LEAPXPERT
Federated Messaging Orchestration

How do you WhatsApp/WeChat/Line/Telegram your clients?

In the last few years, the communications landscape has evolved rapidly. Modern messaging platforms like WhatsApp, WeChat, Telegram, Line, and others have started to play a huge role not just in society, but also in B2C communications.

Customers demand the ability to talk with companies using messengers, the same way they are used to communicating with friends, colleagues and family. Failing to comply could easily result in lost business. Your employees want to keep customers happy, in doing so they often use their personal messaging apps.

How are you dealing with compliance and data ownership issues? Sending messages from their personal WhatsApp or WeChat to clients can result in compliance issues and significant fines for regulated companies. Employees leaving the company results in loss of communication history with those clients, causing lack of business continuity and inability to respond to compliance probes or legal disputes. Your business is also exposed to security flaws, messaging inconsistencies between different company levels, both client's and employee's privacy breaches, employees poaching clients, etc.

These are just a few of the reasons why your company needs to implement a separate secure business messaging platform. A proper work tool, which will enable your employees to securely and compliantly contact your clients on their favorite messengers, while keeping communication data within the company.

FMOP

LeapXpert Federated Messaging Orchestration Platform (FMOP) is a separate business messaging platform, which elevates messaging to a formal business communication channel, similar to calling or emailing.
Using the LeapXpert desktop and mobile app, company employees can send text, voice and file messages to client's messengers: WhatsApp, WeChat, Telegram, Line and others. The Platform enables both one-to-one and group chats. It's compliant, integrated, secure and provides full B2C data ownership to your company.

LeapXpert FMOP supports chatbot functionality and integrates with additional business systems: CRM, data monitoring and archiving, security and admission tools, and more. The Platform can also seamlessly integrate with enterprise messengers, such as Microsoft Teams and Slack, allowing company employees to keep using the tools they are used to. Those integrations enable organizations to develop powerful business messaging protocols and makes it simple to turn messaging data into actionable business intelligence.