebook refines and develops the commercial element of Messenger. At the time of the platform's launch the platform prohibited the sending of any promotional messages, and there was no mention of the platform being able to process transactions. Fast forward four months and the rules surrounding promotional messaging have been relaxed, and the ability to take payments has been introduced. This makes it quite difficult for businesses to proactively plan how their Messenger solutions will work for them.

2. My business has no idea what the benefits of using the platform are

A direct effect of customers not being able to identify what the platform can do, is what the benefits to them are. How can businesses be expected to gauge the worth of the platform until a clear and consistent message is sent to them, which explains how it's going to help them reinforce and expand upon their current processes?

Good Heavens Watson! I can't seem to identify the benefits.

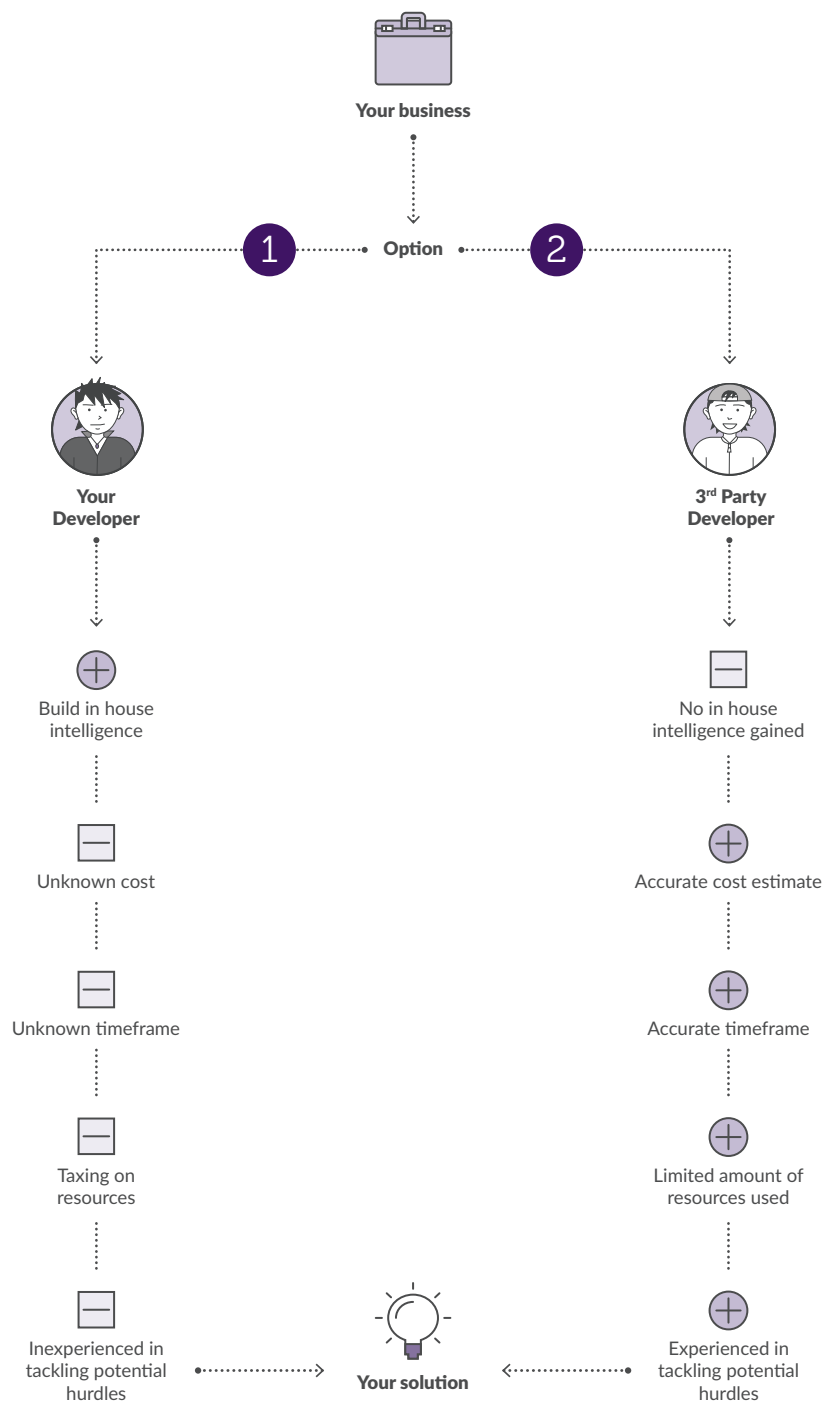# 3. What is the best approach to start developing our Messenger solution?

You've weighed up the pros and cons, and you've decided to move forward with developing your Messenger Solution. That's great, but the next question you have to answer can be as equally tricky as the ones that preceded… How?

There are two main schools of thought for companies wishing to use the platform.

The first option would be to grab the best developer you have, and let them loose on the platform. This is a route that many businesses have taken since the platform's launch in April 2016, with 34,000 solutions developed in the following six months alone.[1]

While this route would be rewarding for your business's internal intelligence, there are a few obstacles to consider. To start with, Facebook has introduced an extensive platform policy which must be adhered to. Then we have the review and approval stage, which can be an exhaustive process if the platform policy has not been fully complied with. There's also the amount of investigation and development of your proposed solution· which will be extremely resource-hungry if your business is developing their first solution.
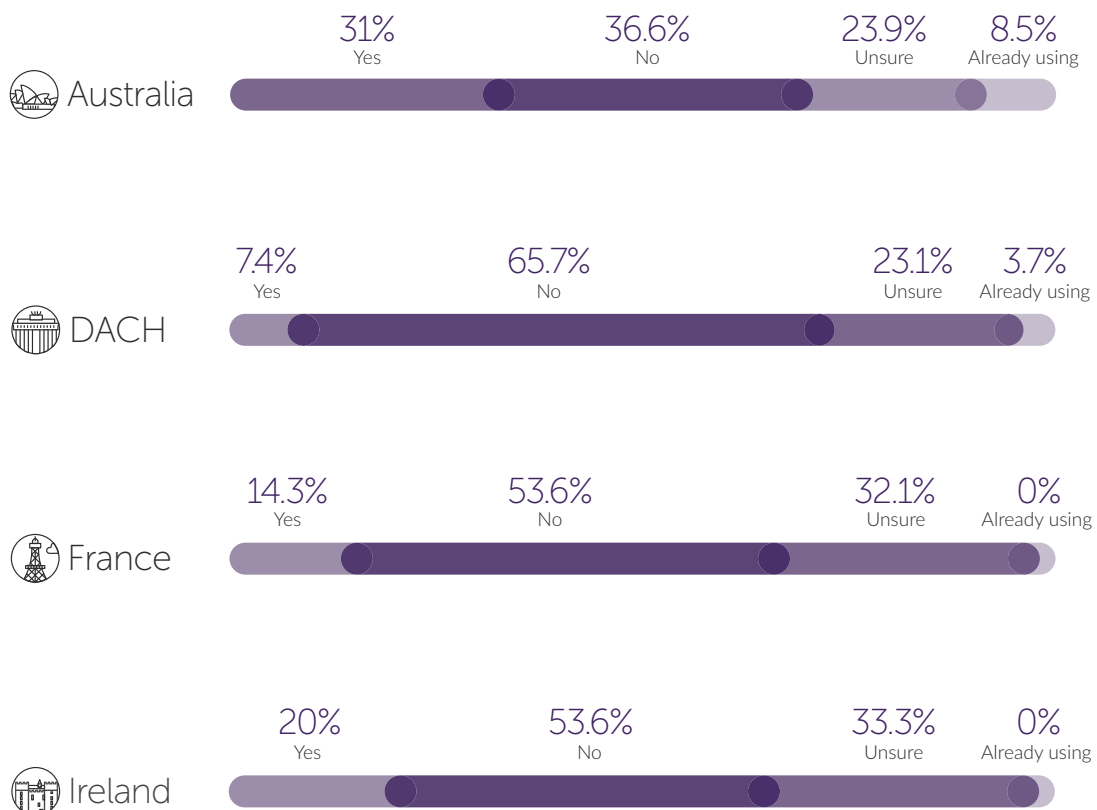
The second option would be to work with a 3rd party developer to do the legwork for you. Of course by taking this route you are not building your in house intelligence, but you could be making some big cost savings by getting someone else to do the work. By using a 3rd party developer, all of the unknowns are removed from the equation; they've been down this road before, and can give you accurate estimates for cost and time to market. The 3rd party developer will also be well aware of all of the sticky Facebook Messenger platform policies that have to be navigated. All of this makes the process more hassle free.

Your business

Option **1** **2**

Your Developer

3rd Party Developer

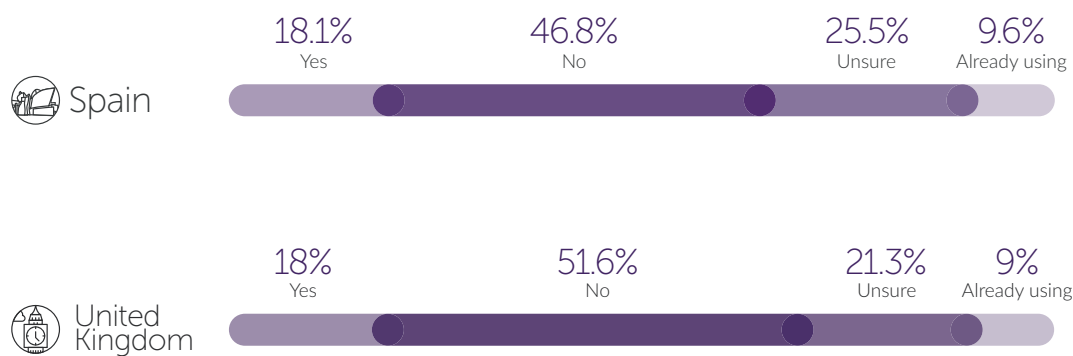| Build in house intelligence | No in house intelligence gained |
Unknown cost	Accurate cost estimate
Unknown timeframe	Accurate timeframe
Taxing on resources	Limited amount of resources used
Inexperienced in tackling potential hurdles	Experienced in tackling potential hurdles

Your solution

4. Would my customers use a Facebook Messenger solution?

Any business considering a Facebook Messenger solution should carefully consider whether or not their customers are likely to use the solution. Investing a lot of time and money into a communication channel that won't be widely used could prove to be an expensive waste of resource.

In an online study conducted by Esendex in November 2016, **50%** of respondents said that they were not planning to use Facebook Messenger, and a further **24%** weren't sure if they would or not. Attitudes vary considerably from country to country, as the following graphs illustrate:

8%
Already using

18%
Yes

24%
Unsure

**Are you planning on
using Facebook
Messenger?**

50%
No

	31% Yes	36.6% No	23.9% Unsure	8.5% Already using
Australia				

	7.4% Yes	65.7% No	23.1% Unsure	3.7% Already using
DACH				

	14.3% Yes	53.6% No	32.1% Unsure	0% Already using
France				

	20% Yes	53.6% No	33.3% Unsure	0% Already using
Ireland				

| 18.1%
Yes | 46.8%
No | 25.5%
Unsure | 9.6%
Already using |

Spain

| 18%
Yes | 51.6%
No | 21.3%
Unsure | 9%
Already using |

United
Kingdom

The obvious question is why not? On the face of it, Facebook Messenger could save costs as well as increasing engagement, particularly with digital natives.

Reasons for not pursuing Facebook Messenger as a communication channel

We asked 'why not?' in the same survey, with the results below right: **60%** of respondents replied that they don't consider there to be a requirement (which hearkens back to Facebook not having very clear messaging about the benefits!).

Businesses should also be aware of another important factor before embarking on their Facebook adventure... What does your existing database of customers look like? Do you already have the Facebook ID of your customers? If not, how are you going to get this information, and how much additional time and money is it going to cost to build this extra intelligence?

10%
Other

13%
Wouldn't
work for us

Why is that?

60%
No requirement

17%
Customers
wouldn't like it

Another key consideration to make is, would all of the customers in your target demographics want to be contacted through Messenger? For example, would customers over the age of 50 be as receptive to being contacted through the channel as someone under the age of 30? Probably not, with around **73%** of Facebook's user base being under the age of 50.[1]
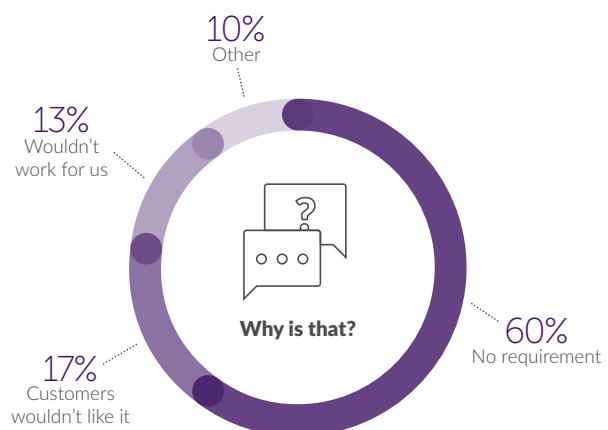
We did a further survey asking visitors to our website whether, as a customer, they'd want to be contacted via Facebook Messenger, and the results, while variable by territory, were largely negative, as shown in the following pages:

How would you feel about companies connecting with you via Facebook Messenger?

Don't shoot the Facebook Messenger
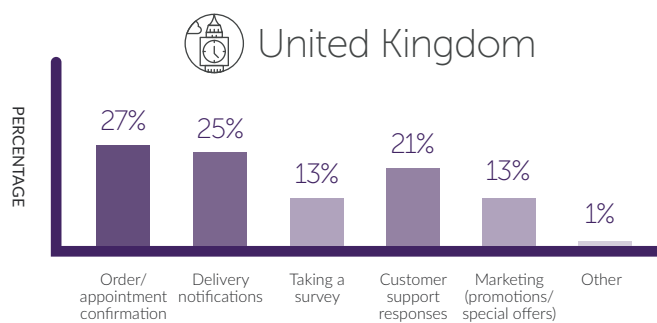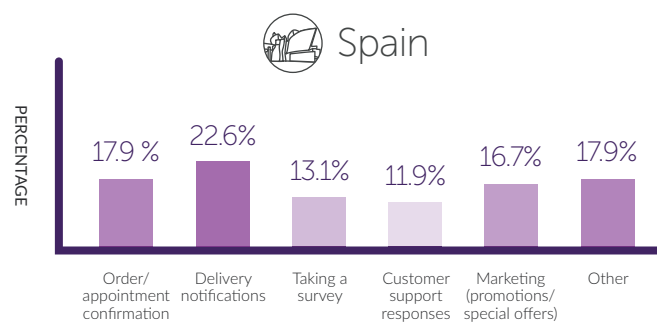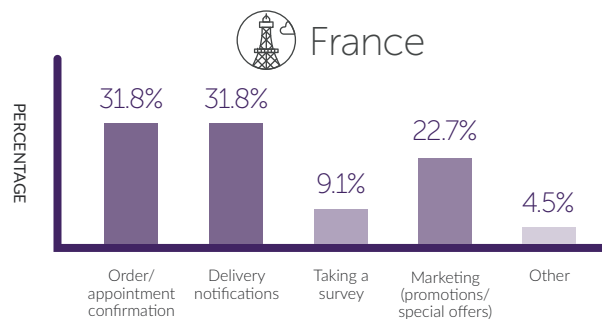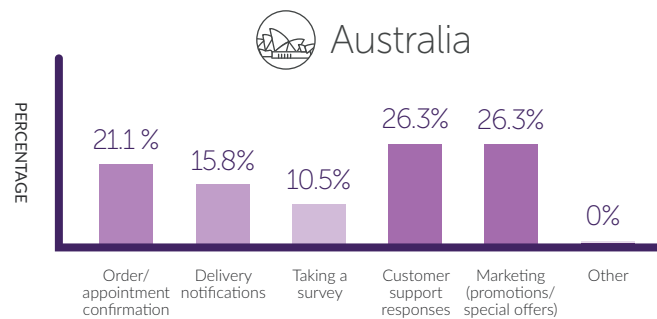Exploring the practical applications for Facebook Messenger in business
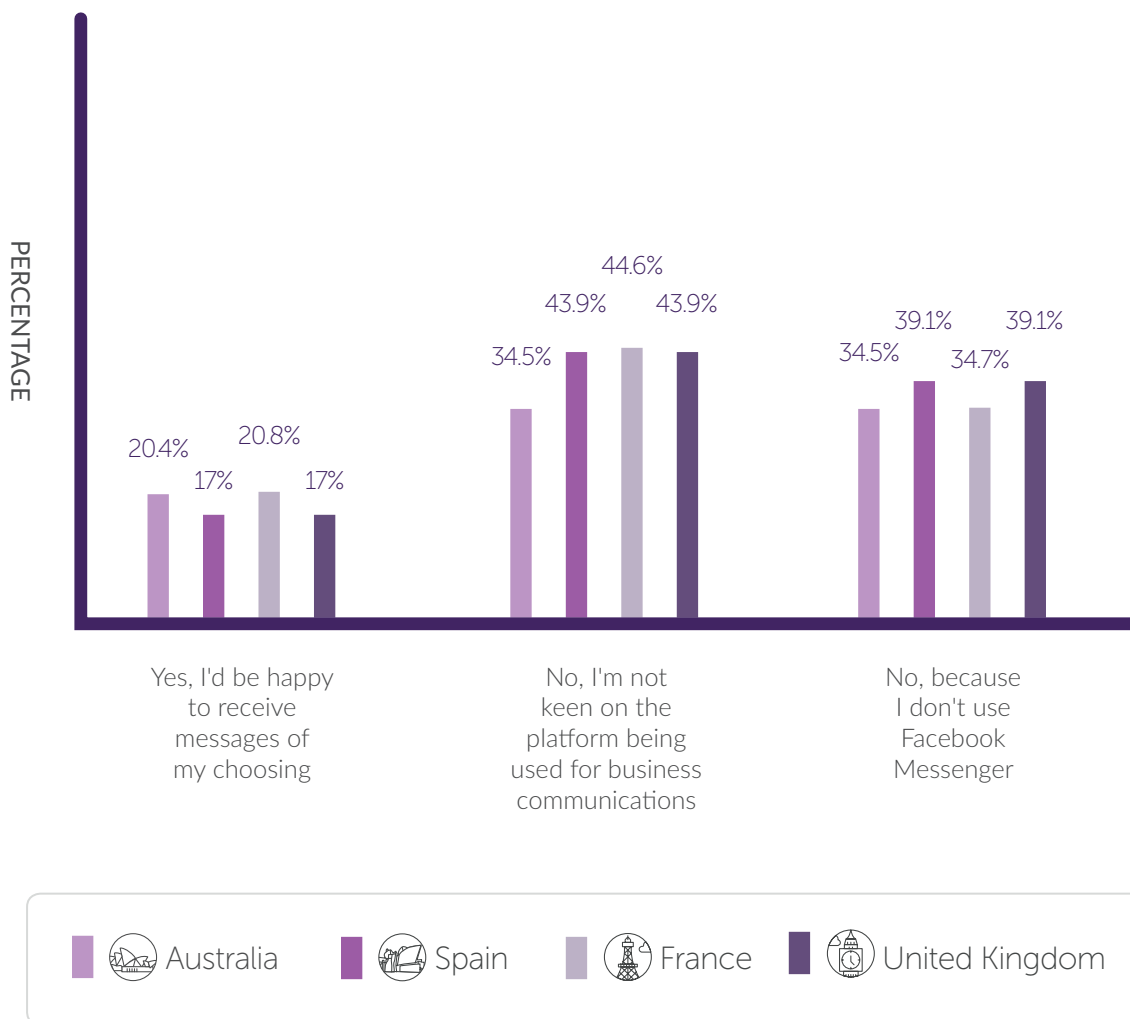
Would you expect to receive messages via other channels in addition to Facebook Messenger (i.e. SMS, Email)?

PERCENTAGE

100%

83.3%

68.4%

55.3%

44.7%

31.6%

16.7%

0%

Yes

No
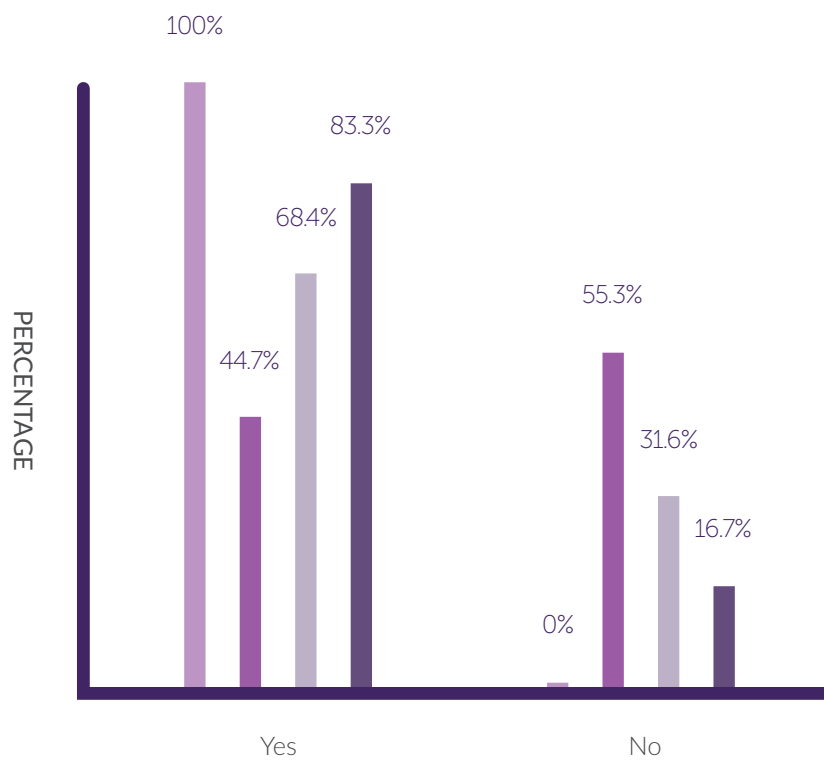
Australia   Spain   France   United Kingdom

What communications would you be happy to receive via Facebook Messenger?

Australia

21.1 %	15.8%	10.5%	26.3%	26.3%	0%
Order/ appointment confirmation	Delivery notifications	Taking a survey	Customer support responses	Marketing (promotions/ special offers)	Other

PERCENTAGE

France

31.8%	31.8%	9.1%	22.7%	4.5%
Order/ appointment confirmation	Delivery notifications	Taking a survey	Marketing (promotions/ special offers)	Other

PERCENTAGE

Spain

17.9 %	22.6%	13.1%	11.9%	16.7%	17.9%
Order/ appointment confirmation	Delivery notifications	Taking a survey	Customer support responses	Marketing (promotions/ special offers)	Other

PERCENTAGE

United Kingdom

27%	25%	13%	21%	13%	1%
Order/ appointment confirmation	Delivery notifications	Taking a survey	Customer support responses	Marketing (promotions/ special offers)	Other

PERCENTAGE

However, it's worth noting that this study was conducted in **September 2016**, when the concept of a previously private platform like Facebook Messenger being used for commercial purposes was very new, and people do take time to adjust to change.

It's certainly Esendex's view that you shouldn't write the platform off. A recent study[1] suggested that email as a B2C channel is dying within the 13 to 24 demographic. Customers within this age bracket now spend **3.5 times** more time communicating through messaging apps such as Facebook Messenger, than those over the age of 45.

The key point to take from this is: know your customer and understand their requirements before you move forward with Facebook Messenger as a communication channel.

3.5 times

more communication is done through messaging apps amongst 13-24 year olds, than those aged 45+

5. Is change inevitable? Would I be future proofing my communication channels by using Facebook Messenger?

We've spoken about younger customers' preferred communication channels, and identified a trend which involves them stopping using email in favour of messaging apps.

Messaging apps have an important part to play in the future of customer communication, but what other factors should businesses be thinking about, to ensure that they are using the most engaging communication channels available to them in the future?

The dangers of over-communication

One of the reasons that has been identified for customers starting to move away from the email communication channel is the sheer volume of emails they receive from businesses. These emails are in many cases unrequested and unwanted.
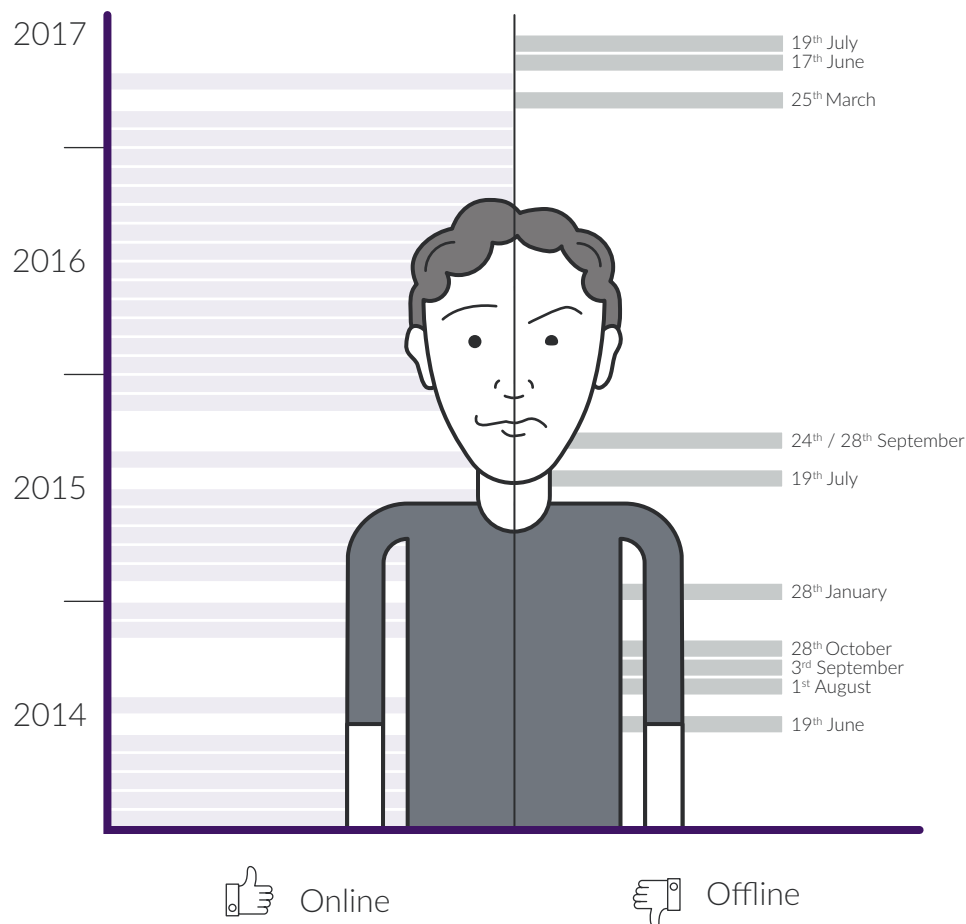
Facebook Messenger currently protects customers against spamming by only allowing marketing communications to be received when the customer has granted them permission to do so. That's great for the time being, however Facebook's stance could change. In fact, it already has since the platform was first launched, when marketing of any kind was not allowed through Messenger. With this in mind, businesses should be aware of the mistakes made through the email platform, and avoid neutralising the channel's effectiveness through over-communication.

Changes in Facebook's commercial model

Another direct consideration for businesses to make is whether or not Facebook wish to monetise their access to customers through the platform. As things stand the platform is free to access, free to develop for, and subsequent access to customers is also free (assuming that the customer has opted in to receive messages from your business, of course). However, what if that changed and Facebook wished to start charging for this kind of access? Businesses should be aware of the possibility of a potential policy change here and avoid placing all of their eggs in one basket.

▶ **Business continuity**

Businesses should also be aware that Facebook's services (including Messenger) can go down without much in the way of warning. Currentlydown.com reports at least 10 notable instances where Facebook has been offline in recent years - none of them for very long, but if your message is time-sensitive, it's necessary to have a fall-back plan.

2017	19th July
	17th June
	25th March
2016	
	24th / 28th September
2015	19th July
	28th January
	28th October
	3rd September
	1st August
2014	19th June

👍 Online   👎 Offline

Ask yourself: "Do we have an alternative method of communication if this happens? How do we communicate with Facebook to find out when the problem will be resolved?"

Gaining competitive advantage

The final consideration is your competition, and how they're using the platform - or indeed if they're using it at all. Being an early adopter has its advantages. You can communicate with your customer base in a new, rich and engaging way, and you're also demonstrating your company's stance as a forward thinking organisation.

There is one rather important thing to consider before trying to beat your competition to the punch though. With the platform still in its relative infancy, new features are being added all the time.

For example, we've already mentioned the move from no marketing at launch, to the time of writing (July 2017) where we have opt-in marketing. We can now add transaction processing as a feature that wasn't available on the platform's release but is now at beta stage in the US.

The point is that with a platform as young as Facebook Messenger, there's always the danger that as an early adopter you could design a solution which doesn't take advantage of every feature available.

The opportunities

So far we've focused on all of the negatives, complications and considerations that businesses have to contend with surrounding Facebook Messenger as a business application. Now it's time to introduce all of the fantastic ways that the platform can help your business, and improve the communication channels with your customers.
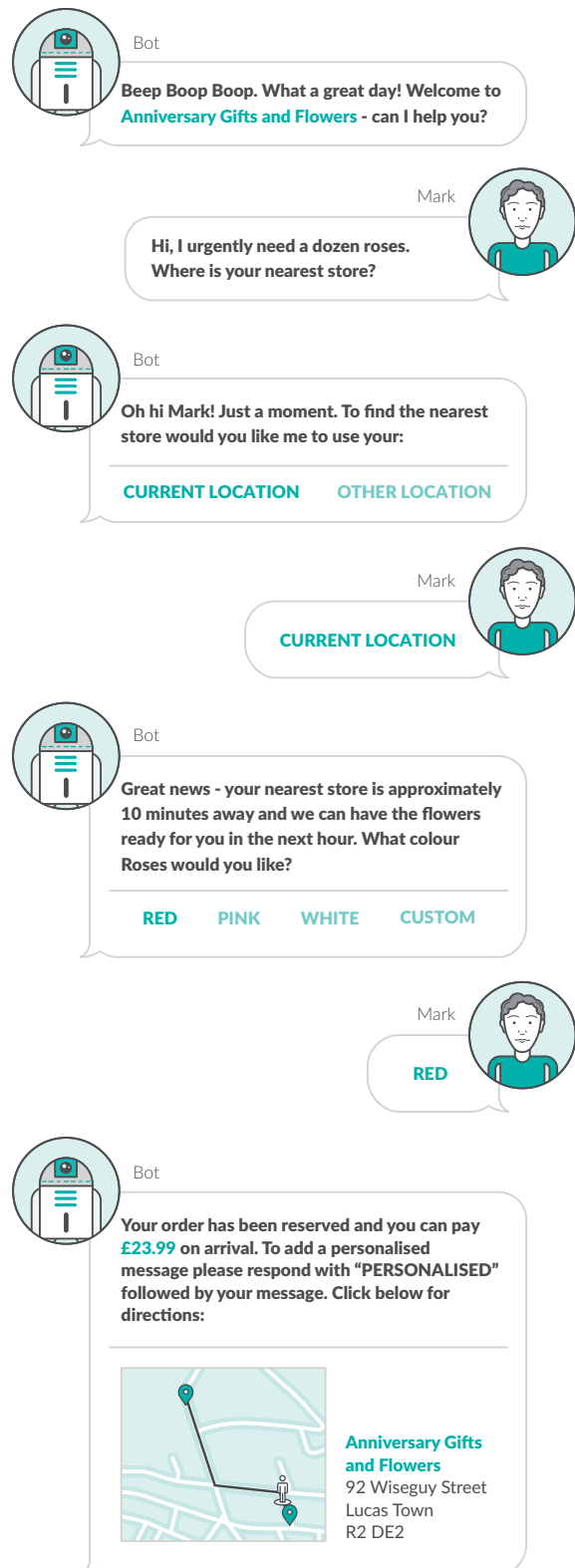
Bots

It's fair to say that with all of the publicity surrounding the launch of the Messenger platform, there is one particular function which has stolen the headlines... The bot.

Bots allow businesses to have a conversation or interaction with a customer, without the business needing to provide an actual person at their end of the conversation – it's fully automated! They're embedded within many businesses' Messenger accounts and some of them are so good that you may not even realise that you have been using them.

Businesses using bots within Messenger can automatically manage their customer interactions such as queries, purchases, alerts and notifications. This means that businesses can not only automate activity such as marketing communications, but also customer support and simple sales enquiries, etc. The cost savings that a well designed bot can provide in this type of scenario are considerable.

Bots are also very handy for businesses who want to provide an instant route for customers wishing to get through to a "customer representative". By offering a bot to customers which deals with things like frequently asked questions, companies can provide a level of instantaneous customer service which not only keeps this sort of customer happy

Bot
Beep Boop Boop. What a great day! Welcome to Anniversary Gifts and Flowers - can I help you?

Mark
Hi, I urgently need a dozen roses. Where is your nearest store?

Bot
Oh hi Mark! Just a moment. To find the nearest store would you like me to use your:

CURRENT LOCATION   **OTHER LOCATION**

Mark
CURRENT LOCATION

Bot
Great news - your nearest store is approximately 10 minutes away and we can have the flowers ready for you in the next hour. What colour Roses would you like?

RED   PINK   WHITE   CUSTOM

Mark
RED

Bot
Your order has been reserved and you can pay £23.99 on arrival. To add a personalised message please respond with "PERSONALISED" followed by your message. Click below for directions:

Anniversary Gifts and Flowers
92 Wiseguy Street
Lucas Town
R2 DE2

(as they don't have to wait on hold to speak to a representative), but it also reduces the strain on human agents, so they can handle more enquiries which do require one to one attention. This point is reinforced by a recent Gartner study, which predicts that by the year 2020 an amazing **85%** of ALL customer interactions will be managed without a human on the business's side.[1]

The Messenger platform really allows businesses to get creative with their customer interactions. One of the more adventurous applications of the Messenger platform is from the airline KLM.

KLM Case Study

KLM have sought to automate a lot of their customer facing processes through the use of their bot. Delivery of flight documentation such as booking confirmations and boarding passes are all supplied through Messenger, but it doesn't stop there.
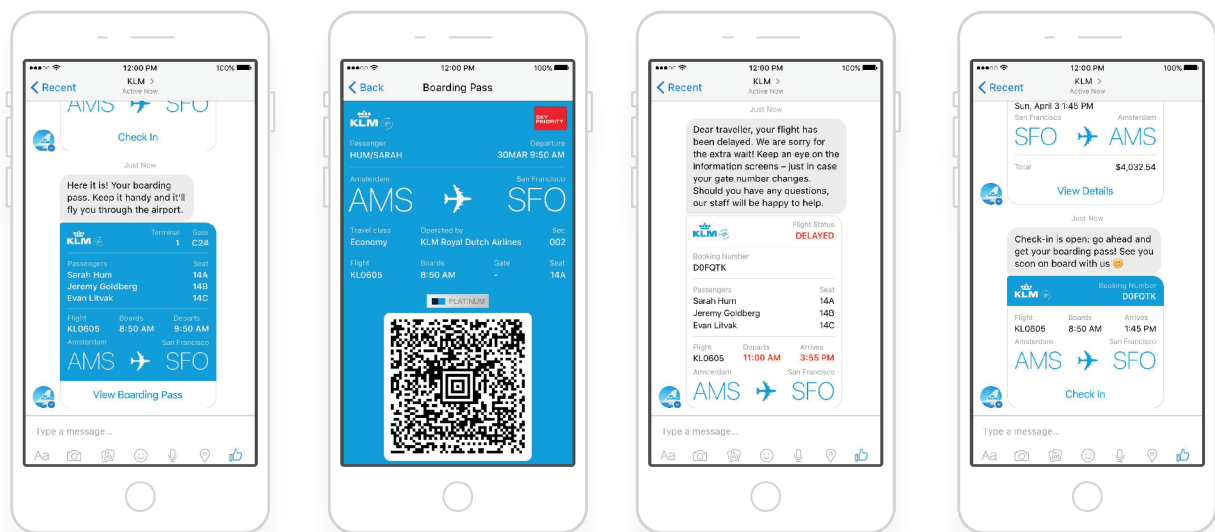
Perhaps the most interesting facet of KLM's bot is the way in which it keeps the customer up to date with live information such as flight status updates and boarding alerts. Customers can interact with the bot in different styles and languages: for example, want to change your seat? No problem, all you have to do is ask and the bot takes care of the rest.

What is subscription messaging and what can you do with it?

One of the underlying principles for businesses using the Messenger platform is that the customer must start the conversation. This means that when an organisation wishes to speak to a customer using Facebook Messenger for the first time, they need the customer to opt-in. Without the customer's opt-in, the conversation cannot start.

Having opted in to communications, customers are allowing that particular business to contact them at will... as long as the communication falls into one of three categories.

These categories are:

▶ News alerts. Informing customers about recent or important events or information in categories such as sports, finance, business, real estate, weather, traffic, politics, and entertainment.

▶ Personal productivity. Enabling customers to complete tasks such as managing calendar events, receiving reminders, and paying bills.

▶ Personal trackers. Bots that enable people to receive and monitor information about themselves in categories such as fitness, health, wellness, and finance.

Any communication that falls outside of these boundaries (e.g. promotional materials) can't be sent through subscription messaging.

All of this is great for the customer! They can limit the communications that they receive from businesses to the most applicable content to them. It also works very well for the businesses providing the content as they know that the customer has actually asked for the information, rather than potentially spamming them.

Various news networks have used subscription messaging to good effect such as TechCrunch and the Wall Street Journal, but perhaps the most effective application is from CNN.

CNN Case Study

After opening the bot and typing 'Subscribe', the bot will send the reader the top news stories from that day. The reader can select a story to read, or scroll through other stories. The bot will even recommend stories based on articles that you have already read. If you want to sort the stories, simply type in something like 'Sport' and the top sports stories of the day will be displayed.
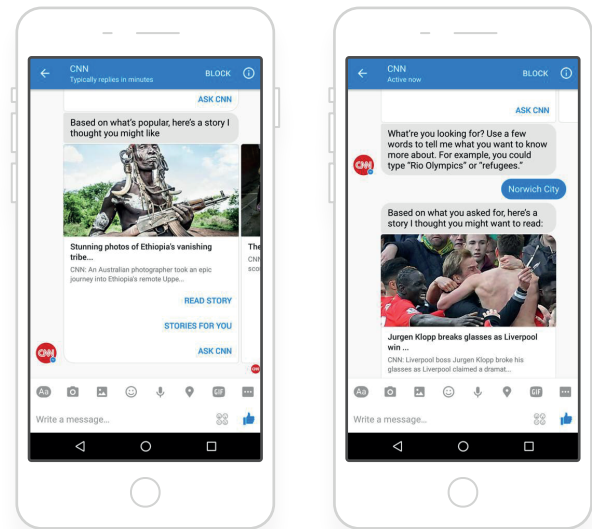
Promotional Messaging

As we've already mentioned, promotional materials cannot be sent by businesses to customers through subscription messaging, but that doesn't mean that promotional messages can't be sent at all.

Businesses who have created standard messaging bots (i.e. non-subscription based bots) can send advertisements and product information for a 24 hour period with certain conditions. The customer must be the person to initiate the conversation, and advertisements can only be sent if there is an open, existing conversation in place.

It's worth noting that there are certain messages which can be sent outside of this period. Non - promotional messages like shipping updates, reservation updates, and issue resolutions can all be sent after this period has elapsed.

These promotional messages can even include smart calls to action included on them. Let's say your customer has opted in to your communications, and you sent them a discount code via Messenger. What you can now do is add functionality to the message which allows the customer to do things like get directions to their nearest store, enquire about offer details, or just find out the opening hours.

By adding interactive elements which provide information at the recipient's request, the likelihood of the advert hitting its mark, is sure to increase.

Facebook, of course, doesn't allow businesses to advertise for free. The same is true for Messenger. Every time a business sends an advertisement (which will typically consist of one image and a link) to a potential customer, Facebook will charge them.

Businesses may not exactly be thrilled at the extra expense that advertising through Messenger will entail, but the major benefit to them will be the quality of the potential customer to whom they're sending adverts. Knowing that the customer receiving the ad approached them in the first place, and has an active interest in their brand and products, increases the likelihood of the advertisement's success.

Around a year after launching the Messenger platform, Facebook started to offer the opportunity for advertisers to send even more adverts to its users through Messenger. Adverts don't interrupt existing conversations; they're shown as a new message. By clicking on these adverts the user will either be redirected to that company's website, or start a conversation with an associated bot.

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Payments

Since launch, Messenger has encouraged product and service purchase via the application. However, that doesn't mean it's always been as simple as it could be.
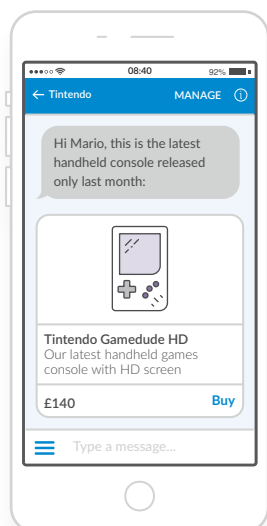
At launch, bots were developed by businesses which allowed customers to quickly and easily search for their required products. That part was great, but then when the time came to process a payment the customer had to click on a link and use the business's native website. It worked – but not quite as well as it could have done. Fast forward to November 2016 and Facebook managed to address this issue.

At the time of writing, the latest iteration of the platform means that customers no longer have to leave the Messenger app and can pay for their goods and services within it, using Visa or Mastercard.
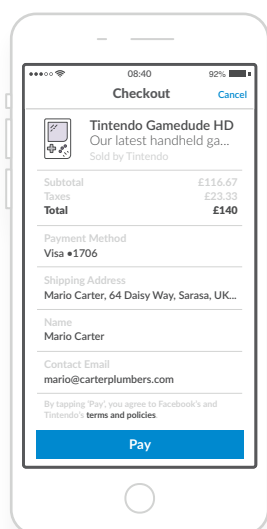
The purchasing process through Messenger is as streamlined as you would expect any website to be. Customers simply hit 'Buy' and then enter their credit card, delivery and billing information. Those details can also be recalled for future purchases.

Both businesses and customers can benefit from the convenience that this feature provides. However, they aren't the only beneficiaries here. By providing the tools for businesses to sell products within their apps, Facebook will benefit the most by ensuring more of their users continue to use their service, rather than navigating elsewhere.

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Facebook Messenger 'Message Us' button for your website

Facebook Messenger supports a 'Facebook Page Plugin'. This allows businesses to insert a 'Message Us' button directly into their webpage, which when clicked on from a mobile device, will either open up the Messenger app (if the user has it installed), or open Messenger within a browser.

It's a clever move from Facebook. They're aware that a customer's first port of call for web interaction will mostly likely be through the business's own website and not their Facebook page. By offering a website plugin for Messenger, Facebook are ensuring a route to remain in front of the user, even if the businesses website is the customer's first stop.

There's a benefit to the business, too; they are providing a simple route to an additional communication channel. This could even save them money (when compared to a paid-for live chat service), and staffing resource (by employing a bot engine instead of a human operative). And from the customer's point of view they benefit from a quick link to a communication channel which they'll already feel comfortable interacting with.

Delivery / Read Receipts

One of the more basic features of the Messenger platform is the ability to receive delivery and read receipts. Although this is something that we've been used to with SMS for quite some time, the Messenger platform initially only allowed for the sending of delivery receipts. However with the addition of read receipts, bots and businesses can be certain that any potentially important communications have been received and read by the customer.

Parameter passing for M.me links

M.me is a shortened URL service operated by Facebook that redirects users to a person, page, or bot in Messenger.

You can use them on your website, email newsletters, and more. It works on mobile as well as desktop, and allows businesses to use some clever functionality in Facebook Messenger.

The first benefit is that you can that you can identify the starting point for the click-through to Messenger, which allows businesses to find out where their traffic is coming from.

The second benefit is that businesses can define specific start points for users within their Messenger automated workflows. This is great for implementing things like coupon deployment, where a user's action is rewarded. E.g. clicking on a certain web link, would open Messenger and provide a discount code.

Other important features

Besides the main features of the messenger platform as discussed above, there are plenty of other features from which businesses and customers can benefit:

▶ Each bot has a welcome screen which provides details about the bot, including the category, typical bot response time and the capabilities of the bot. This helps the user receive details about the bot experience they can expect.

▶ Share bots with friends. If you find a bot particularly interesting or helpful, you can quickly share a link to it with your Facebook friends so that they can enjoy the experience too.

▶ How about giving your customer the opportunity to opt in to communications during another process? For example, a customer has just completed a transaction on a website. What the customer can then do is click a "Send to Messenger" box on the screen which means they can subsequently receive updates and news from the business via this channel.

▶ Advertisers can also start a Messenger conversation directly from an advert. Adverts which appear in a Facebook user's News Feed can include a "Send Message" button underneath which presents the advertiser with an additional way to engage with the user.

The magic of multichannel

Along with other providers, Esendex has spent the time since the platform's launch trying to figure out how we can make the platform work best for our customers. Along with the tools Facebook have made available, we've been carefully considering how we can tie in our Facebook Messenger offerings into a wider communication strategy. This means using the platform in synergy with products like SMS and voice, to provide multichannel solutions.

We conducted a survey in November 2016 to find out which communication channels businesses were already using.

As the survey respondents were on the Esendex website, which caters chiefly to people wishing to purchase SMS, we would anticipate seeing some skewing in favour of this channel. But it's hard to ignore the disparity between 'traditional' channels such as SMS and email and the minute percentage of businesses who are using messaging apps.

PERCENTAGE

38%   28%   16%   6%

SMS   Email   Social Media   Messaging Apps
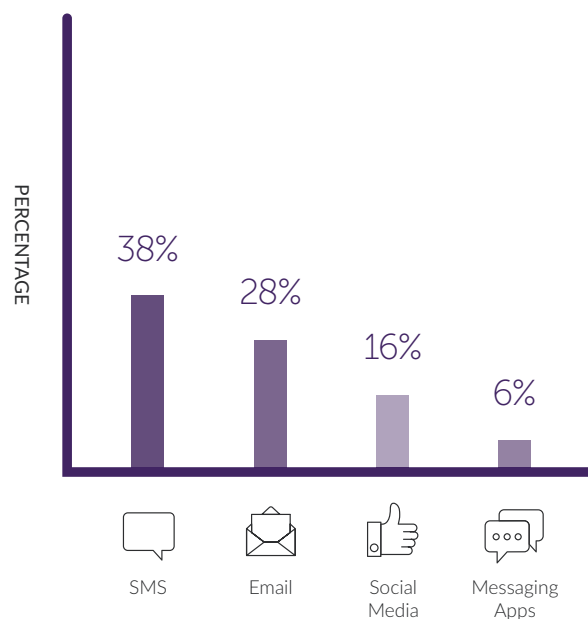
We'd certainly anticipate this number rising as businesses become more comfortable with the tech and more aware of the benefits, but we can't forget the importance of working in conjunction with tried and trusted channels with which customers are already familiar. Here are some suggestions for how you can go about that.

Messenger / SMS Failsafe

When we surveyed visitors to our website to ask how they'd envisage using the platform, **over 40%** said that delivery updates and appointment reminders were their primary requirement from the platform, so this seems like a good place to start.

This solution starts with the business contacting their customers via SMS, and asking them if they would like to opt to use Facebook Messenger in the future as their primary communication channel. If it's a no from the customer, then they will continue to receive notifications and reminders via SMS. If it's a yes, then notifications and reminders will be sent via Messenger. For important messages an SMS will still be sent if the recipient is is unable to receive or read the Facebook message for any reason.

The Messenger / SMS Failsafe resolves a key challenge of using the Messenger platform for our customers – determining the response to the following factors:

▶ Does my audience use Messenger?

▶ Are they logged in to their accounts?

▶ Do they have an internet connection?

The beauty of combining SMS and Messenger is that you can always rely on SMS as your fail-safe. **SMS enjoys a 98% open rate**[1], doesn't require internet access, doesn't require a smartphone to be received, and ensures that your messages get through.

40%
of respondents want to receive delivery updates and appointment reminders via Facebook Messenger
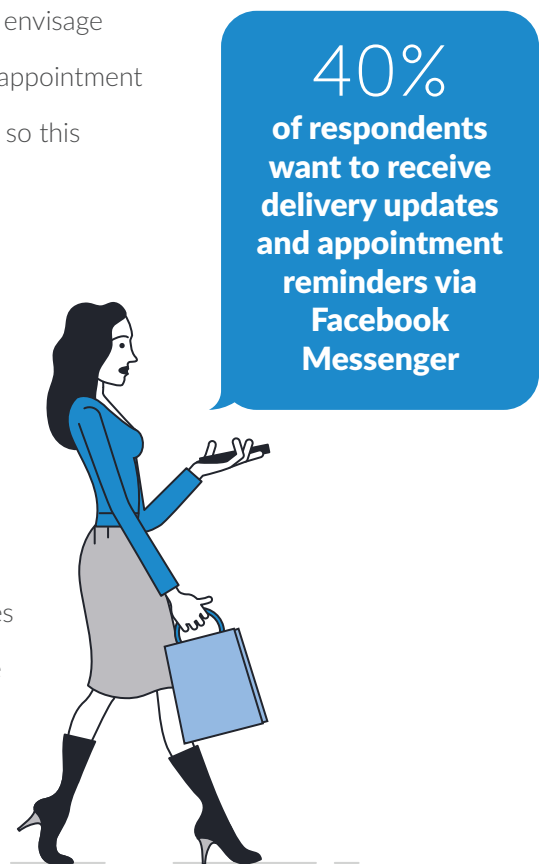
Contract / Policy Detail Recovery

So you've asked the customer to opt-in, and they've decided that Messenger is going to be their primary communication channel. How can you capitalise on this? How about a bot which automatically contacts your customers through Messenger and lets them know that their policy / contract is up for renewal?

If the customer doesn't have their policy/contract details to hand, no problem. Via Messenger you can ask some security questions, which when answered correctly will provide them with the details they need to process the renewal.

Customer Surveys

Anything from conducting market research and customer satisfaction surveys, all the way through to internal staff feedback surveys can all be conducted via a Messenger survey. As with the Messenger / SMS failsafe solution, if the customer isn't logged into Messenger or would rather not use that channel, then an SMS or email survey can be sent instead.

Conclusion

We've looked at all the issues and considerations surrounding the Facebook Messenger platform, and also the ways in which businesses can use the tools available to create intelligent and productive communication strategies.

While the issues outlined in this paper may seem daunting to businesses embarking on their Facebook Messenger adventure, they shouldn't put you off adopting the platform.

Issues such as understanding the platform and the subsequent benefits, can be overcome through proper research, looking at how other businesses are using the platform and working with development partners.

Perhaps the most challenging issue to be faced is how Messenger can be used to connect with certain demographics. As we mentioned earlier, younger audiences may be more receptive to communications through Messenger, so Baby Boomers and the older half of Generation X may need more convincing. This is the type of situation where a multichannel solution becomes incredibly important so that if Messenger is not viable for a particular customer, then other channels can be used as a safeguard.

When considering the main benefits of the platform, it's hard to look past the gains that can be had by using Messenger to automate communications. By developing a well thought through bot with the customer's experience top of mind, anything from simple notifications and reminders to fully automated customer service helpdesks can be provided. Reducing the strain on an under-resourced customer service centre could be just the job for a bot which provides answers to frequently asked questions.

Couple this automation with other features like subscription messaging (which establishes a mutually agreeable communication link between the business and customer) and it's not hard to view Facebook Messenger as a wholly viable communication channel.

The future of Messenger for business use looks very healthy. As the number of Messenger users continues to climb further past the 1 billion mark, the number of customers which can be contacted through the platform increases also. Not content to rest on its laurels and reap the monetary rewards that come from businesses using promotional messaging, Facebook is continuing to develop functionality which will add value.

Shopping for better business communications in the retail sector

Having added the facilities for payment collection in November 2016, Facebook is now moving forward with tools for tracking Messenger bot performance. From within a graphical dashboard environment, businesses with bots will be able to track them, and get detailed information about their bot's performance and its users.

Hopefully you're now a little more informed about where things stand with the Facebook Messenger platform, and the opportunities it presents. Only time will tell if the platform remains as part of a viable multichannel communication approach. However with the platform just over a year or so old, the early indicators are extremely encouraging.

100,000+
bots interacting with Messenger users

There are already **over 100,000 bots**[1], major international brands are on-board, and new tools are being produced for businesses to use on an almost monthly basis. It certainly seems as though the Facebook Messenger platform is around to stay.

About Esendex

Esendex is a mobile business communications provider helping thousands of customers worldwide.

We offer 1-2-1 account management to help you get the best out of your transactional and marketing campaigns, and have direct network connections to all of the major networks, meaning that your messages will be delivered quickly, securely and reliably.

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