

The state of customer communications

Keep your customers engaged, informed, safe, and happy.

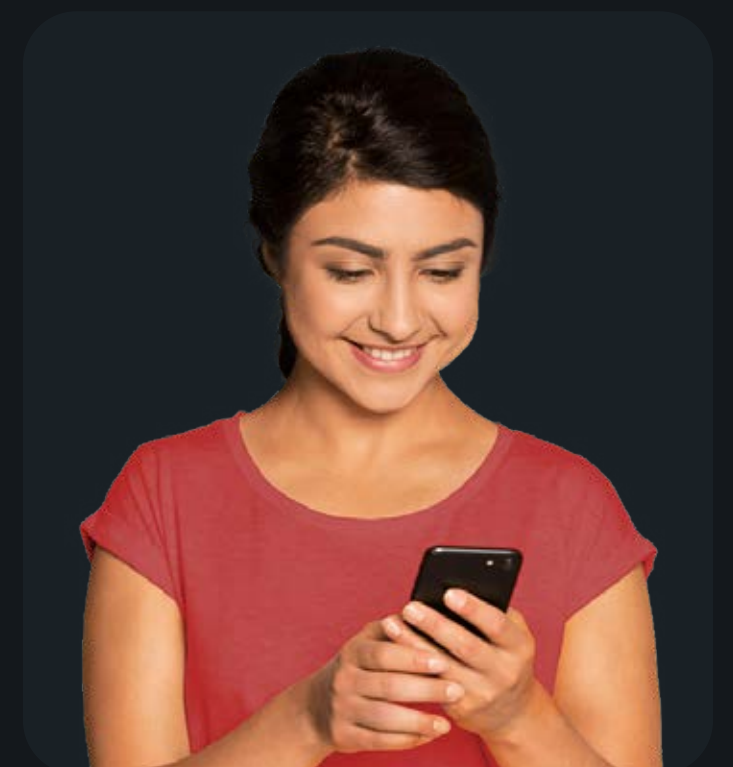
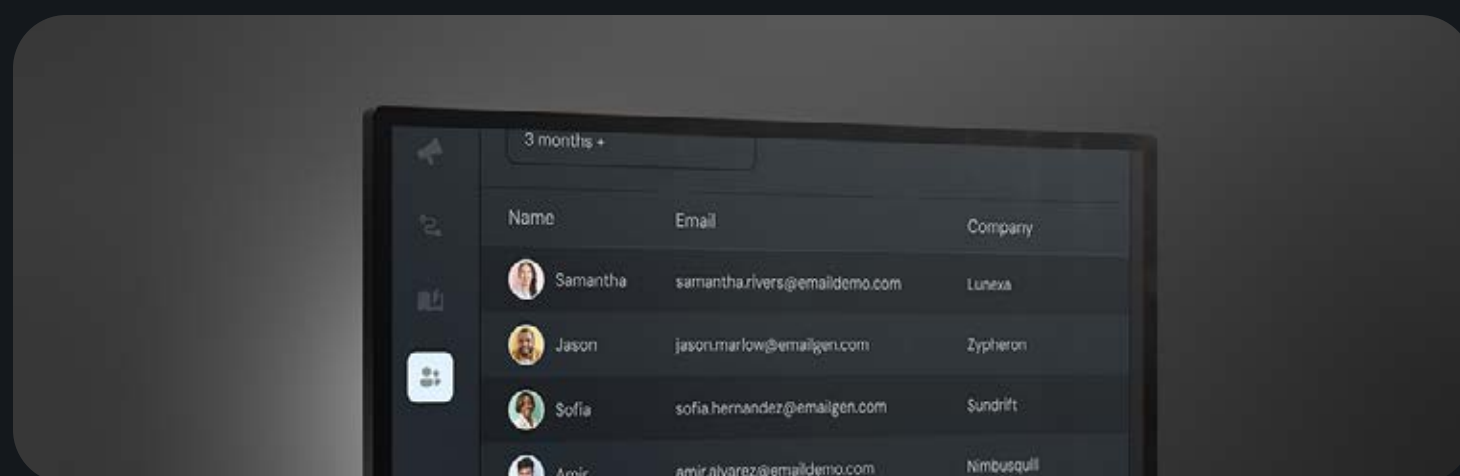
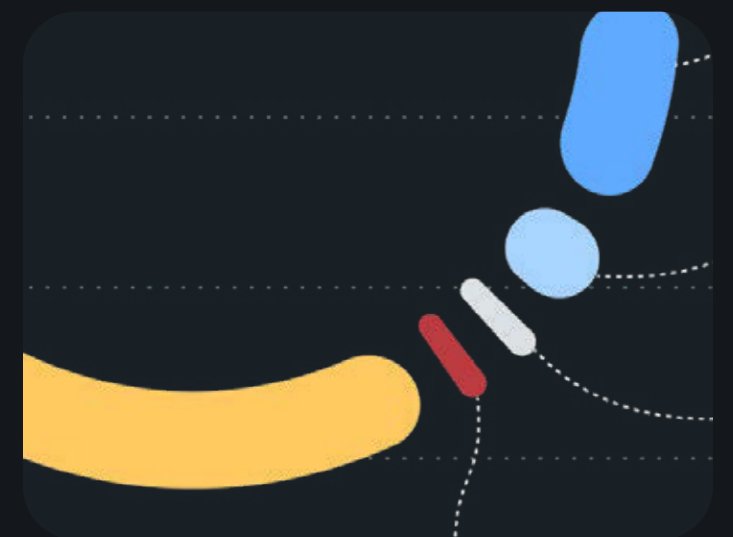
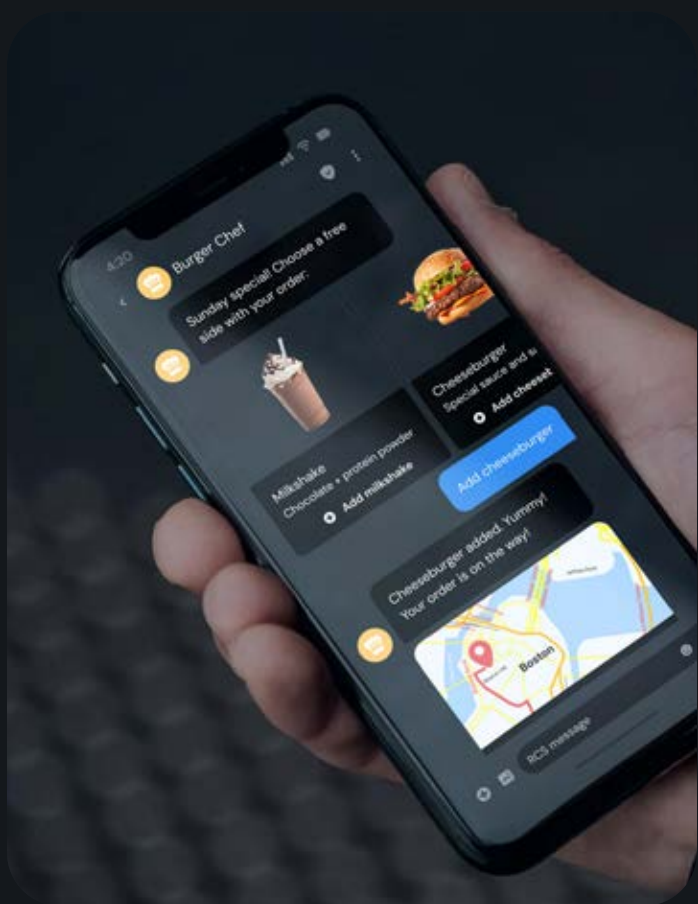


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INTRODUCTION

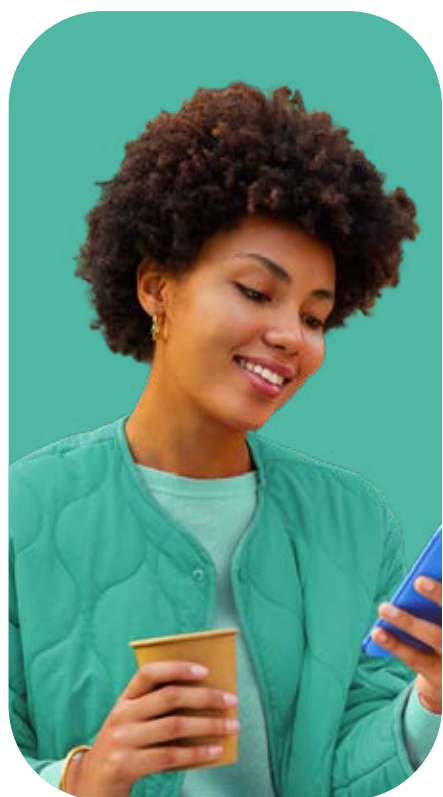
The state of customer communications in 2025

Effective digital customer communications keep people **engaged, informed, safe, and happy**. These are the four pillars of digital customer communications. Marketing campaigns engage customers and contacts with your brand. Timely informational messages keep customers in the know. Messages protecting access to their accounts keep them safe, and helpful support communication ensures a happy customer.

We surveyed 2,800 consumers from around the world and more than 1,600 business leaders from four key industries to learn more about what works now and what will work tomorrow. **The results provide insights that will help you create a roadmap for an ideal customer communications experience.**

Be honest. Do your digital communications genuinely keep your customers engaged, informed, safe and happy? Yes? No? Not sure?

If there's any doubt, you're in luck. You'll find fresh and effective ways to connect with your customers in our latest report.



Engaged

Marketing campaigns

Drive revenue through relevant, timely and personalized campaigns.

Informed

Customer updates

Boost operational efficiency and satisfaction with helpful notifications and alerts.



Safe

Identity and Verification

Easily verify credentials with one-time passwords and multi-factor authentication.

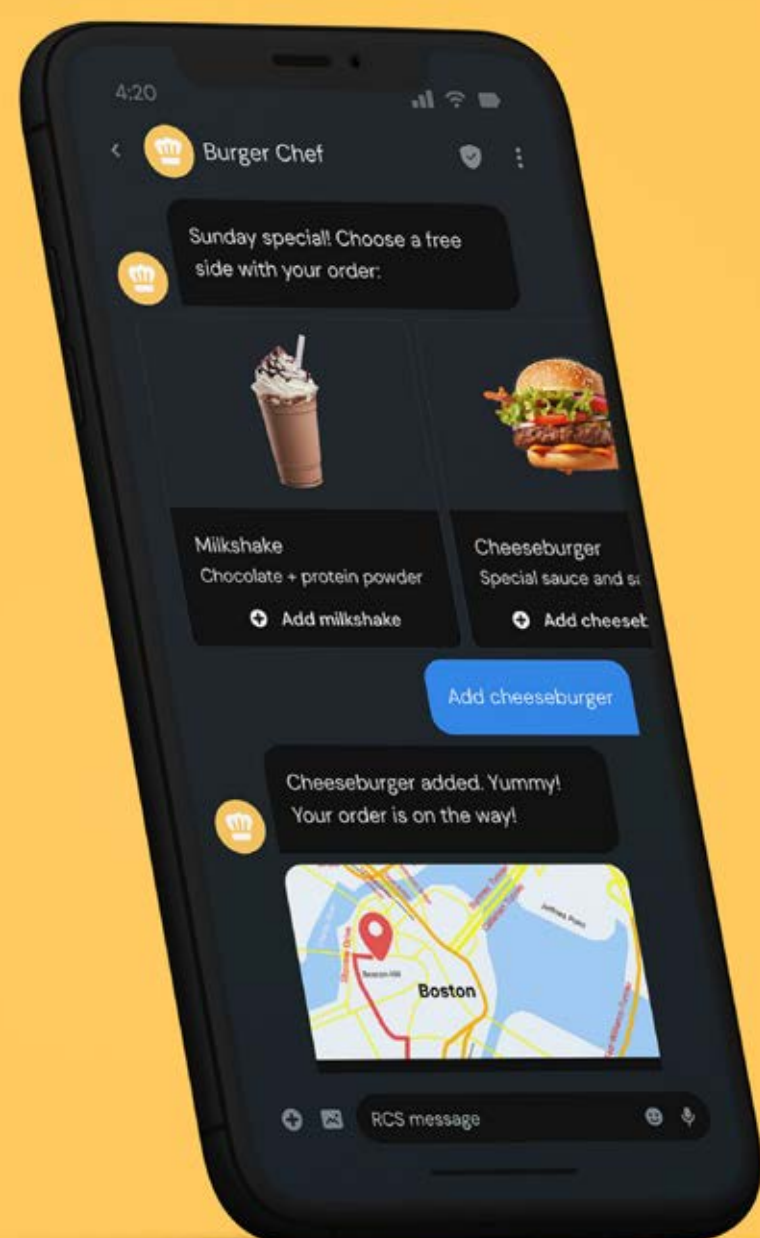
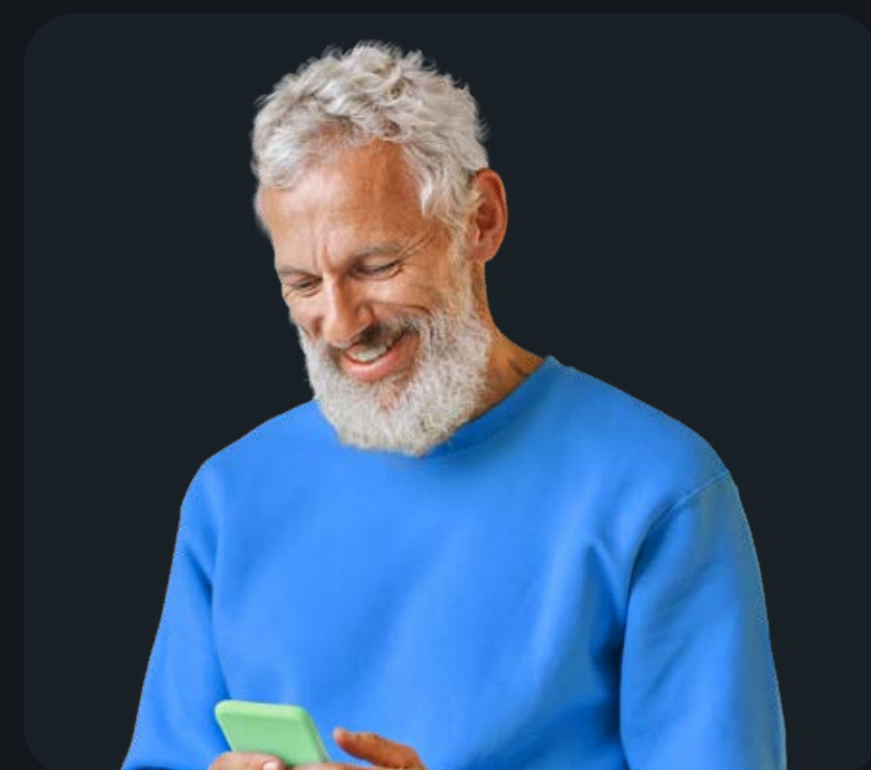
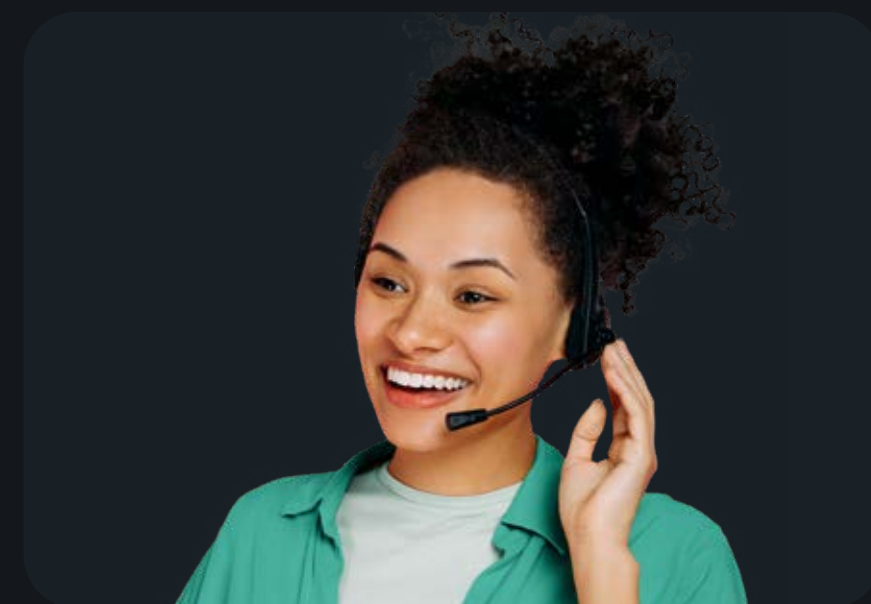
Happy

Customer service

Increase loyalty with five-star pre- and post-purchase support of any channel.



What's next for digital customer communications?



The decisions you make around customer communications will resonate through the entire organization. So, before we start exploring consumer expectations and preferences, let's find out about the challenges and opportunities you're facing.

What channels are businesses using to connect with their customers? What roadblocks are they trying to overcome? Where are business leaders investing in improving customer communications?

Sinch surveyed hundreds of leaders from four key industries: healthcare, financial services, retail, and technology. Their responses offer some eye-opening insights into where digital customer communications are headed next.

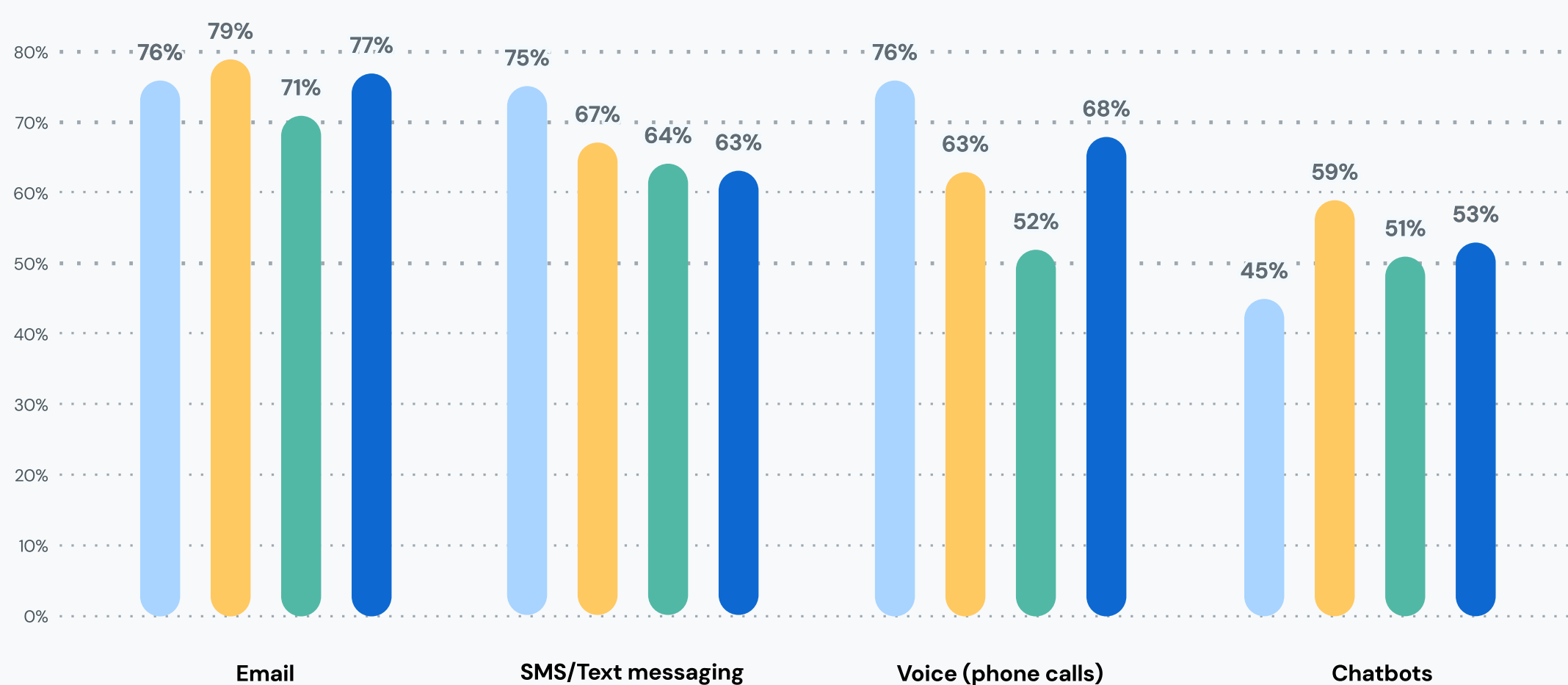
What customer communication channels are businesses using now?

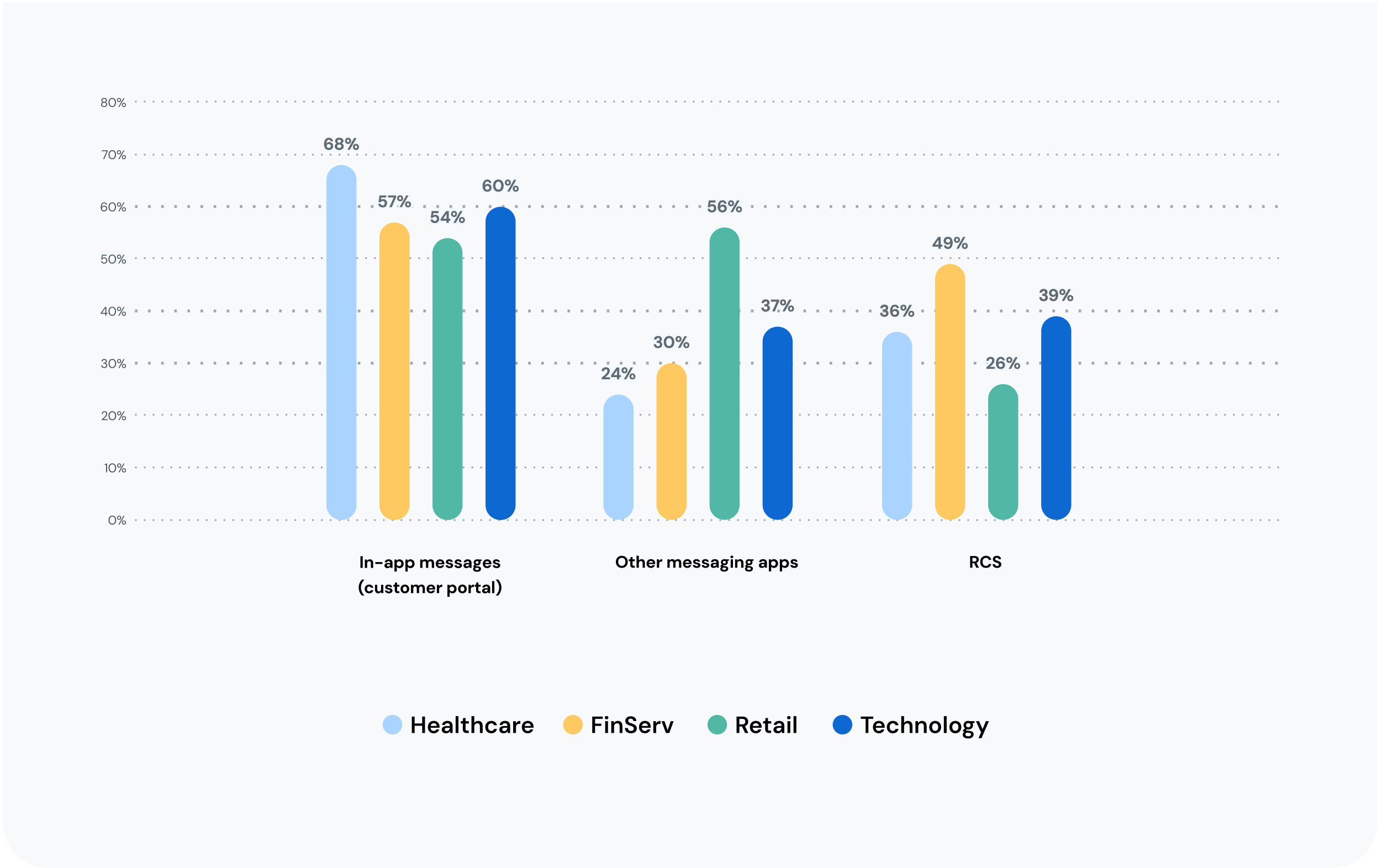
Different industries have unique customer communication needs, and that's reflected in our survey results. While email and text messaging are widely used across all four industries, other channels have varying rates of adoption.

For example, retail is more likely to use other messaging applications (WhatsApp, Messenger, etc.) while healthcare communications are least likely to include those channels. Healthcare organizations are most likely to use voice communications and in-app messaging.

Financial services (FinServ) organizations seem to be early adopters of the emerging RCS (Rich Communication Services) channel while retailers may be lagging in that area. As we'll explore in this report, the trust and safety factors of RCS make it ideal for certain communications in FinServ, which may be the reason for early adoption.

Customer communication channel usage across industries





Perhaps what’s most noticeable about these results is that businesses are using a wide range of channels to meet customer expectations and provide an ideal experience for as many people as possible. That means you need a multi-channel strategy to connect with consumers in the digital age.

Consumer communication preferences vary

As you'll see throughout this report, the channel consumers choose as the "best option" depends a lot on the situation, the industry, and even their age.

77%

of consumers want to receive promotional messages via email marketing.

36%

of consumers want to receive informational messages on more than one channel.

52%

of consumers would trust AI-generated answers for informational customer updates.

58%

of consumers want to choose their preferred channel when they opt in to communications.

We've highlighted a few stats from upcoming chapters to illustrate this fact. But here's the point...

Customer communications get complicated when there are multiple channels and various opinions to address. That's the first challenge – **identifying the right mix for your company's communication strategy**.

However, it's not the only challenge businesses face as they build communication programs that engage and inform customers while keeping them safe and happy.

Taking on communication challenges in 2025

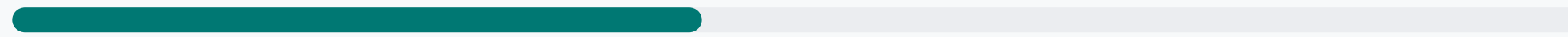
Security and privacy (44%), the cost of customer communications (39%), and integrating communications with other systems (38%) emerged as three of the biggest challenges.

However, these three familiar problems weren't too far ahead of other communication challenges presented to survey participants.

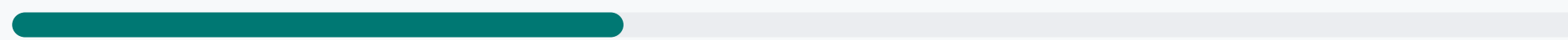
Top customer communication challenges

Respondents selected all that applied

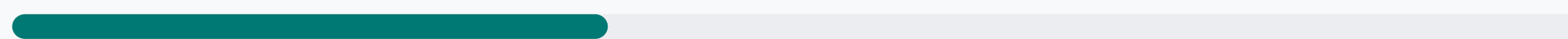
Security and privacy (44%)



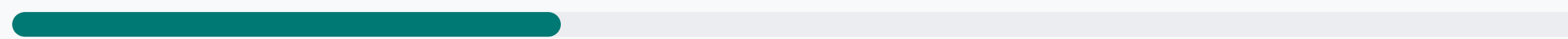
Cost (39%)



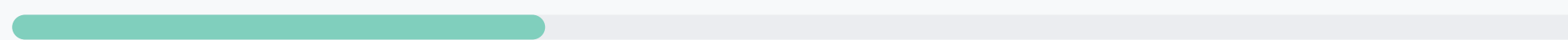
Integration with other systems (38%)



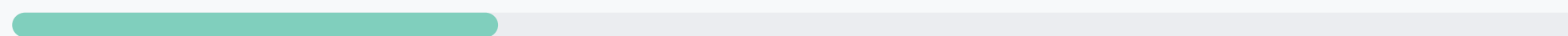
Streamlining communications (35%)



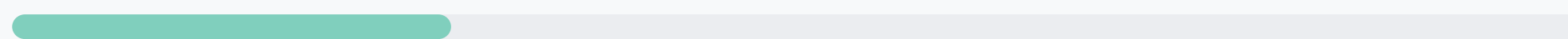
Lack of personalization (34%)



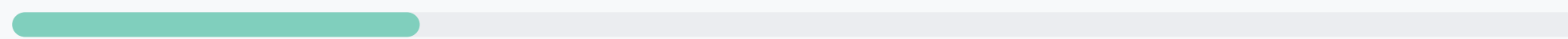
Limited channel reach (31%)



Deliverability issues (28%)



Outdated technology (26%)



It's clear that a significant number of organizations in healthcare, financial services, retail, and technology also struggle with everything from personalization to deliverability. This highlights the complexity of digital customer communications, the current landscape, and the many problems businesses are navigating.

Let's take a closer look at the challenge of integrating customer communications from three angles:

1. Integrating communications with other systems and technology.
2. Connecting communication channels with each other for a more cohesive customer experience.
3. Integrating communications into a customer-facing application or platform.

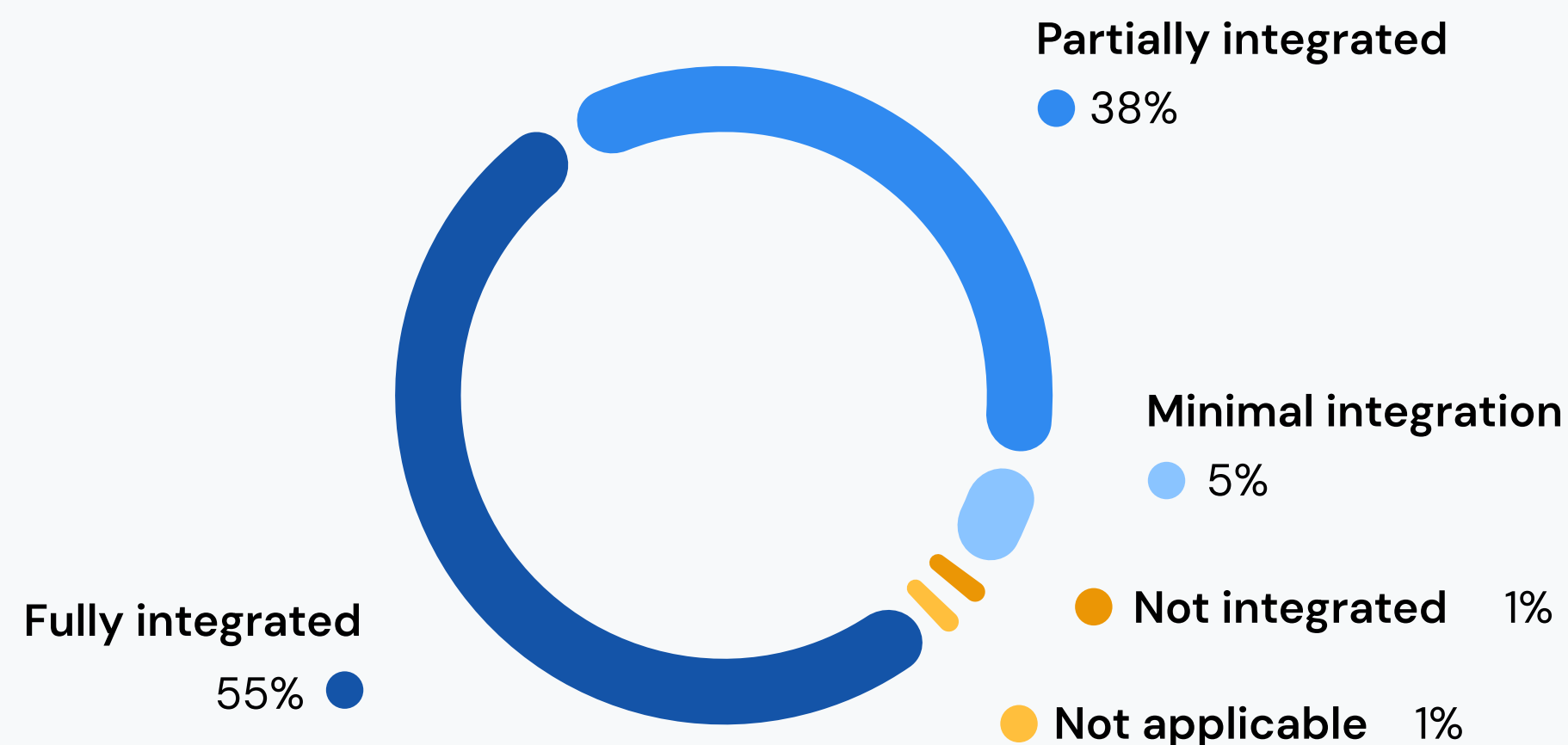
CHALLENGE 1

Integrating communication channels and technology

Connecting digital communications to technology such as customer relationship management (CRM) solutions, helpdesk software, marketing automation, and ecommerce platforms is essential. It enables everything from better personalization to improved operational efficiency.

Across industries, 55% of respondents say their communications are fully integrated with their tech stack. Still, **38% say they are partially integrated and 6% say they are either minimally integrated or not at all.**

How well do communications integrate with your existing tech stack?



Interestingly, the previous question on challenges found **38% of respondents also indicated integration with other systems was a top issue.** This suggests that the goal of achieving full integration is an opportunity for many organizations.

While many businesses face this challenge, the fact that 55% say communications are fully integrated with their tech stack proves it can be done with the right products and partners.

Scaling up and integrating customer communications

Live entertainment company Family Quest realized their tech stack and messaging solution were no longer meeting their needs. So, they turned to Sinch for help as they migrated to a new customer relationship management (CRM) platform.

Family Quest's CEO explains why integrating text communications with their new CRM was a must for attracting crowds to fun events.



"Think about this – knowing that messaging is a big part of your marketing plan – to go ahead and transition to a completely new platform is a big deal. So, you've got to do it responsibly... With the number of messages that we're sending out, it's critical. You need to make sure the systems can keep up."



Chad Collins
CEO, FamilyQuest



Get the rest of the story

Find out more about how Family Quest uses hyper-personalized messaging campaigns to keep customers engaged and informed. [Read the customer story](#) and check out a video.

CHALLENGE 2

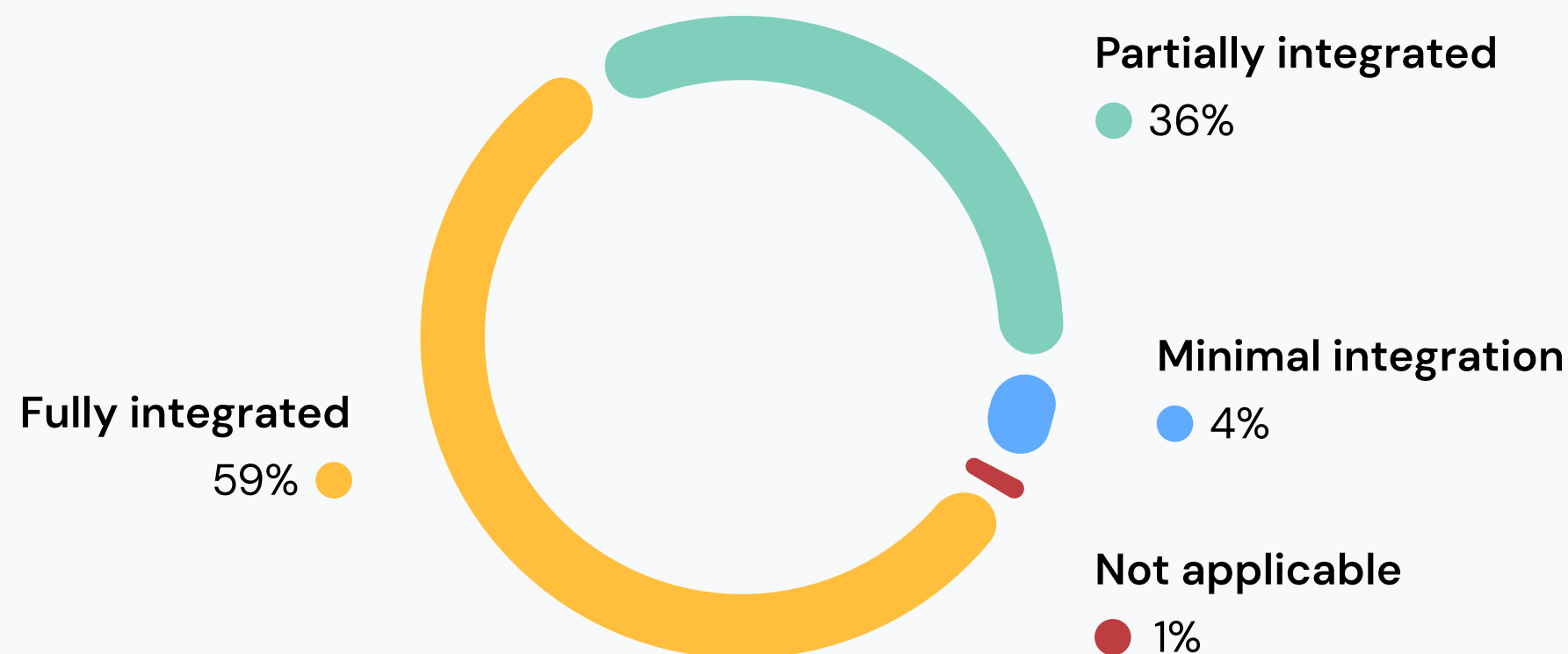
Creating a connected communication experience

Meeting customers' needs and expectations through multiple communication channels makes sense. It also creates challenges.

You could call it “communication sprawl.” But tackling this challenge has huge benefits. When channels are connected, information and conversations can flow seamlessly from channel to channel. That’s optimal for cohesive customer experiences, especially when it comes to keeping people happy with reliable support.

Sinch’s research found **59% of businesses say their communication channels are fully integrated**. 36% of respondents say communications are partially integrated, and just under 5% are either minimally integrated or not at all.

How well are your communications connected to support customer experiences across multiple channels?



As you’ll see in consumer survey results around the customer service experience, consumers don’t appreciate having to repeat or re-enter information when they switch channels. A more connected experience can eliminate those frustrations.

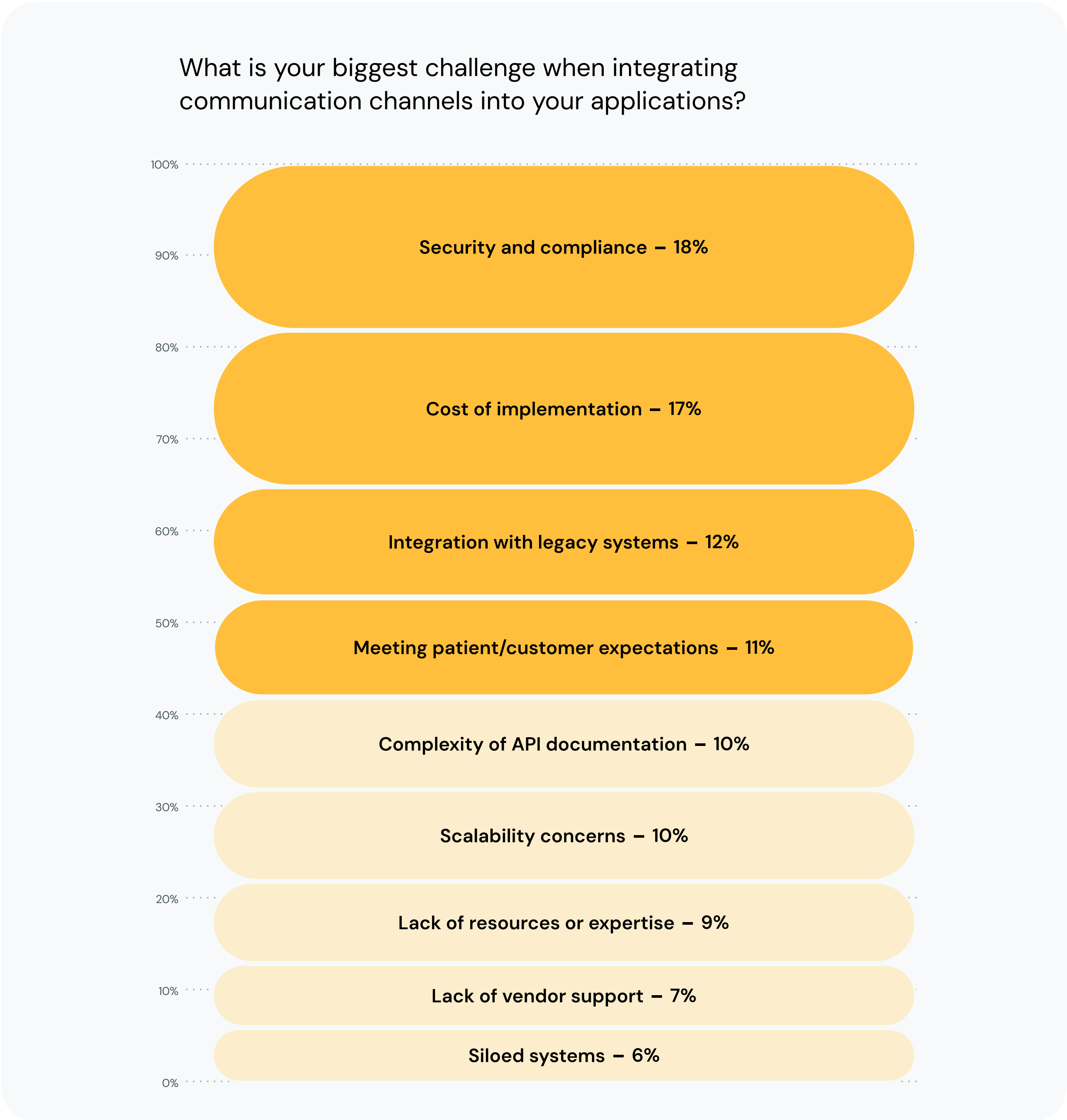
CHALLENGE 3

Integrating communications and applications

If an application or platform such as a client/patient portal is part of the customer experience, you'll rely on developers to integrate communications with your app.

This is often done using APIs and SDKs that make it fast and efficient to connect channels like email, voice, and text without building everything from scratch. But there can still be challenges...

Our survey found that a slightly higher number of respondents view cost (17%) and security (18%) as the biggest issues when connecting applications and customer communications.



Besides those two options, however, most other challenges were chosen by between 8% and 12% of respondents. This suggests that all these factors may be problematic, and each business has unique concerns.

Finding the right people and partners to work with makes overcoming a variety of challenges much easier.

Building communications into your application

Delivering informational messages to users of a customer-facing application is one of the most important ways to integrate communication channels. Automated messages triggered by account signup, payments, and activity within the app keep users informed and engaged with your product.

Casey Henry is CTO at the tech startup SparkToro, and he also works to build the product. He says it was helpful to have clear documentation from Sinch that saved him time and effort by making email communication easy to integrate with the SparkToro app.

SparkToro

“Being able to look at the documentation while you’re writing that code and then pushing that through is so important. I wrote your code, probably five years ago, and I don’t think I’ve touched it since. When you are starting a startup, what you don’t want to spend your time doing when you actually get traction is having to redo billing, having to redo your mailing system, that’s not what you want to do.”



Casey Henry
CTO, SparkToro



Get the rest of the story

Find out more about how SparkToro built an affordable, scalable email system using Sinch Mailgun. [Read the customer story](#) and check out a video.

EMERGING CHANNEL

RCS for Business

Have you heard? There's a transformation underway in customer communications. RCS for Business could change the way consumers interact with businesses on smartphones.

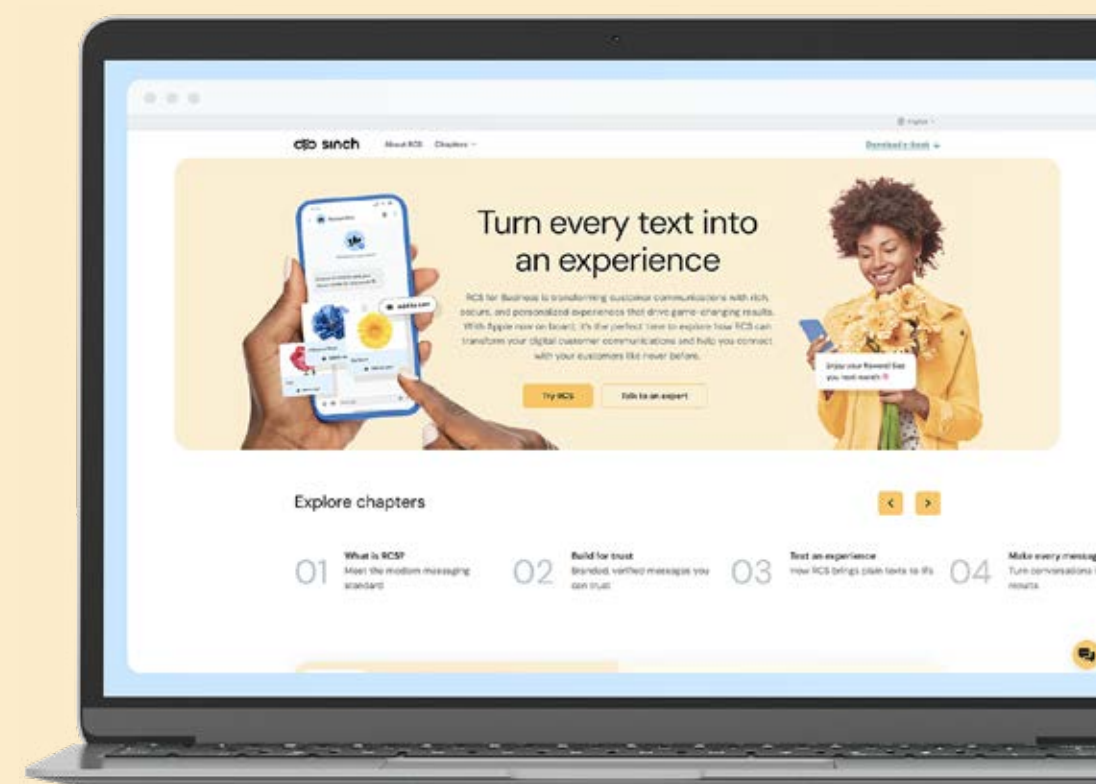
RCS brings many benefits to the table, but are leaders in healthcare, financial services, retail, and technology aware of it?

Across all four industries, we found that **87% of business leaders are at least somewhat familiar with RCS**.

Get the scoop on RCS

Need to get caught up? No problem.

Check out Sinch's RCS Hub to discover more and check out a [two-minute RCS explainer video](#) to learn the essentials.



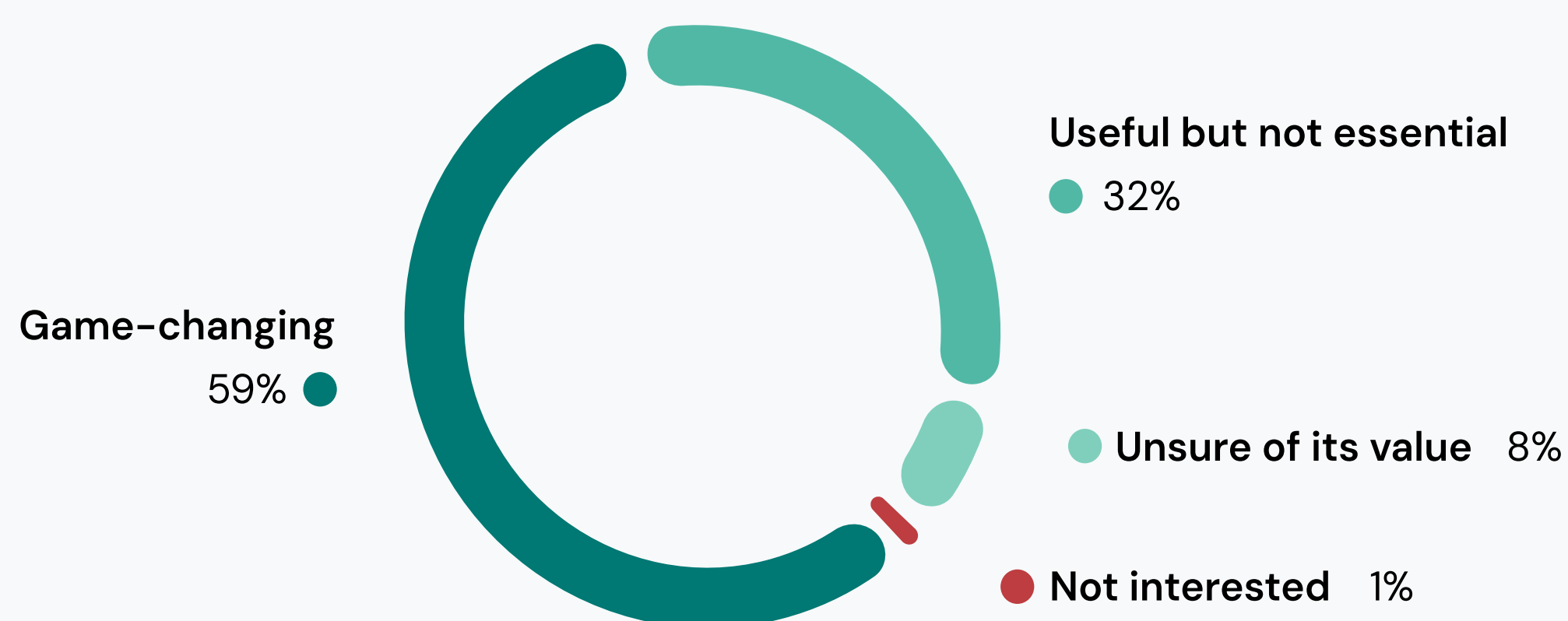
Will RCS change the communications game?

The outlook for RCS is very positive. On average across all four industries, **59% say RCS will be game-changing for business messaging**. Another 32% see it as useful – even if it's not essential.

Business leaders in tech were the most likely to see RCS as a game changer. Those respondents are also more likely to have their fingers on the pulse of innovation.

1. Technology (71%)
2. Healthcare (56%)
3. Financial services (55%)
4. Retail (53%)

How do you view the potential for RCS for Business to improve customer communications in your industry?



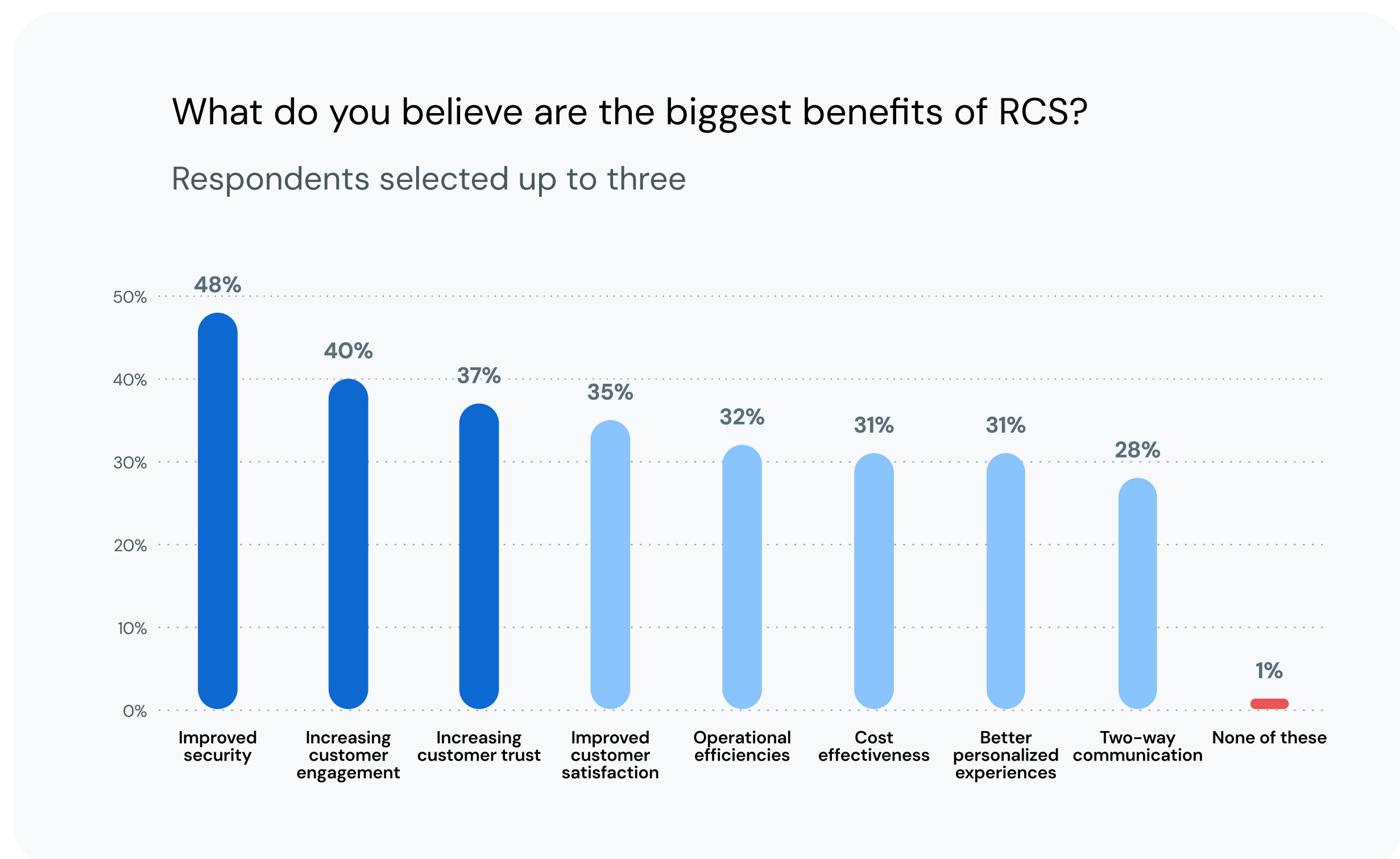
The truth is all industries stand to benefit from using RCS. It is poised to make the business-to-consumer messaging experience more engaging, convenient, and safe – and that leads to happier customers.

Getting the most out of RCS

We asked survey participants to select up to three of the biggest benefits of using RCS in their communication strategies.

Topping the list, 48% believe RCS will **improve security**. That's partly because it is encrypted in transit, making [RCS more secure](#) than basic SMS. In addition, only [verified senders](#) can send RCS business messages, making them safer to interact with.

40% of business leaders think using RCS will help them **increase customer engagement** and nearly 37% say **increasing customer trust** is a top benefit.



The true value of RCS in customer communications will depend on how you choose to use it, because every one of these benefits is a possibility.

Find out what consumers think of common RCS messaging experiences in upcoming chapters.

Emerging opportunity: AI in customer communications

There's no denying the fact that [artificial intelligence is revolutionizing](#) many facets of our work and lives.

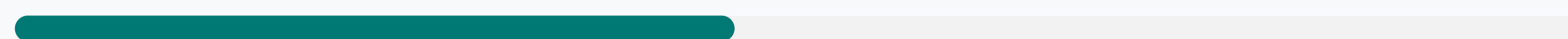
Digital customer communications certainly stand to benefit from AI in multiple ways. That includes everything from better personalization to efficient customer service. At the same time, this technology is advancing so quickly that people do have concerns.

Top among them in our survey of business leaders are **data and security** (46%), **accuracy and reliability** (39%), as well as **customer trust and perception** of AI (34%).

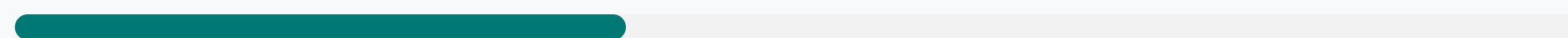
What are your primary concerns with implementing AI in customer communications?

Respondents selected up to three

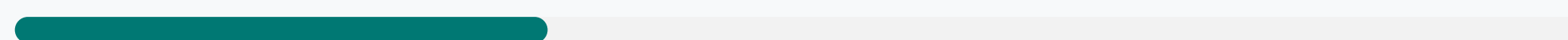
Data privacy and security (46%)



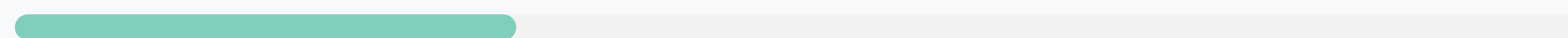
Accuracy and reliability (39%)



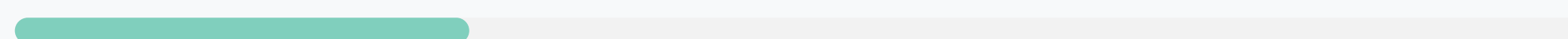
Customer trust and perception (34%)



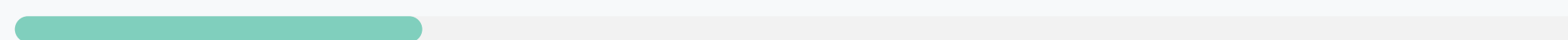
Regulatory compliance (32%)



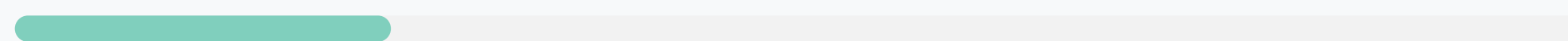
Cost of implementation (29%)



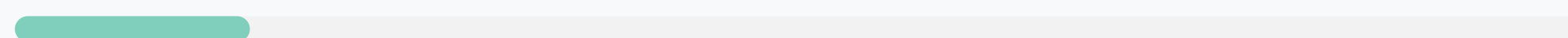
Loss of human touch (26%)



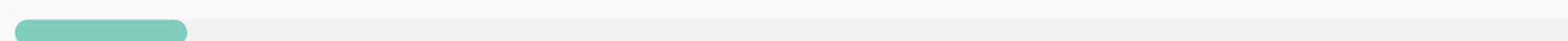
Technical complexity (24%)



Employee displacement (15%)



Ethical concerns (11%)



Fewer respondents had ethical concerns or worries about employee displacement from implementing AI in customer communications.

Despite having some concerns, it's clear that businesses are moving forward with AI in communications. More than 95% of industry respondents are either using or plan to use AI soon.

Experts agree that AI will keep growing. Now is the time to start thinking about how it will be used in customer communications for your industry.



"Consumers have become more and more demanding. Generative AI in communications enables companies to leverage their insights and information to instantaneously answer customers. I think compared to where we are today, in terms of customer care and customer service use cases, we're going to start to see AI handle 10 times the volume that it's already handling today."



Laurinda Pang
CEO, Sinch

How are businesses using AI in customer communications?

Plenty of organizations are already using artificial intelligence to improve their communication strategies. Here’s a look at some of the potential use cases and how popular they are in healthcare, financial services, retail, and technology.



Among all industries, around 44% are using **AI for personalization**.



47% of all industries already use **AI for predictive communications** to meet customer/patient needs.



In healthcare and finance, more than 50% say they use **AI chatbots** to provide automated responses.



In technology, 59% are using **AI to help them analyze customer data**.



Around 48% in retail use **AI to deliver real-time updates** on shipping and delivery.



Just 32% of healthcare companies use **AI to help schedule appointments**.



Less than 38% of retail respondents have implemented **AI shopping assistants**.



Less than 2% of survey participants said they *are not* using AI in communications.

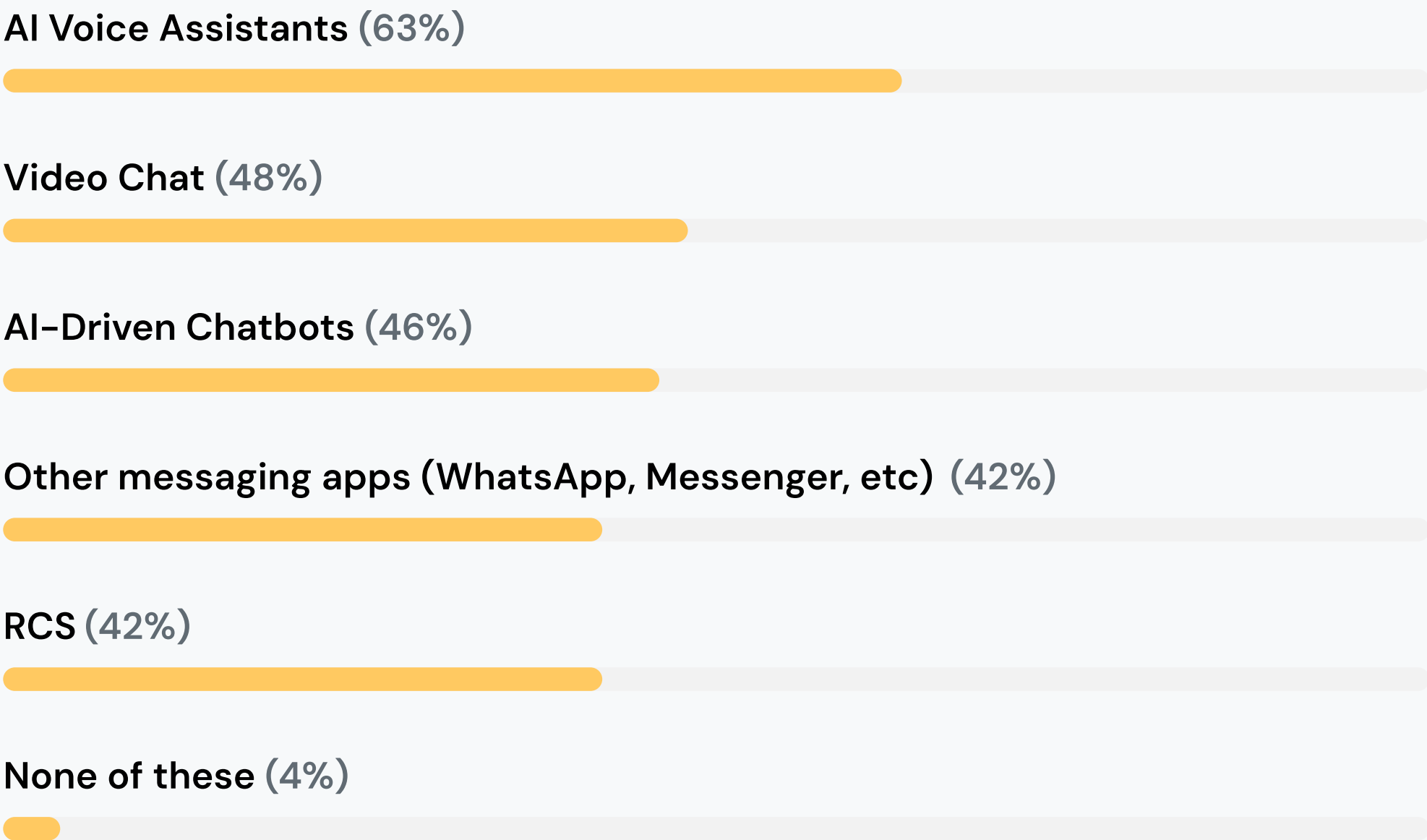
Where are businesses investing in customer communications?

We asked business leaders to identify the emerging communication channels they expect to take advantage of in the next 12 months.

Nearly **63% plan to adopt AI voice bots in 2025**, making it the most popular emerging channel. Around 48% also plan to invest in or adopt video chat capabilities.

60% of financial services respondents and 57% from healthcare say they'll invest in AI chatbots, which is higher than the average of 46%.

Which new or emerging communication methods are you planning to adopt in 2025?
Respondents selected all that applied



Only 29% of retailers said they'd invest in other messaging apps like WhatsApp and Messenger. That's lower than the 42% average across industries we surveyed. But as noted at the start of this chapter, retail is the industry most likely to already use these other messaging apps.

Only 4% of all business leaders surveyed said they weren't planning to invest in any of these opportunities in the next year. These results show that the world of digital customer communications is constantly evolving, prompting innovative companies to explore new opportunities and stay agile.

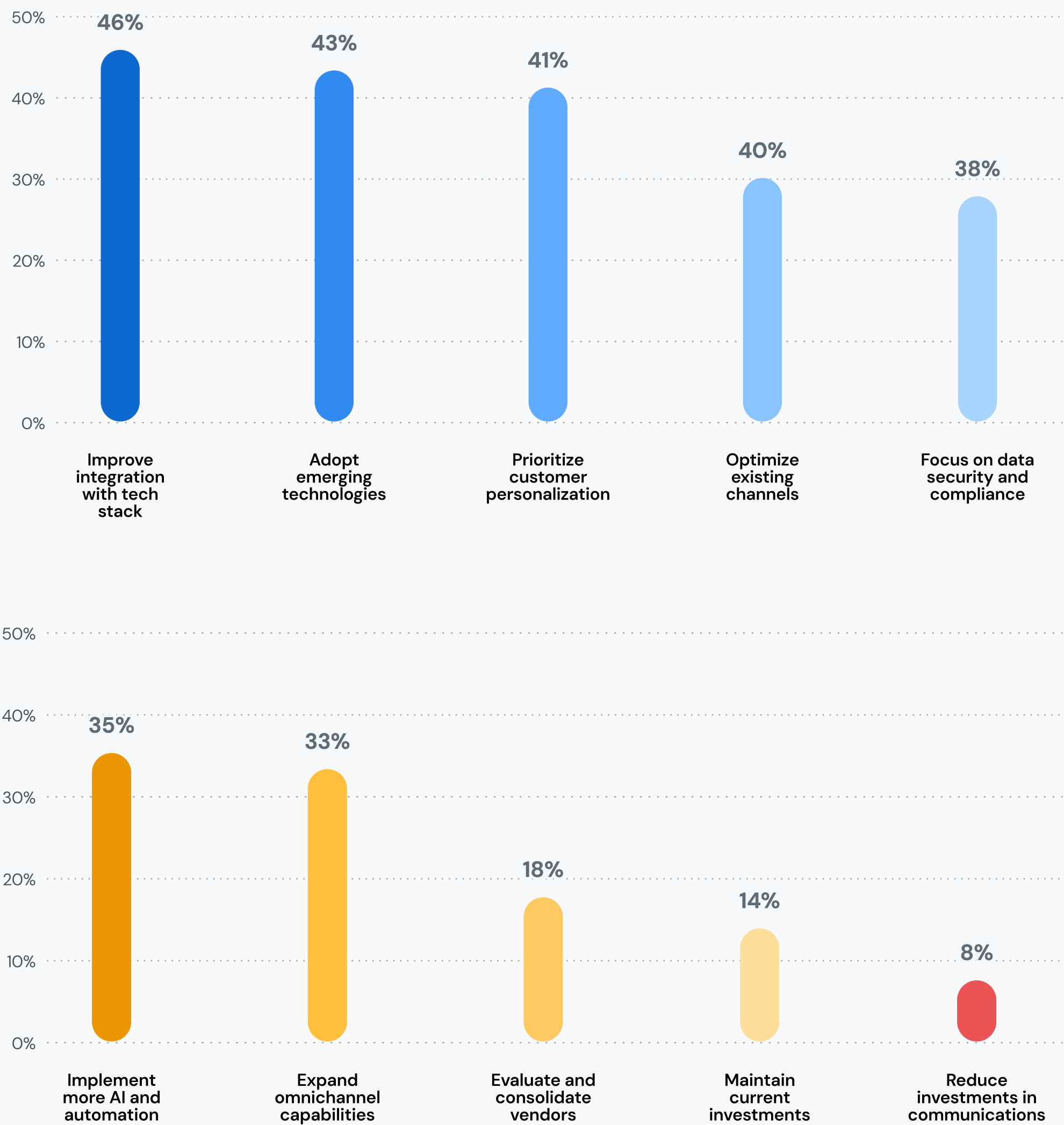
Strategic plans for digital communications in 2025

In the next year, **46% of all business leaders we surveyed plan to focus on improving the way communications integrate with their tech stacks.** That's despite more than half saying they're already fully integrated. 43% will prioritize adopting emerging technologies in 2025. Here are some additional insights:

- Personalization efforts and optimization of existing communication channels were both chosen around 40% of the time.
- More than 35% of respondents plan to implement more AI and automation into their communications.
- A combined 22% say they'll either maintain or reduce their investments in communications.
- Healthcare respondents (25%) were the most likely to indicate they'd reduce investments. The same percentage of healthcare companies plan to maintain investments. Less than 3% of all other industries said the same.

What is your organization’s strategic approach to investing in customer communications this year?

Respondents selected all that applied



These results suggest most companies will be looking for ways to enhance and improve their communications in 2025. And why not? It’s one of the best ways to improve the customer experience as well as operational efficiencies.

Ready to tackle communications challenges and seize opportunities?

Integrate communications



Sinch provides the tools needed to integrate customer communication channels into any application.

That includes APIs for email, voice, verifications, SMS/MMS and advanced messaging channels.

In addition to Sinch's responsive, expert support, our APIs and SDKs come with clear documentation, making it easy to build and scale your own solutions.

[Get started →](#)

Explore AI possibilities



How can artificial intelligence enhance your communication strategy?

Sinch is leading the way with smarter, safer AI solutions.

That includes tools to help you get the job done faster, fight fraud, and build cutting-edge AI voice bots and chatbots.

[Get started →](#)

Send richer experiences



Be an early adopter of RCS – the next big thing in customer communications.

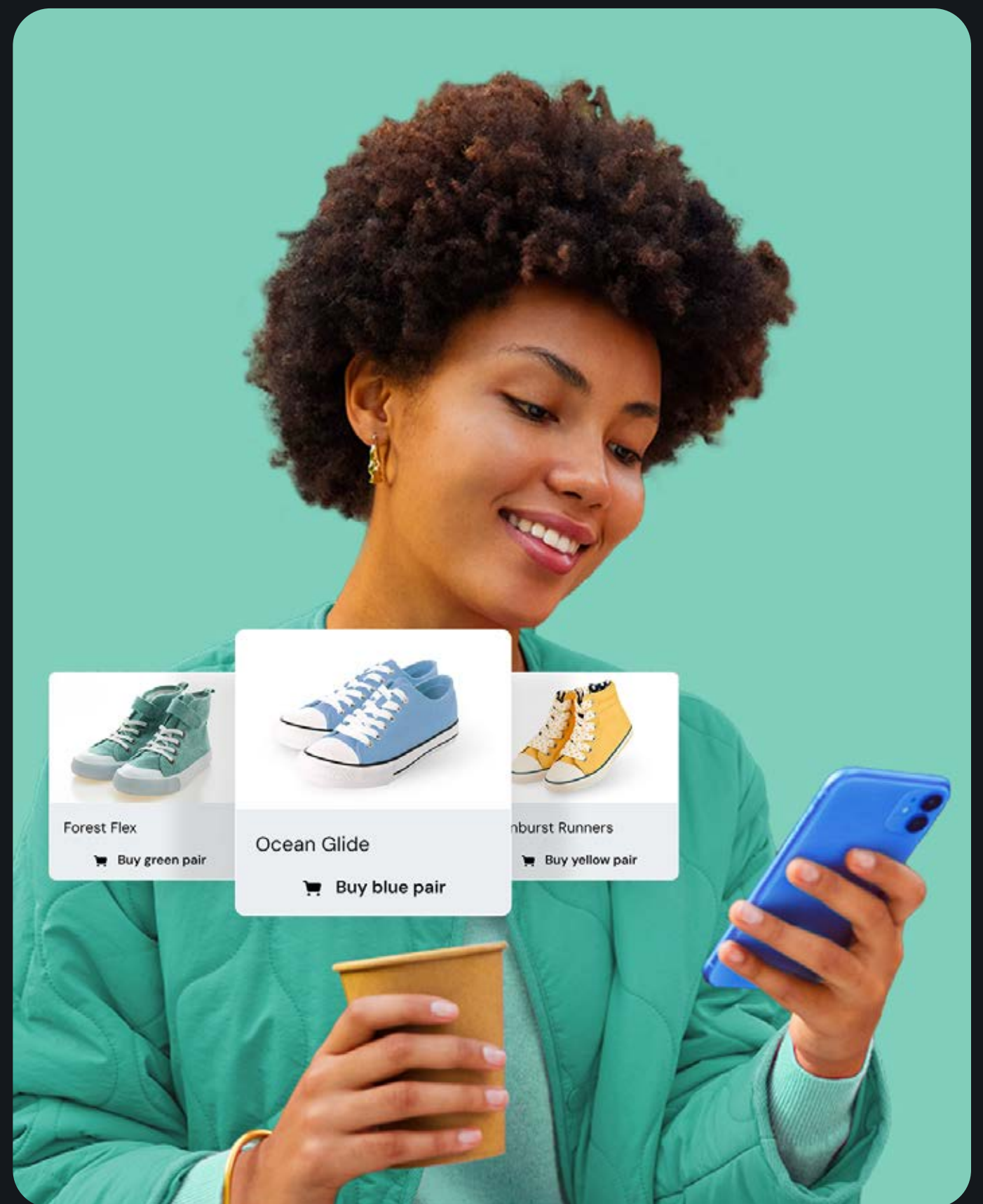
Bring your messaging campaigns to life while increasing trust and boosting brand awareness.

Discover the future when you harness the power of RCS and deliver app-like experiences in the native mobile inbox.

[Get started →](#)



Keep customers engaged



Engaged customers are loyal customers. When someone regularly opens and interacts with marketing messages, it shows your digital communications are hitting the mark.

Of course, not every marketing message is welcome. **We analyzed responses from 2,800 global consumers** to find out what gets them to engage with your promotions and what ticks them off.

Engaging messages build connections one interaction at a time. They are memorable touchpoints with your brand that increase the likelihood your business will be top of mind when decision time arrives. **Marketing messages delivered on the right channel at the right time support a lasting relationship that enhances the customer experience.**

But what do your customers really want? And how do you know when you've crossed the line into unwanted spammy territory?

What channels do consumers prefer for promotions?

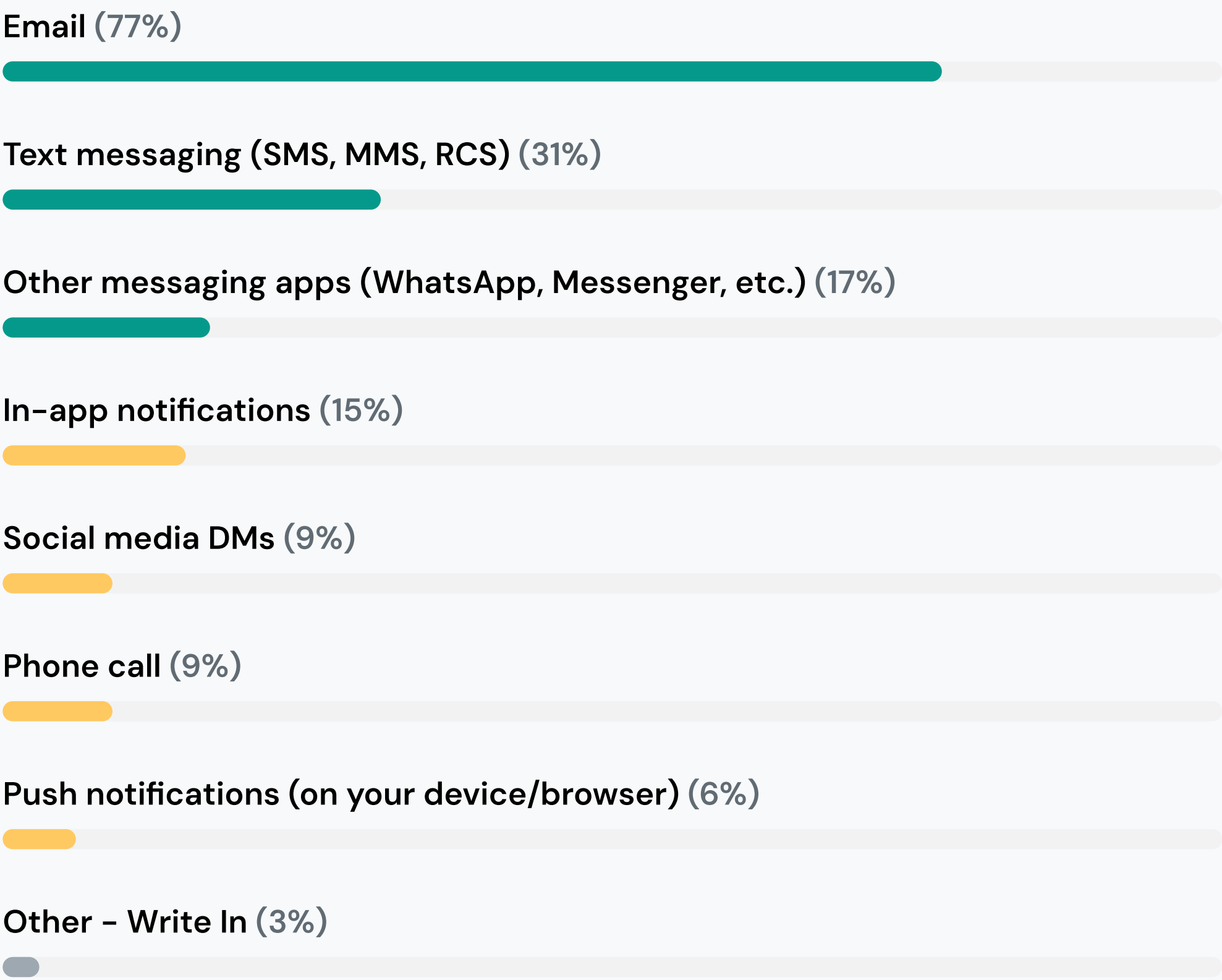
Our global survey of consumers asked people to select up to three channels on which they'd like to receive promotions from brands.

The tried-and-true channel of email came out on top at nearly 77%. However, email marketing has some company.

More than 30% of consumers want promotional text messages. Other messaging channels such as WhatsApp and Messenger as well as in-app messages are becoming more common for promotional communication. Your company needs to find the right multichannel mix for your customer base.

What's the best way to receive promotional messages?

Respondents selected up to three channels



Of course, everyone has an opinion. An ideal experience lets consumers interact with brands they love when and where they prefer while personalized promotions deliver more relevant and engaging experience.

Keep in mind, **your company's list of contacts is unique**. Demographics such as age, gender, and location often inform your marketing strategy.

Engaging with consumers globally

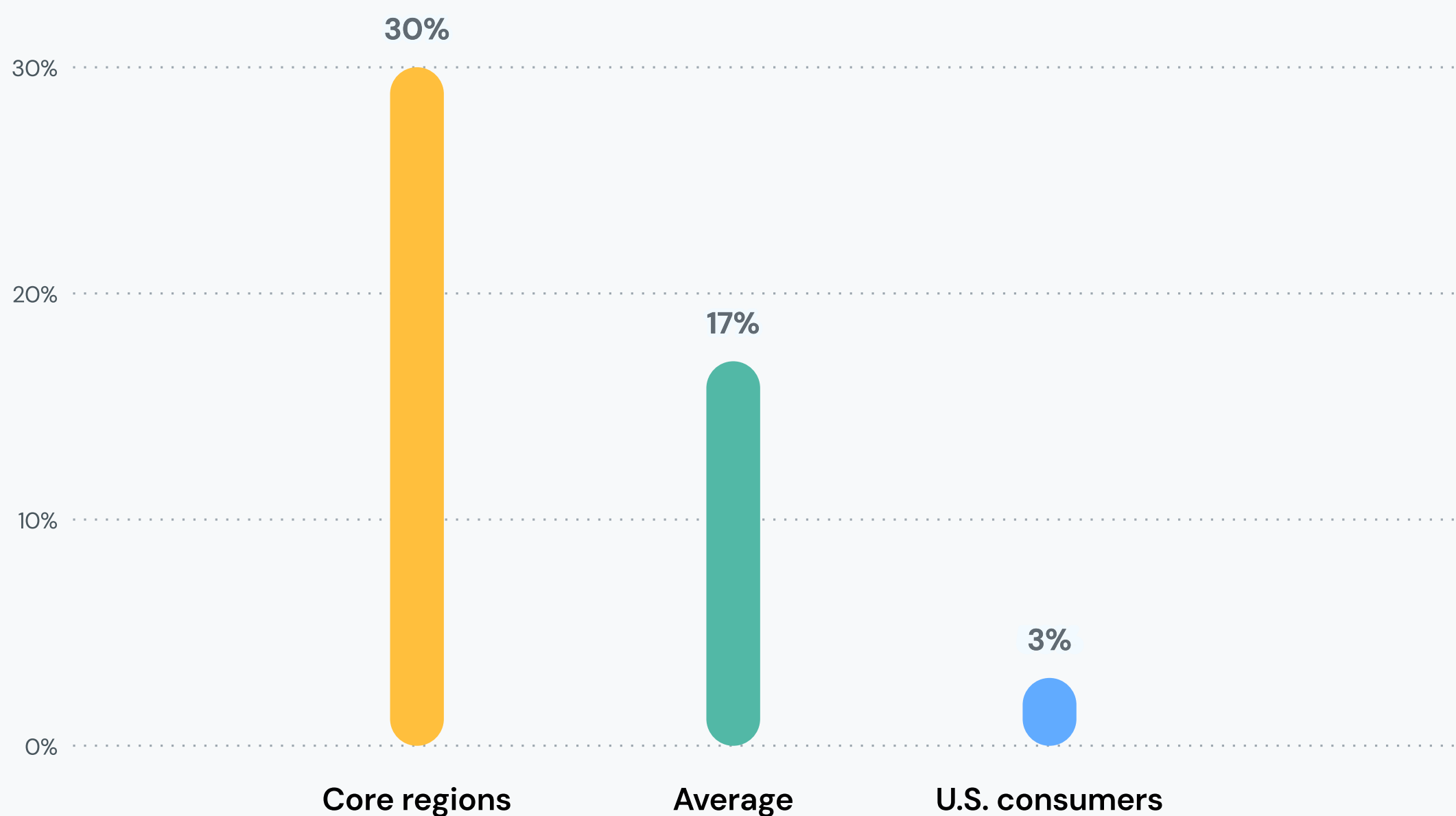
Where your customers live and work may influence the ways in which they want to engage with brands. A good example of this includes countries where over-the-top ([OTT](#)) messaging channels like WhatsApp are popular.

We filtered results from the previous question to include only survey respondents from countries considered “core regions” for WhatsApp users:

- India
- Brazil
- U.K.
- Germany
- Mexico
- Singapore
- Spain



Regional preferences for OTT messaging channels



Nearly 30% of these respondents selected “Other messaging apps” as a preferred option for promotions. That compares to just over 3% of U.S. consumers in our survey. But keep in mind – [WhatsApp usage in the United States](#) is growing.

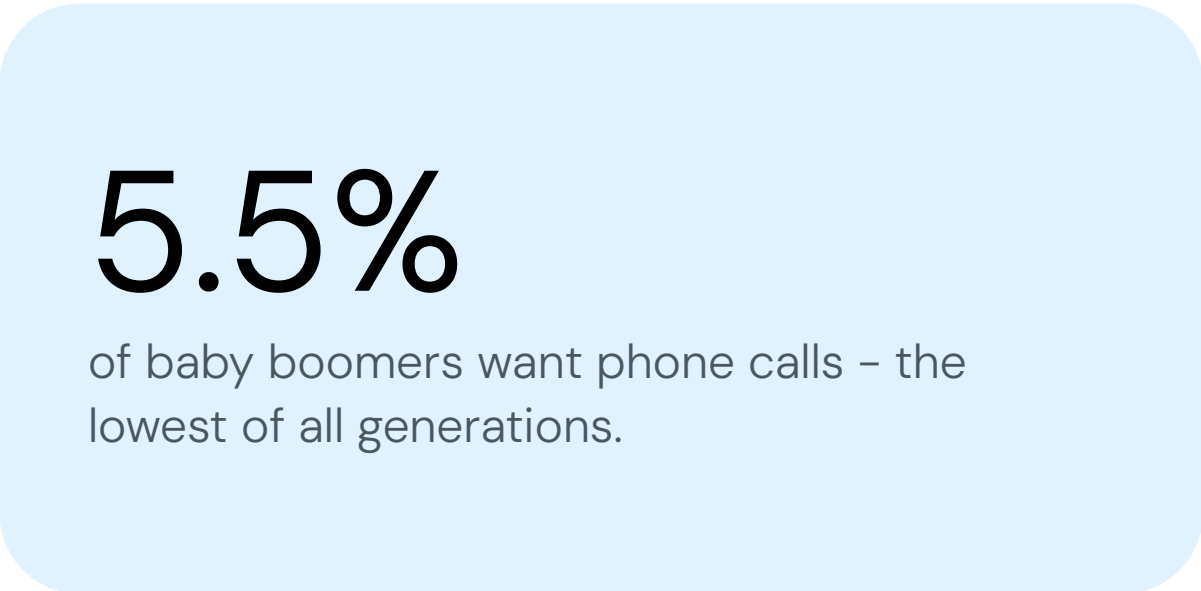
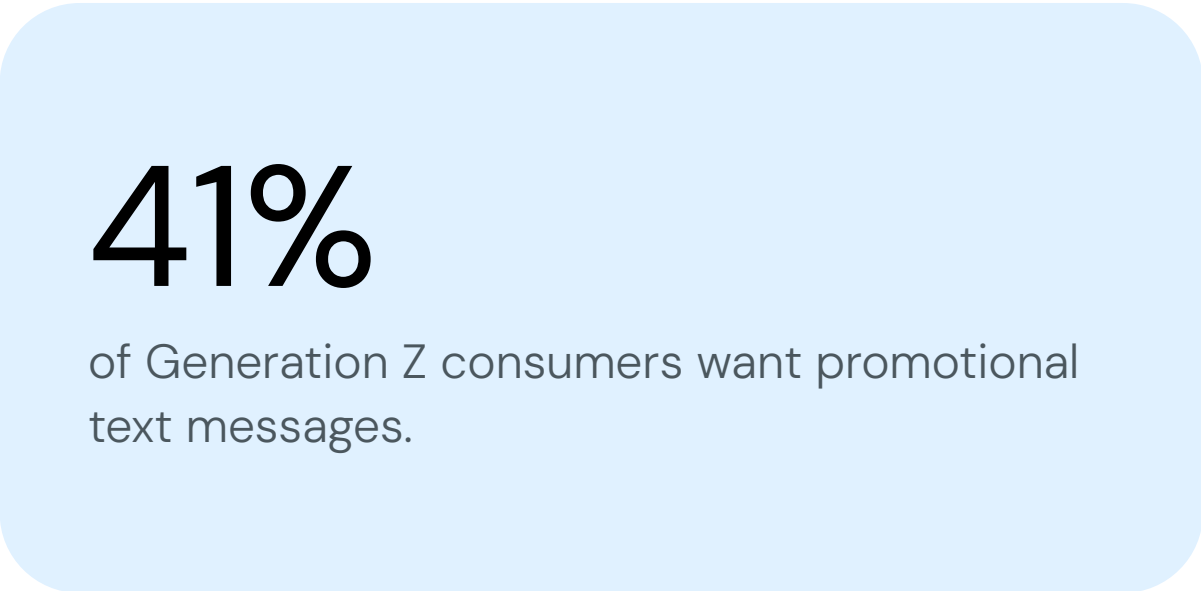
Get more insights on how to [connect globally and communicate locally](#) in our free guide.


Different channels for different generations

The age of your target audience could also be crucial to an effective marketing communication strategy.

Generation Z, the digital natives, were most likely to choose text messaging (41%). But Gen Z and millennials were equally as likely to select other messaging channels like WhatsApp or Messenger (28%).

Just don’t make assumptions. Baby boomers (29%) were a bit more likely than Generation X (26%) to choose text messaging, and both groups of older adults were the *least likely* to want promotional phone calls.





“The ability to seamlessly connect through multiple channels isn’t just a feature – it’s at the center of meaningful connections, unlocking a world where businesses and customers engage effortlessly, breaking down silos and fostering a fully integrated communication experience.”



Julia Fraser
EVP Americas, Sinch

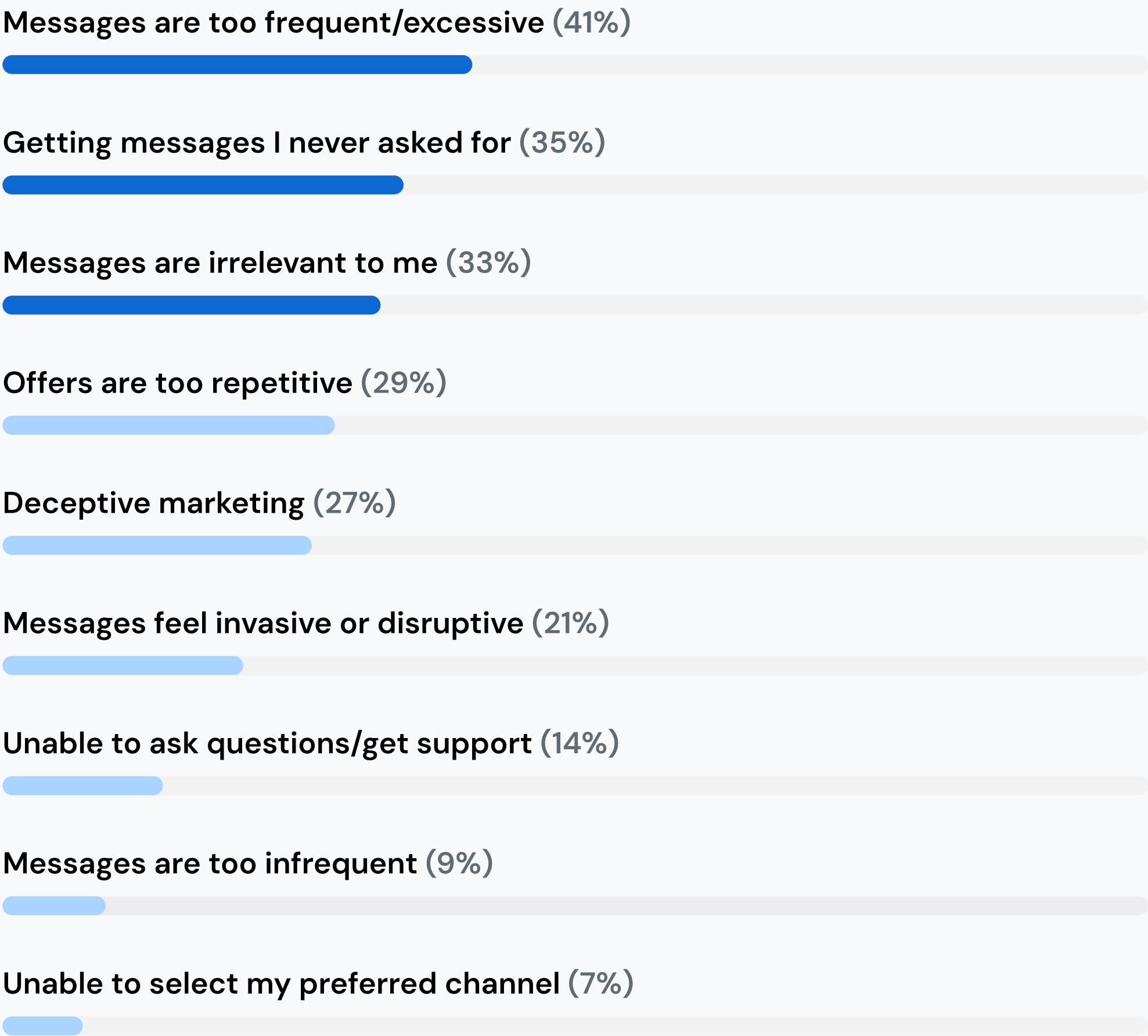
Promotional messaging pain points

It's clear that, at 41%, frequent or excessive marketing messages are what frustrate consumers the most. But that's not the only way you could be aggravating your customers with promotional messaging.

Around one-third or more also cited unwanted and irrelevant messages as promotional pain points. More than a quarter have problems with deceptive and repetitive offers.

What frustrates you about promotional messages?

Respondents selected up to three options



When you get down to it, the advice is pretty simple. **If you want consumers to engage, don't be annoying.** Be respectful, helpful, and add value with your marketing.

Think of it like the “Golden Rule” of digital customer communications: *Treat customers the way you'd want to be treated.*

What kinds of promotions get consumers engaged?

Our survey asked consumers to rate how interesting they viewed a variety of typical promotional offers. Is receiving a coupon code more engaging than a buy one get one free (BOGO) offer? Turns out – they tied.

We've highlighted the six types of promotions Sinch's consumer research revealed to be viewed as “**very interesting**.”

Promotional offers consumers find very interesting

58%

Free shipping offers

51%

Price drop promotions

43%

Loyalty/rewards points

41%

Coupon codes

41%

Buy one get one free

40%

Percentage off discount

Free gifts with purchases and exclusive access to new products and features were seen as significantly less interesting than free shipping and price drops.

Of course, your results will vary. Depending on your industry, some of these promotion types won't apply. The best thing to do is **track and test** the kinds of offers that prompt your contact list to engage with marketing messages.

What makes mobile messaging promotions engaging?

While mobile messaging has traditionally been used for conversations with family and friends, it's proved very useful for informational messages from businesses. Now, **more brands are turning to texting to deliver personalized, relevant, and timely promotions to consumers.**

Our survey found consumers chose these four factors as the top ways to provide value with [promotional texts](#):



36% say they want **real-time updates** on price and availability.



27% want to receive **relevant product recommendations** via text.



24% want the **ability to ask questions** about promotions they receive in a texting or messaging app.



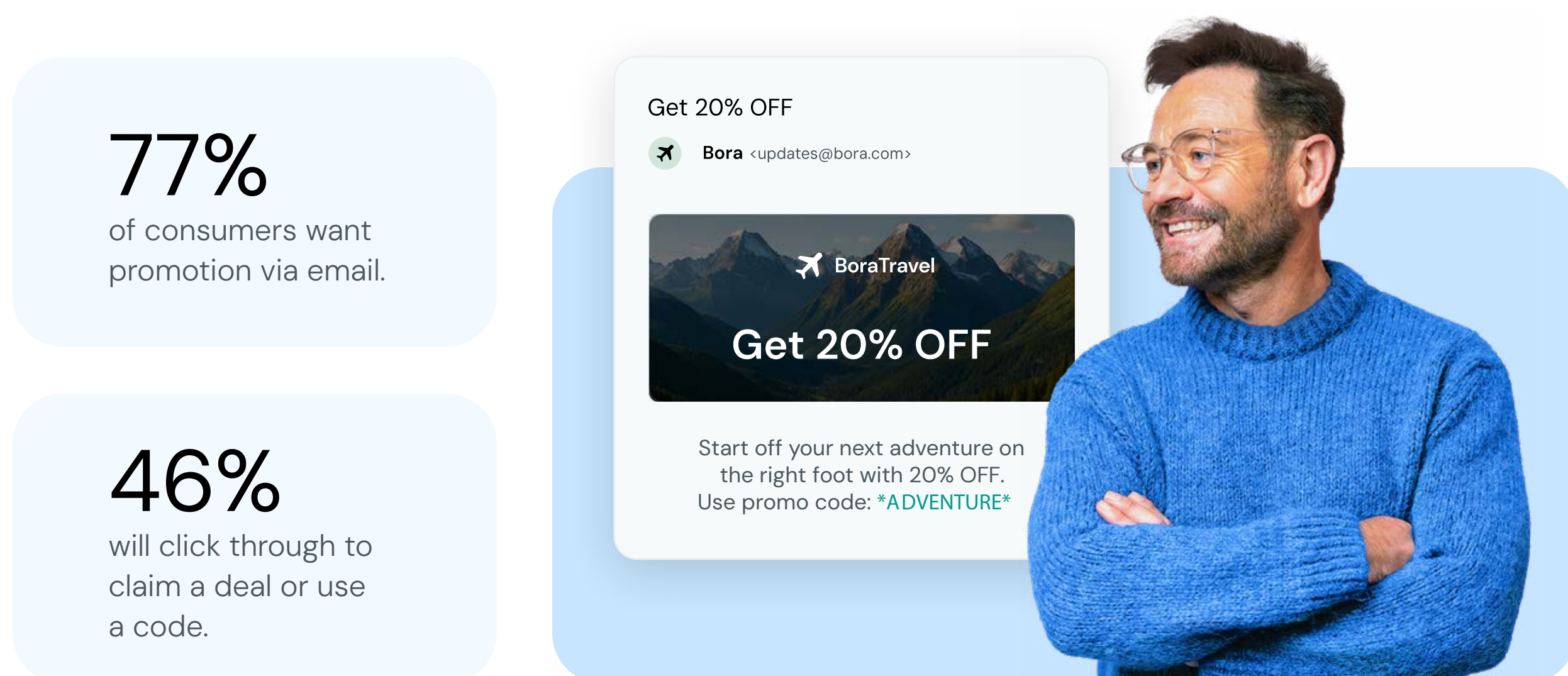
18% say they want to **shop or customize** product options from within the texting or messaging app.

Email engagement insights

In a separate survey, [Sinch Mailjet](#) asked consumers a similar question about what gets them to click on promotional email campaigns. Results from [The path to email engagement](#) found that around 46% of consumers will click through to claim a deal or coupon code.

However, 36% said they'll click just to learn more about the promotion, and 28% would do so to check out a specific product featured in the email.

Since our research shows **77% of consumers want promotions delivered to their email inboxes**, this is an important channel to optimize for engagement.



Expectations for personalization

Perhaps the most effective way to make a promotion more relevant and engaging is through personalization. Separate [research from McKinsey & Co.](#) found more than 70% of consumers expect personalization from brands.

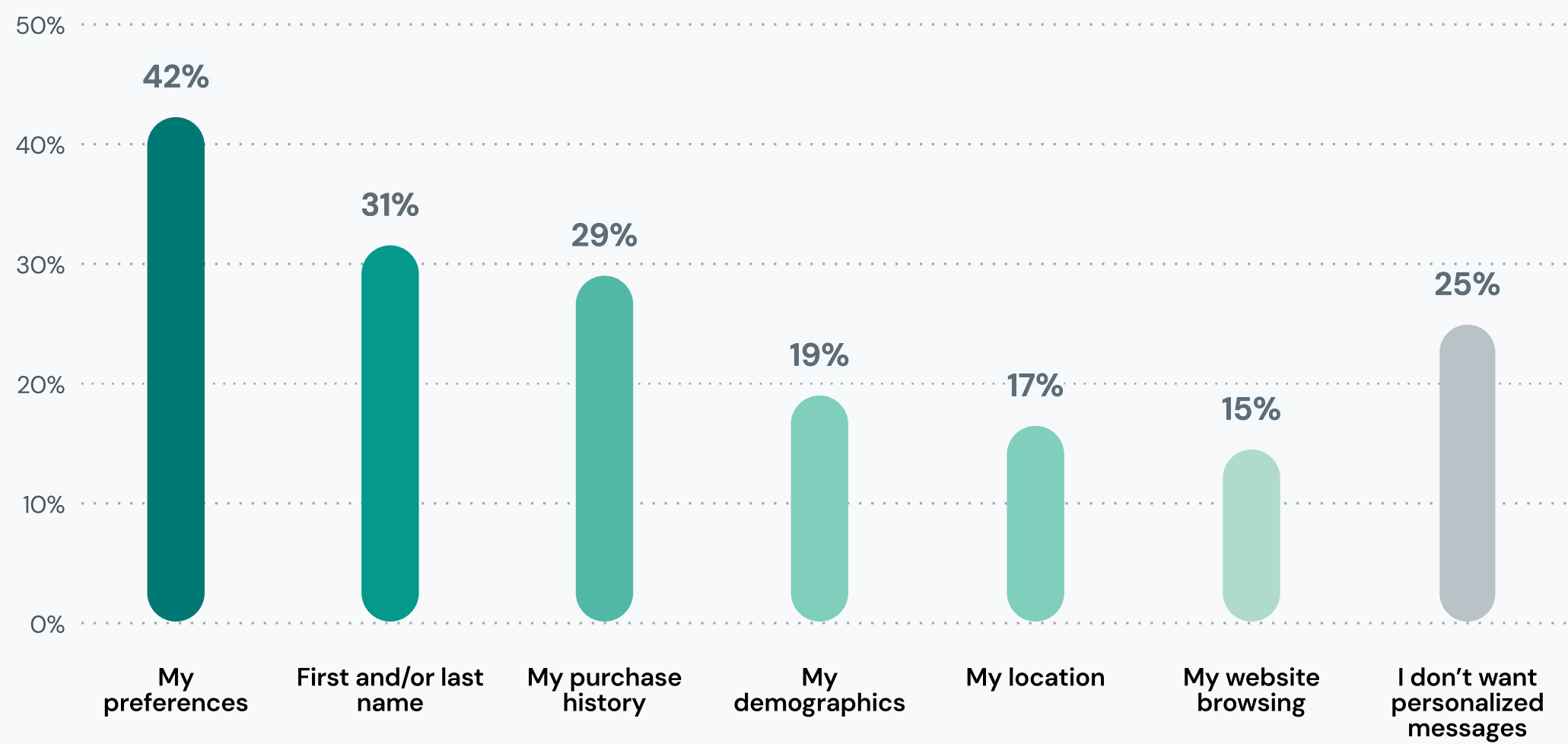
But consumers also expect more than just their name in a text message or email subject line. They want a truly personalized promotional experience.

That's why **more than 42% expect promotions to be personalized based on their preferences**. Another 29% expect brands to use purchase history for more relevant promotions.

Keep in mind, nearly 25% of consumers claim they'd prefer not to receive personalized marketing messages.

How do you expect brands to personalize messages?

Respondents selected all that applied



“Ultimately, what you want to do is make sure you deliver a very personalized experience to your customers, and you’re able to convert that demand on whatever digital communication channels you’re using. Retailers, for example, should consider developing personalized experiences with RCS. I think what’s most impactful is we’re seeing that increases in conversion rates with RCS for Business are huge.”



Jonathan Bean
CMO, Sinch

Adding value with personalization

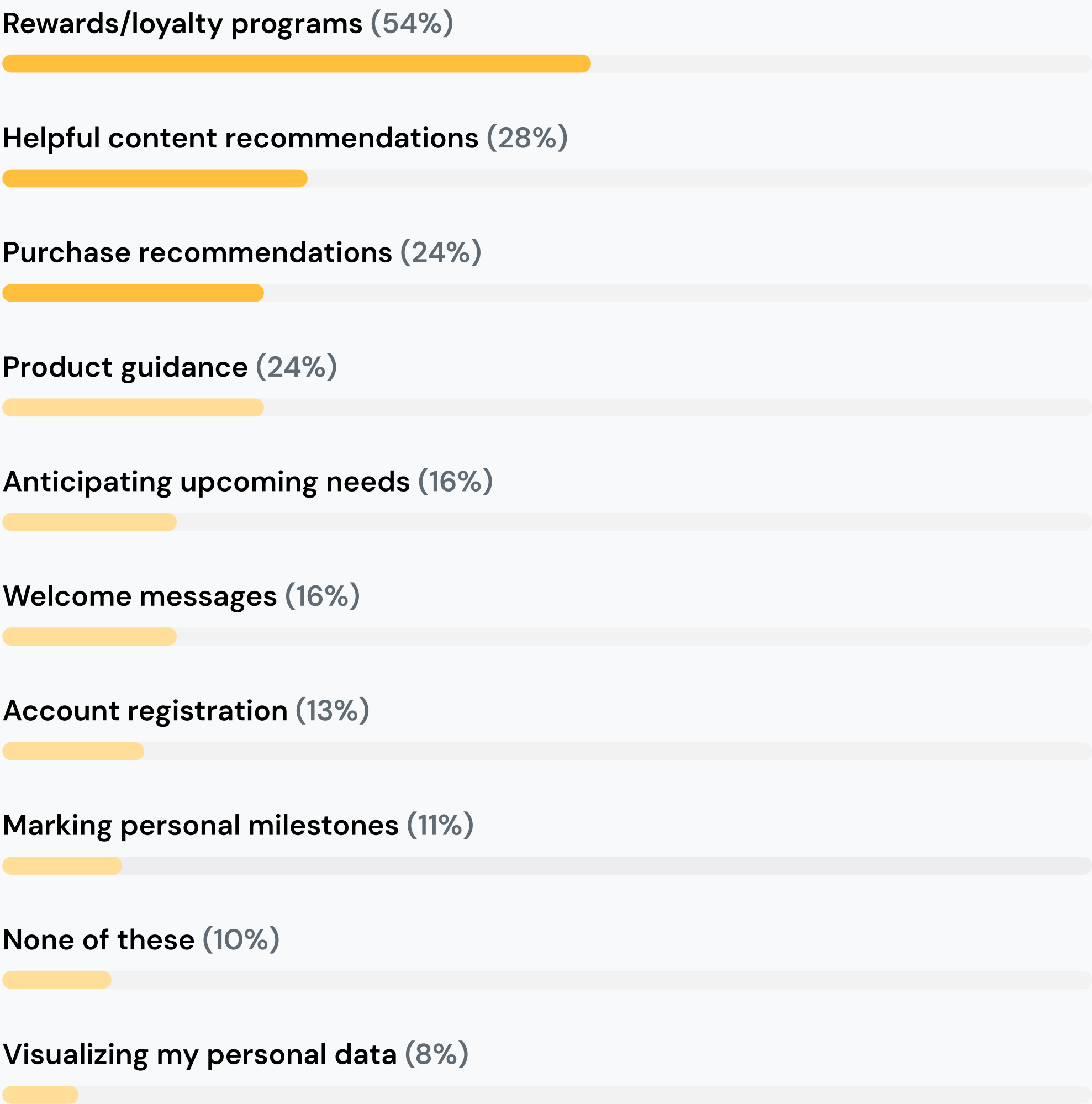
Understanding how consumers benefit from personalized communications reveals ways to deliver more engaging campaigns.

Sinch’s research found nearly **54% of consumers view personalized rewards/loyalty messages as the most valuable**. These communications are personal by nature as they relate directly to what a customer stands to gain.

Many consumers also chose helpful content personalized to their needs (28%), purchase recommendations based on preferences (24%), and personalized product guidance (23%).

What types of personalized messages are most valuable?

Respondents selected up to three



Bottom line? Engaging messages are about much more than inserting a customer’s name. **Personalization provides value when it has a purpose.**

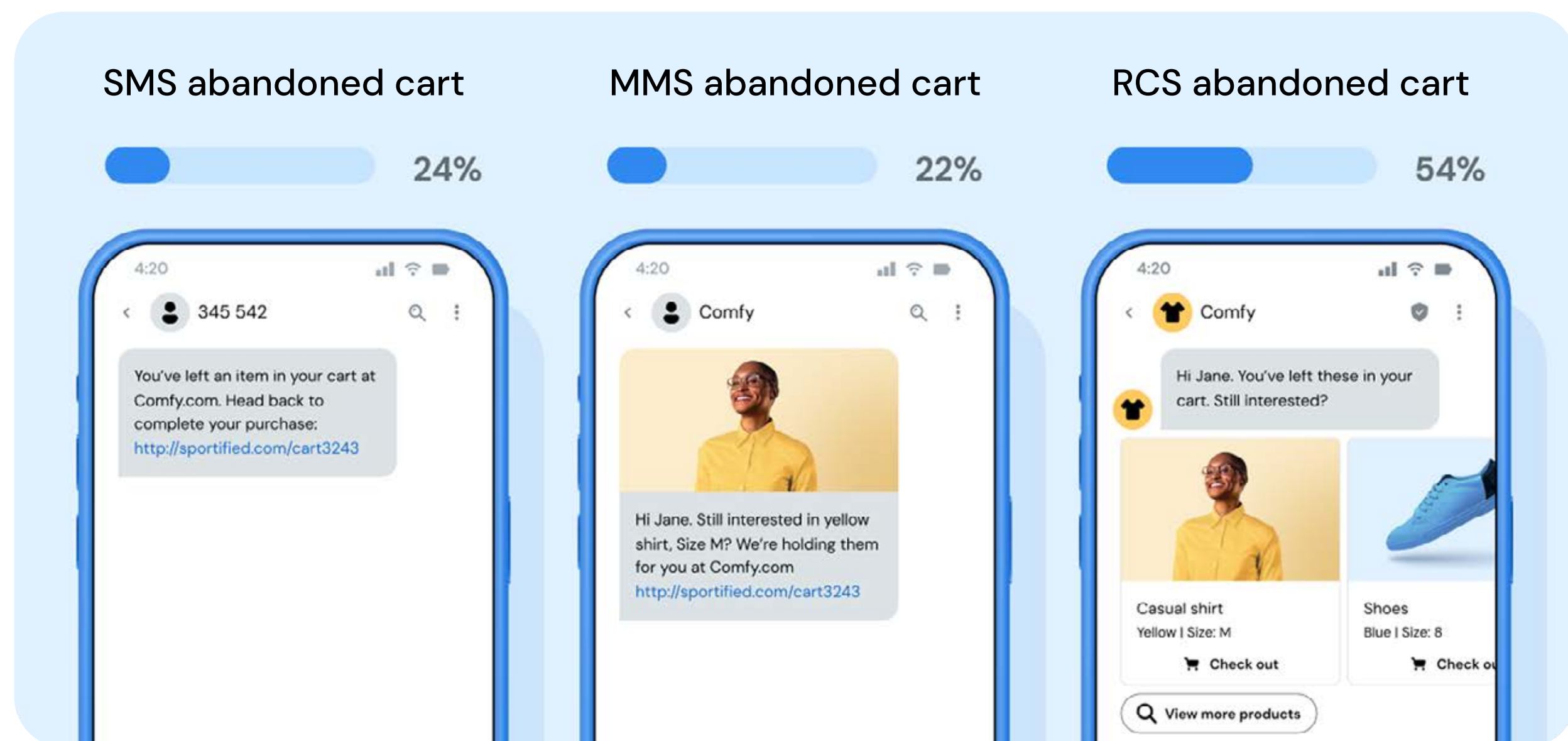
ENGAGED

Mobile message showdown

When a marketing message arrives in a customer's native mobile inbox, what type of communication are they likely to find most engaging? We asked survey participants to choose between three different abandoned cart texts:

1. A basic SMS text
2. An MMS message with a product image
3. An RCS message with branding, imagery, and interactivity

The RCS abandoned cart message with call-to-action buttons and branding was the winner with **54% of consumers** choosing it as the message they found to be most engaging. The ability to make (or complete) purchases within a customer's native messaging application is [just one of many ways](#) that RCS is poised to transform digital customer communications.



ENGAGED RETAIL

The power to choose the right channel

Sinch's research shows consumers want the ability to select their preferred communication channel when they opt in to receive promotions from retailers.

In addition to the nearly 58% who want to pick the best channel for retail promotions, **1 in 10 consumers also want to be able to choose more than one channel.**

The most successful brands know that delivering marketing messages to their customers' preferred channels greatly increases the likelihood they'll engage with what you're sending.

What do you prefer when signing up to receive deals from a retail brand?

I want to choose
the best channel
58%

I want to choose more
than one channel
11%

I'm fine with whatever
18%

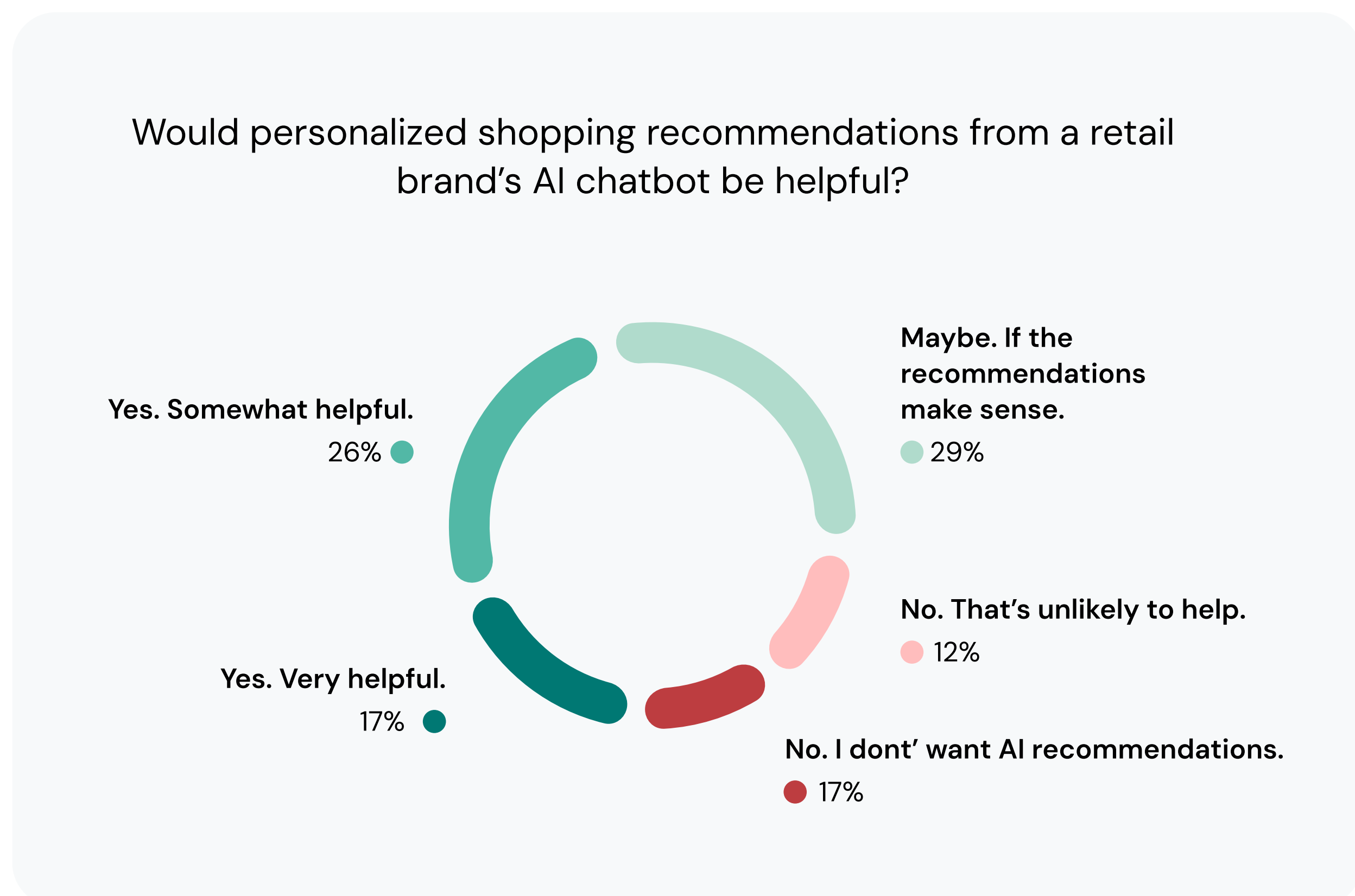
I don't sign up for deals
13%

Engaging with artificial intelligence in retail

While nearly 40% of consumers in this survey indicated they might be uncomfortable discussing their personal preferences with an AI-powered chatbot, they seemed open to the idea of personalized recommendations.

A combined **42% thought AI recommendations would be at least somewhat helpful**. Another 29% believe it would be helpful as long as the recommendations made sense.

All together – that's more than 70% who are willing to interact with an AI shopping assistant built for retail.



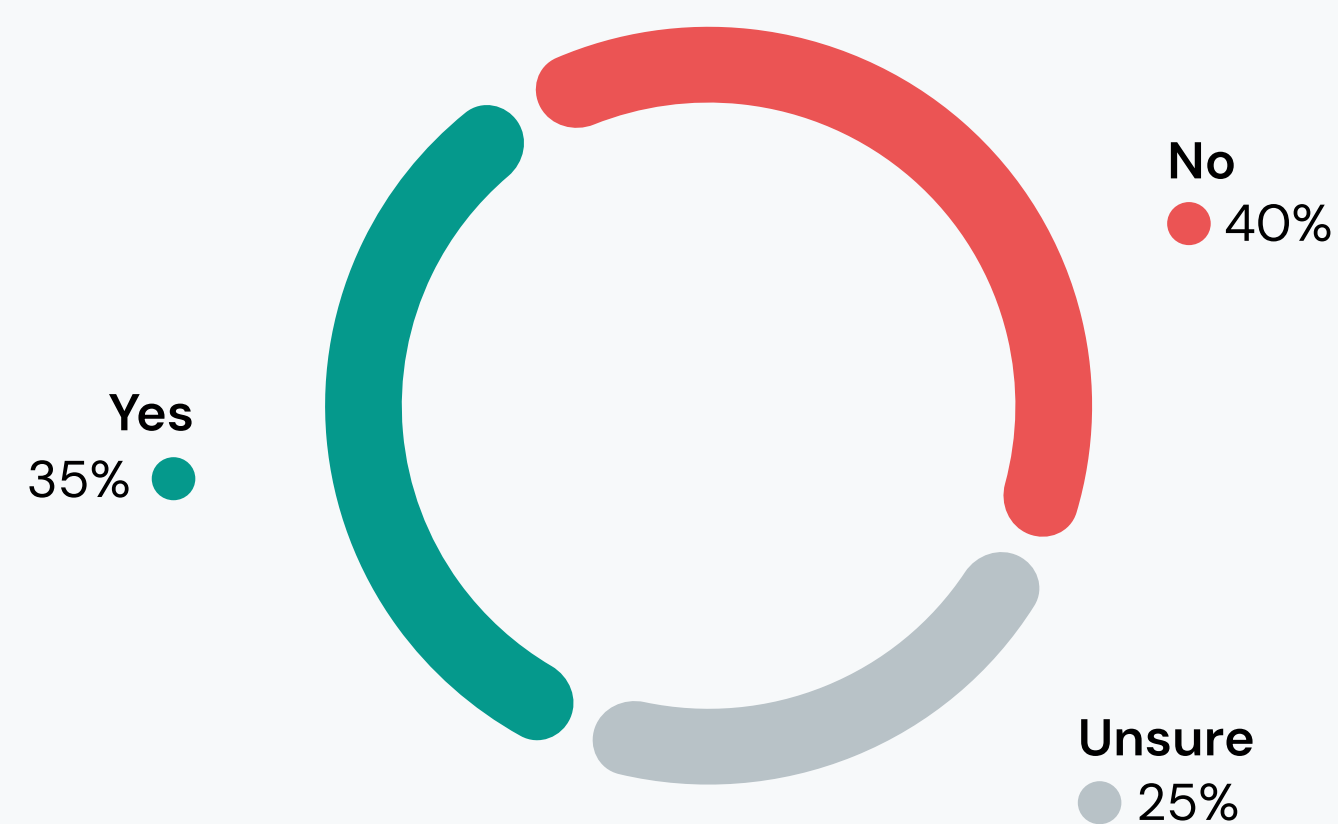
Engaging with artificial intelligence in healthcare

While 35% of people would feel comfortable engaging with an AI chatbot from a healthcare provider, 40% are not comfortable, and 25% are unsure.

Our study found these are the main reasons why people hesitate to engage with AI in healthcare:

1. Don't trust accuracy (64%)
2. Feels too impersonal (43%)
3. Worried about privacy (40%)

Would you interact with an AI-chatbot from your healthcare provider?



Engaging with artificial intelligence in financial services

Consumers had a similar reaction to the concept of engaging with an AI chatbot from their financial institution or a personal finance brand.

While 36% would be comfortable receiving financial advice from an AI-powered chatbot, 43% would not and around 21% are unsure. However, consumer opinions on AI are changing quickly as these interactions increasingly become a normal part of everyday life.

Would you use an AI chatbot that provided personalized financial recommendations?

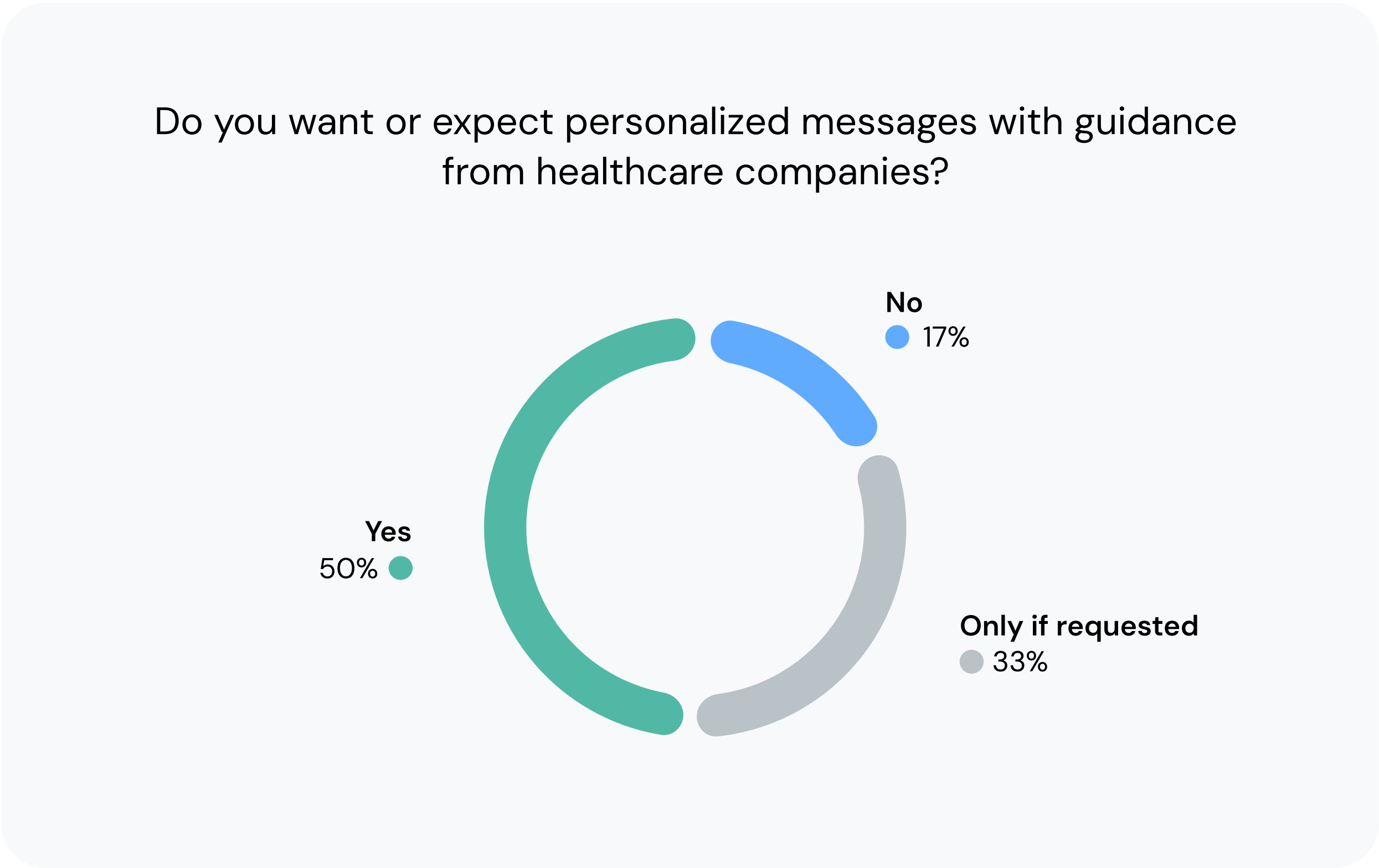


ENGAGED HEALTHCARE

Personalized guidance

Healthcare companies need to keep patients and customers engaged in between appointments with providers and specialists.

Nearly half of consumers expect those communications to be personalized to their own situations and healthcare needs. Around one third said they only want personalized advice delivered via healthcare communications if it is specifically requested.

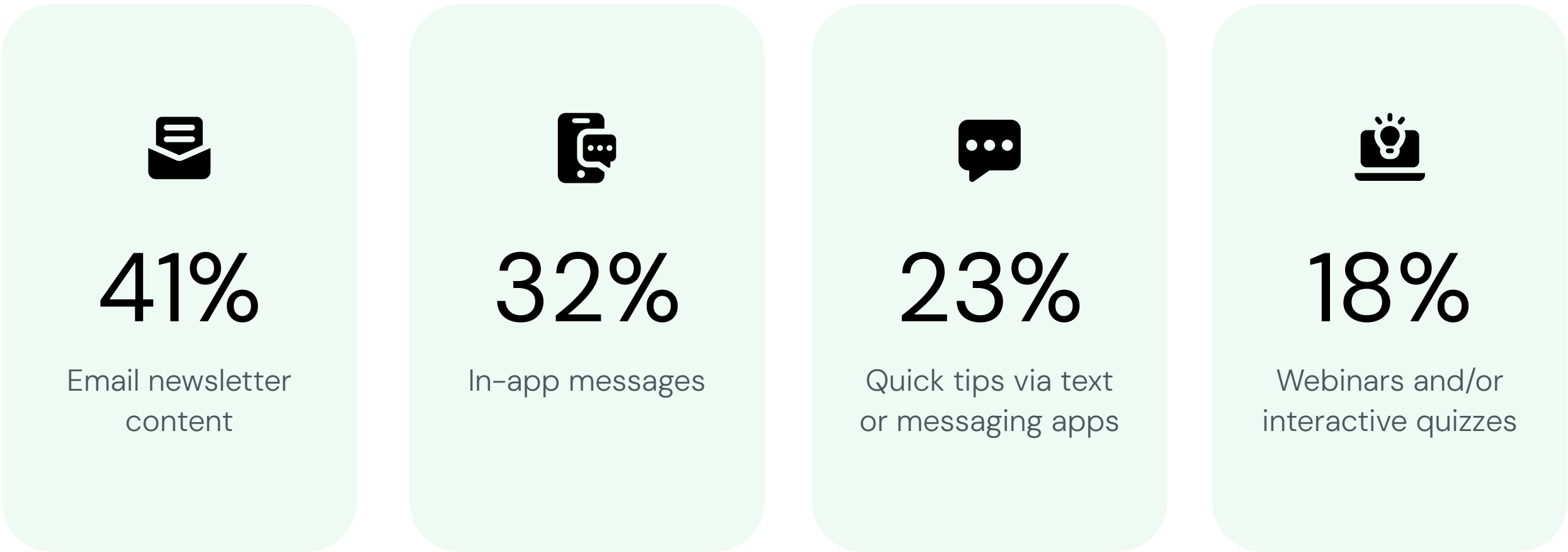


ENGAGED FINANCIAL SERVICES

Delivering advice

Just like in healthcare, nearly **half of consumers want financial brands to deliver personalized communications** based on their situations and needs. But what are the best ways to engage with customers and provide that guidance?

How do consumers want to receive personal finance advice?



According to our survey, 41% of people want advice from content in email newsletters. However, around one-third want in-app messages, and 23% would choose quick tips delivered via text or other messaging application.

Nearly 18% are interested in webinars or interactive quizzes that help educate them on personal finances.

Engaging shoe shoppers with RCS campaigns

European footwear retailer, Courir, has tested all sorts of mobile marketing campaigns. They've achieved some of their best results using RCS and mobile messaging channels like Messenger and WhatsApp.



"We started with simple SMS. As we wanted to innovate, we created rich SMS and after that we went to Messenger and WhatsApp. And now we are experimenting with RCS so we can offer our customers a different experience from our competitors. With RCS we try to recreate the experience our customers have in-store."



Chloé Herbaut
Customer Loyalty
Manager, Courir



Get the rest of the story

Find out more about how Courir tripled campaign revenue after teaming up with Sinch and see for yourself how RCS impacted ROI. [Read the customer story](#) and watch a video.

Engage customers and prospects on any channel

Connect with customers



Sinch Engage makes it easy to deliver multichannel messaging campaigns that can't be ignored.

Boost your tech stack with native messaging integrations with software like Salesforce, HubSpot, and Shopify.

Sinch Engage empowers marketing, sales, support, and even internal communications.

[Get started →](#)

Email marketing



Need an email service provider (ESP) built to deliver engaging inbox experiences?

Sinch Mailjet helps senders deliver beautiful email campaigns. Plus, it also comes with powerful tools.

Take advantage of Mailjet's Brand Kit, an AI assistant, easy personalization, and much more.

[Get started →](#)

DIY customer engagement



Want to build your own solution to engage customers and prospects?

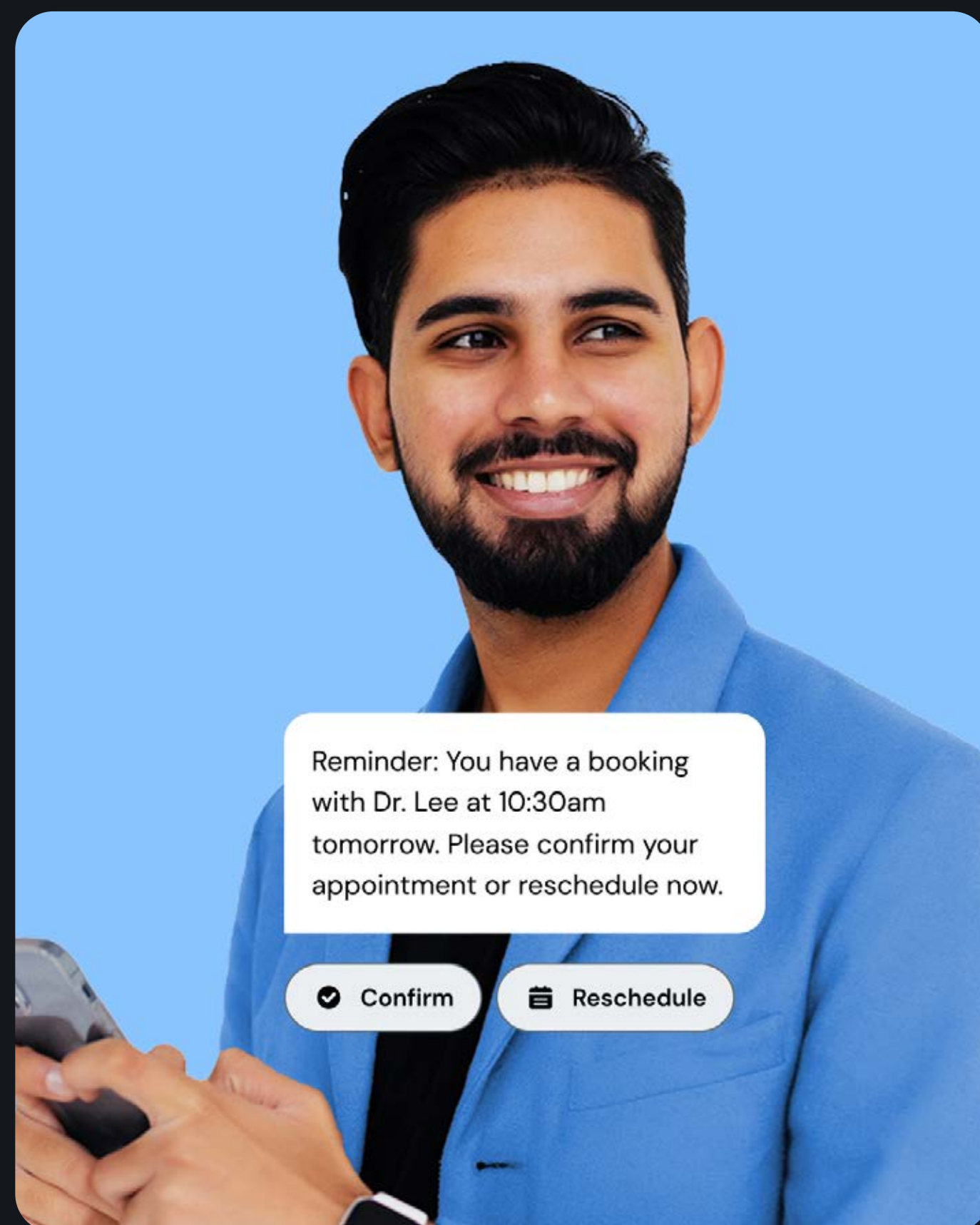
Sinch's [Conversation API](#) is easy to integrate, optimized for multiple messaging channels, and enables two-way communication with customers.

Build stronger relationships and a better mobile experience.

[Get started →](#)



Keep customers informed



Customer updates are the unsung heroes of digital communications, and they deserve some recognition. Every informational message your organization sends should be timely, relevant, and personal to the customer on the receiving end.

Order confirmations, shipping updates, appointment reminders, and password resets may seem mundane. However, ensuring your customers stay informed is key to an experience that's smooth, seamless, and satisfactory.

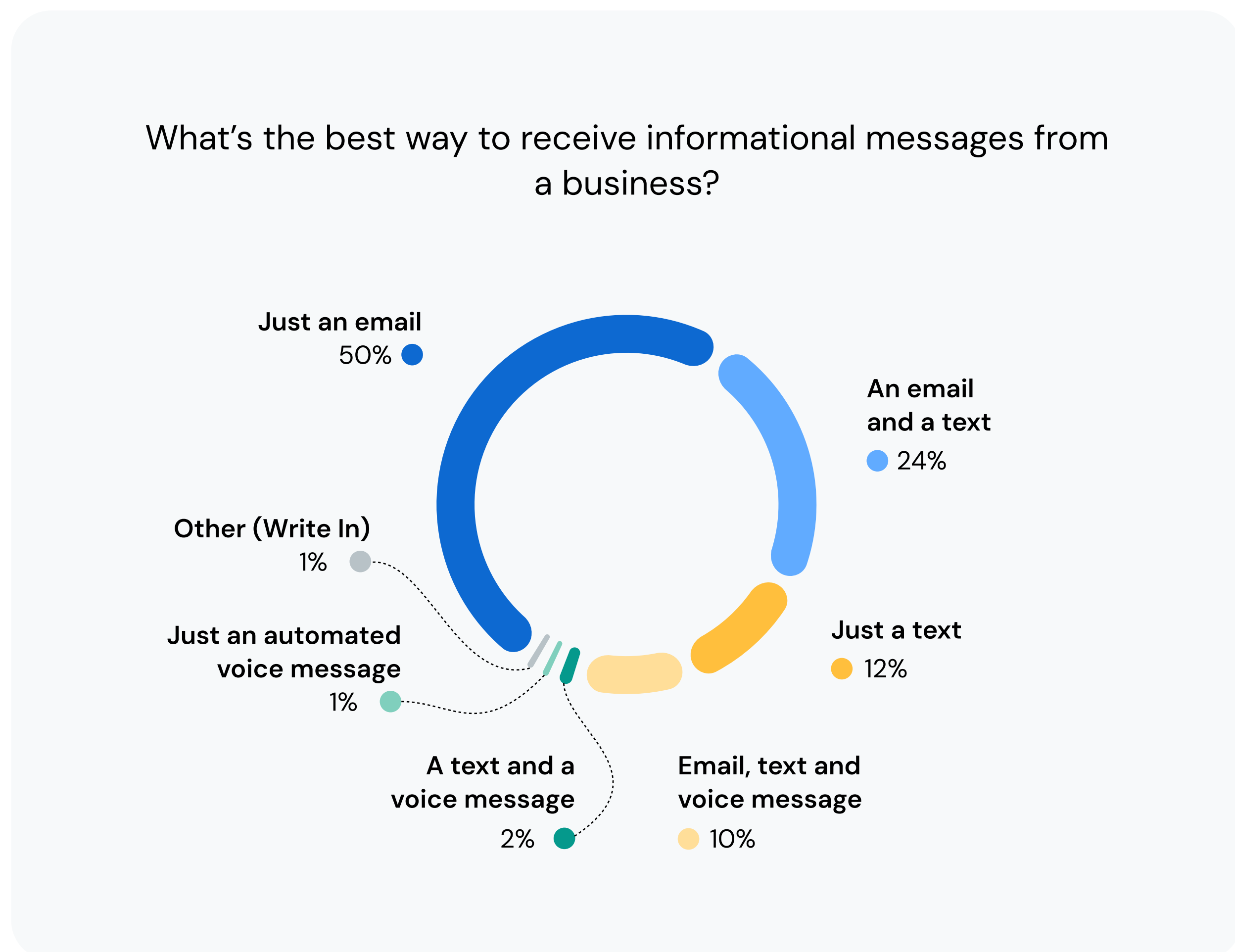
It's easy for both consumers and brands to take automated transactional messages for granted. But while these communications may lack the flair of an engaging marketing campaign, keeping people informed is an irreplaceable part of the customer journey.

How do consumers want to receive informational messages?

Email, phone, or text? Is there a “right way” to deliver transactional communications to consumers?

When asked to identify what they believe to be the best channel for receiving informational messages from brands, half of consumers chose email.

While 12% prefer “Just a text” for informational messages, twice as many (24%) want to receive *both* an email and a text. **Nearly 1 out of 10 consumers say they want a message on all three channels: email, text, and voice.**



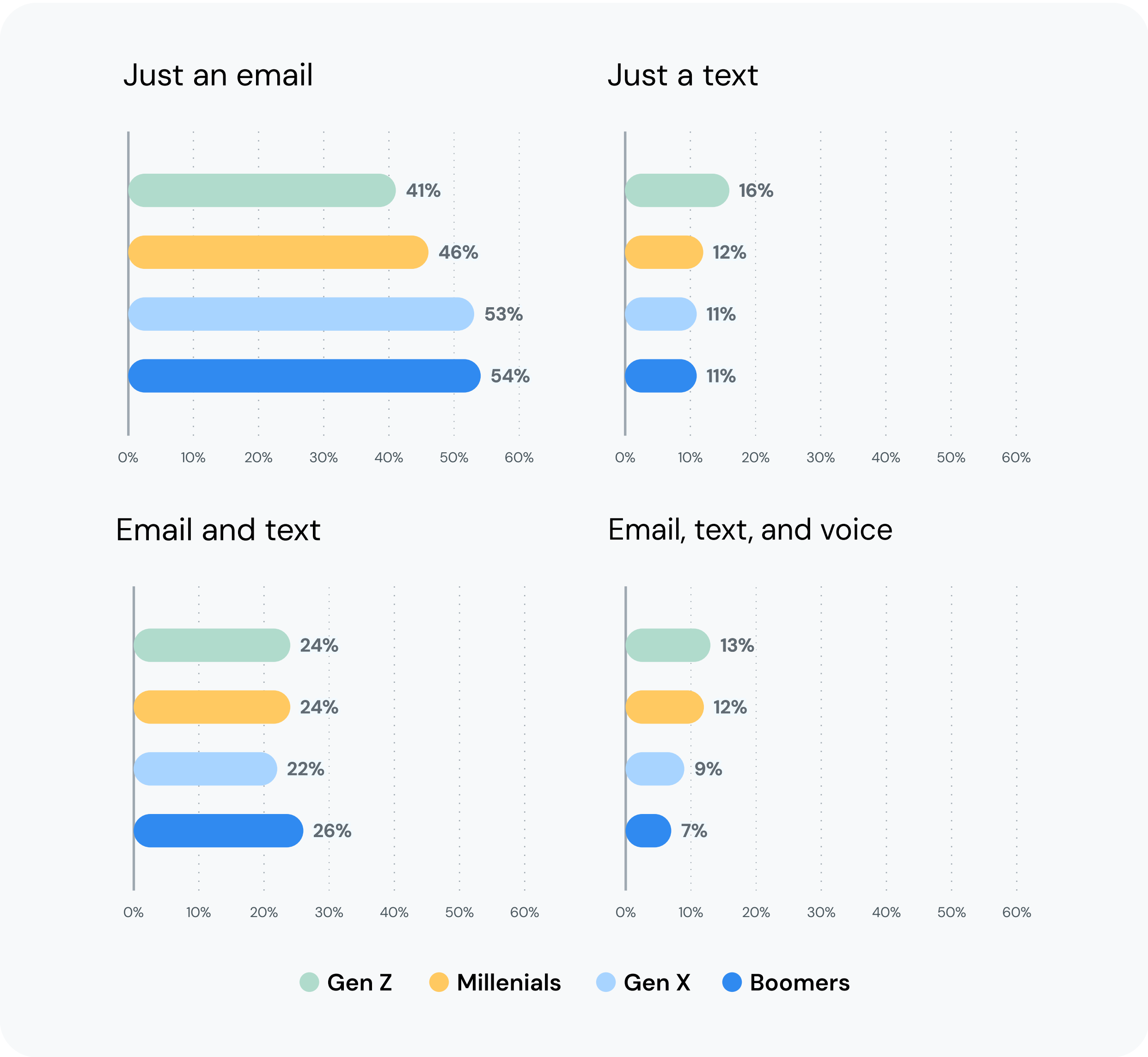
The truth is – the right digital communication channel depends on the customer's preference as well as the situation and information you need to deliver.

Delivering information to the generations

There are some differences of opinion among age groups when it comes to receiving informational messages.

While baby boomers are the most likely to want only an email (54%), Generation Z consumers were the most likely to want the trifecta of informational communications sent via email, text, and via phone (13%).

As you'd expect, Gen Z and millennial consumers were slightly more likely than average to want customer updates delivered via text only. However, boomers were more likely than younger generations to choose the option of both email and text.



All this suggests that, no matter the age of your target market, there's a strong case for a multichannel digital communications strategy that keeps consumers informed.

Information overload: Consumer pain points

As with their complaints on promotional messages, consumers say they're most frustrated by informational communications that are too frequent or excessive (48%).

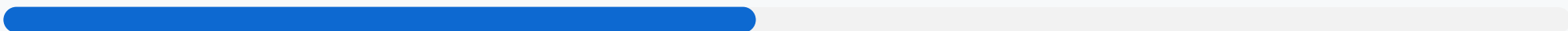
Along the same lines, more than 30% find redundant informational messages frustrating. Both findings suggest **there is such a thing as overinforming your customers**.

Not far behind the top two, nearly 28% of customers are upset when they are unable to ask questions in response to a transactional message. That two-way conversation with support [or an AI chatbot](#) is something texting and other messaging channels can enable.

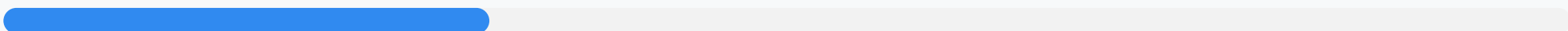
What frustrates you about informational messages you receive from businesses?

Respondents selected up to three

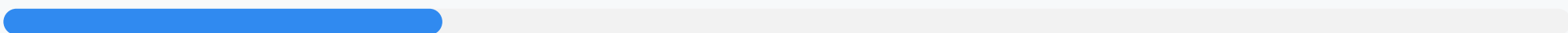
Messages are too frequent/excessive (48%)



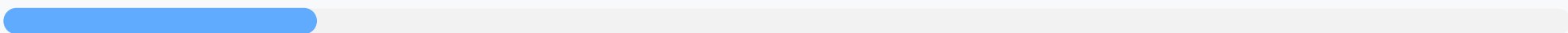
Messages are redundant (31%)



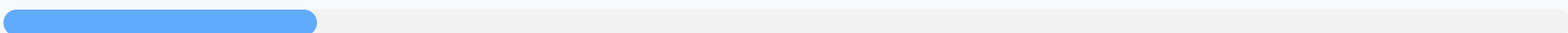
Unable to ask questions/get support (28%)



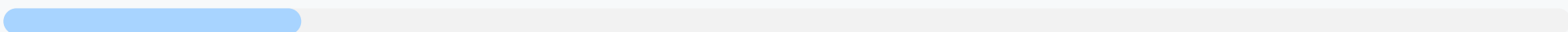
Messages lack real-time information (20%)



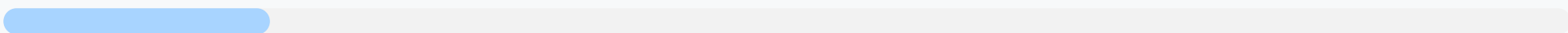
Messages don't arrive in time (20%)



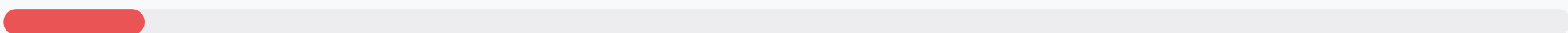
Messages arrive at an inconvenient time (19%)



Messages are not personalized (17%)



Unable to select my preferred channel (9%)



Timeliness of informational messages is also a key factor. More than 19% are frustrated when these communications don't arrive on time or arrive at an inconvenient time. Similarly, more than 20% don't like it when these messages lack real-time information.

What types of customer updates are most important?

No one would discount the importance of order confirmations, shipping updates, and delivery notifications. These e-commerce communications are part of everyday life for consumers. But what about customer updates beyond activities like online shopping, food delivery, and ride sharing?

We asked consumers to rate the importance of informational messages from other industries, including healthcare and financial services.

It's clear that when a message contains time-sensitive or urgent information, consumers view them as very important. The importance and immediacy of these messages often makes messaging (SMS, MMS, RCS) an ideal communication channel.



57% of consumers say **appointment confirmations** are very important.



59% of consumers rate **test result notifications** from healthcare companies as very important.



74% of consumers say **fraud alerts** are a very important type of informational message.



46% of consumers view **payment due reminders** as very important informational messages.

Are you prioritizing email deliverability?

More than 50% of consumers want informational messages delivered via email. That means you've got to land in the inbox and avoid spam.

[Sinch Mailgun research](#) found 71% of people would search through their spam folder to find a missing transactional email. Another 16% would do so if the information was important. That's a testament to the significance of informational communications – not an excuse to be unconcerned with deliverability.

Mailgun's research also found **consumers are likely to have negative reactions to messages ending up in spam**. 33% said they find it annoying or frustrating when this happens, 10% lose trust in the brand, and another 10% would unsubscribe.

87%

of consumers would check their spam folder for a missing transactional email. *

33%

of consumers find it annoying or frustrating when emails they're expecting land in spam. *

10%

of consumers would lose trust in the brand or unsubscribe if messages kept going to spam. *

63%

of senders are not separating transactional and promotional email traffic (or are unsure). **

* Email and the customer experience

** State of email deliverability 2025

An effective way to improve your chances of reaching the inbox is to separate transactional and promotional email traffic on different subdomains or sending IP addresses.

However, [Mailgun's State of email deliverability](#) report found **50% of senders aren't using this tactic**. Another 13% are unsure if they separate email traffic for deliverability.



"Email is a channel that is often celebrated for its high return on investment. However, that ROI decreases as email deliverability issues increase. If you're not following best practices for email deliverability, it's going to catch up with you eventually. Once you've invested in the right infrastructure, authentication, and marketing technology, focus on maintaining good list hygiene while delivering high-quality, relevant content to engaged subscribers."



Kate Nowrouz

VP of Deliverability and
Product Strategy, Sinch

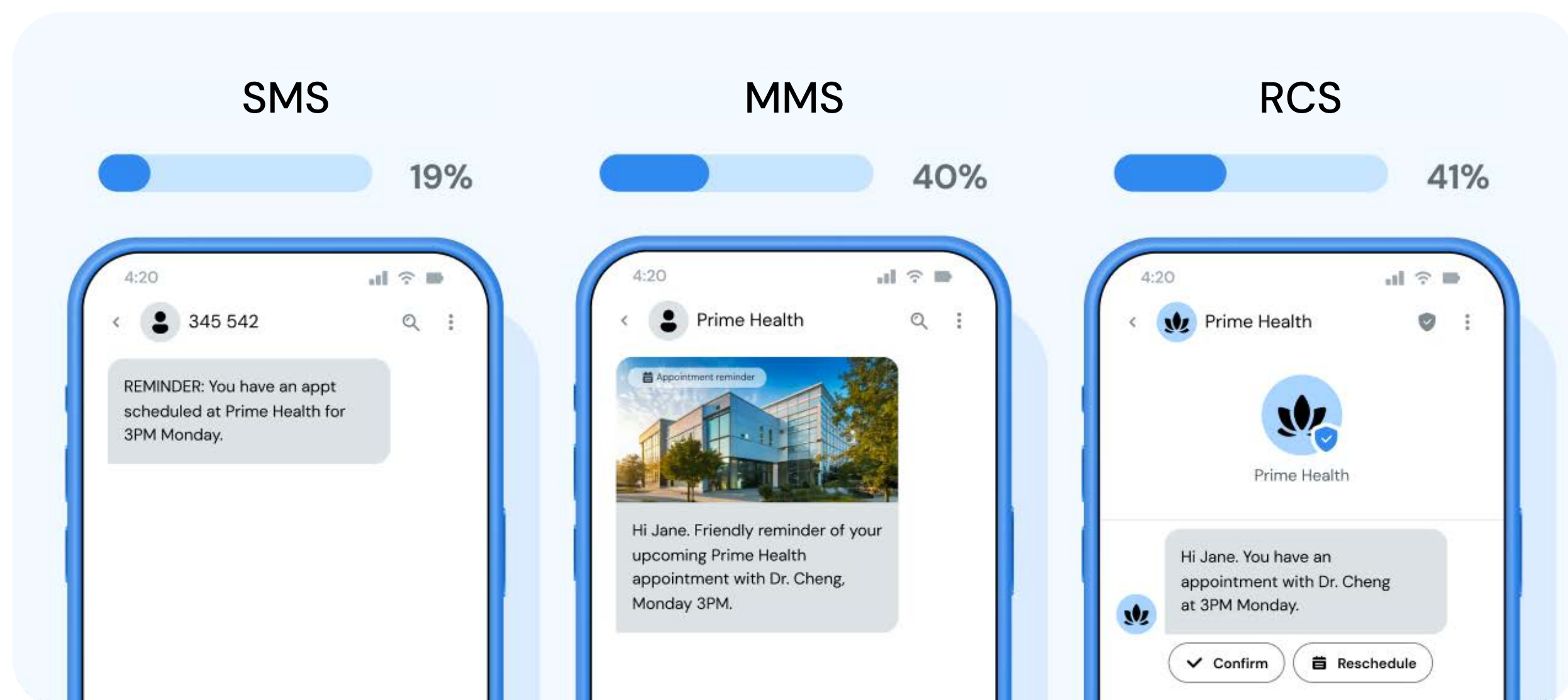
INFORMED

Mobile message showdown

The native messaging inbox on smartphones has become a familiar place to receive informational messages such as appointment reminders. We asked survey participants to select the type of text they preferred for a healthcare appointment reminder:

1. A basic SMS reminder
2. An MMS reminder with an image of the location
3. A branded RCS message with buttons to confirm or reschedule

The competition was close. While **41% of participants chose the RCS message**, 40% preferred the MMS message with an image. Perhaps the image helped reinforce where to go for the appointment. Keep in mind, an RCS message can also deliver images and other media along with branding, suggested actions, and much more.



INFORMED RETAIL

Conversational commerce

Our research found 28% of consumers are frustrated when they're unable to ask questions to get more information. The good news is that **96% of retail respondents in our industry survey say they're using [conversational commerce](#)** for two-way customer communications.

Well over half are using chatbots through text messaging and/or on their websites. Additionally, more than 40% say they use social media direct messaging (DMs), OTT channels like WhatsApp, or digital voice assistants.

What channels do retailers use for conversational commerce?

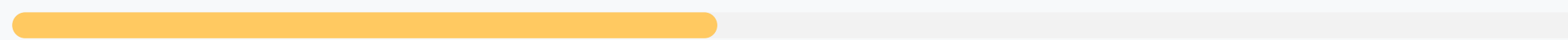
Text messaging chatbots (59%)



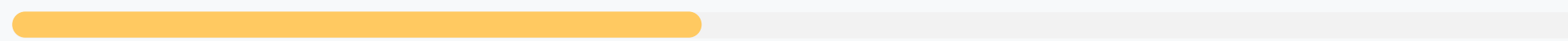
Chatbots on website or app (56%)



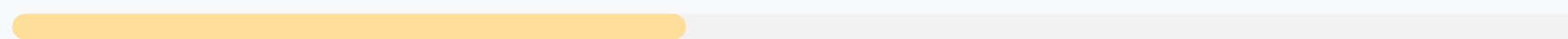
Social media direct messages (e.g., Instagram, TikTok) (45%)



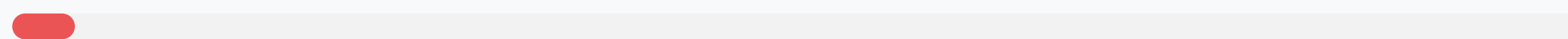
Voice assistants (e.g., Alexa, Google Assistant) (44%)



Other messaging apps (WhatsApp, Messenger, etc.) (43%)



Not using conversational commerce (4%)



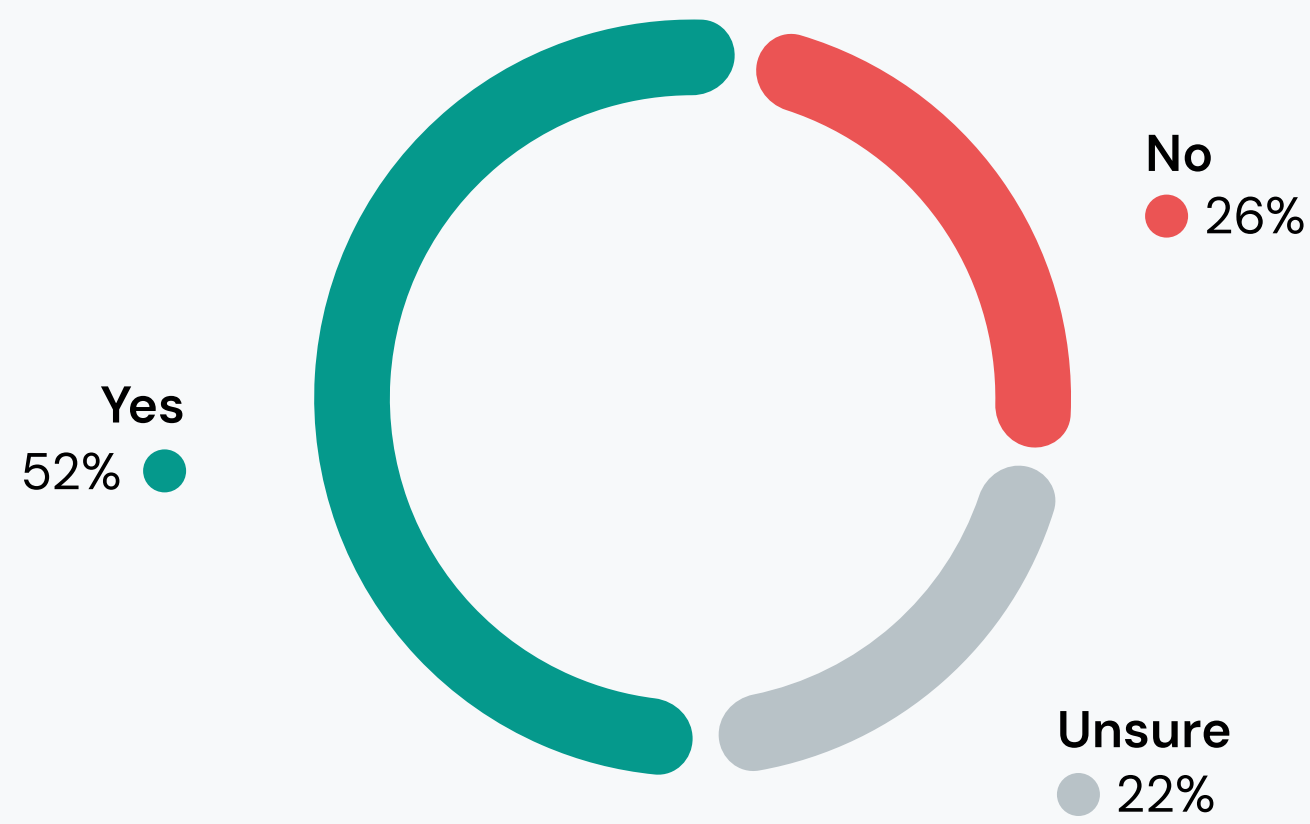
While the goal of conversational commerce is to engage consumers and increase sales, supporting that experience with helpful information can increase conversions.

Are shoppers comfortable getting information from artificial intelligence?

One of the many ways retailers stand to benefit from AI is by providing consumers with answers to basic logistics questions. Wondering when to expect a package? Why not ask an AI chatbot for an update?

Our survey found **more than half of consumers (52.3%) would trust AI for basic order tracking and shipping information.** Around a quarter wouldn't be comfortable, and 22% are unsure if they'd trust the AI.

Would you trust an AI chatbot to give you accurate answers about shipment tracking or delivery times?



A generational breakdown shows younger consumers were more likely to say “Yes” to trusting AI for retail information:

- **Generation Z: 67%**
- **Millennials: 63%**
- Generation X: 54%
- Baby boomers: 38%

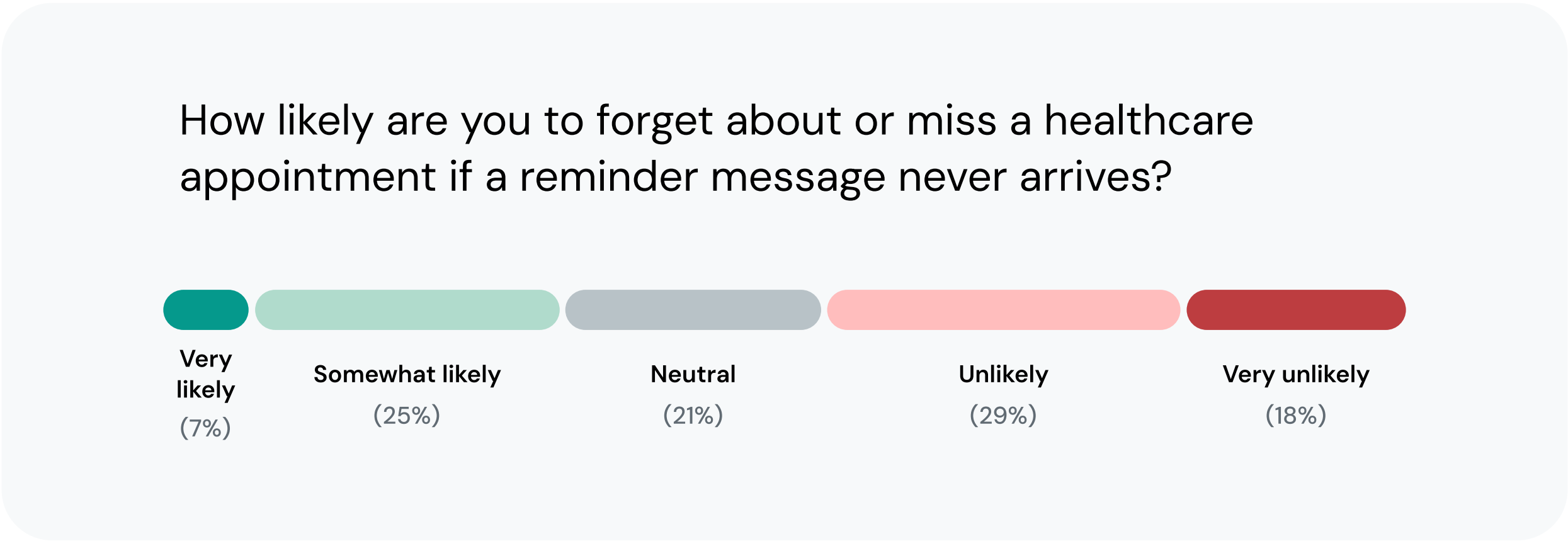
INFORMED HEALTHCARE

The benefit of friendly reminders

Just how important are those appointment reminders from healthcare providers?

Around 25% of consumers told us they’d be somewhat likely to miss an appointment without a reminder message. Another 7% admitted they’d be very likely to miss the appointment. That’s 32% in total.

Imagine if nearly one out of every three patients missed their scheduled appointment. That could cause an operational nightmare of rescheduling and rearranging.



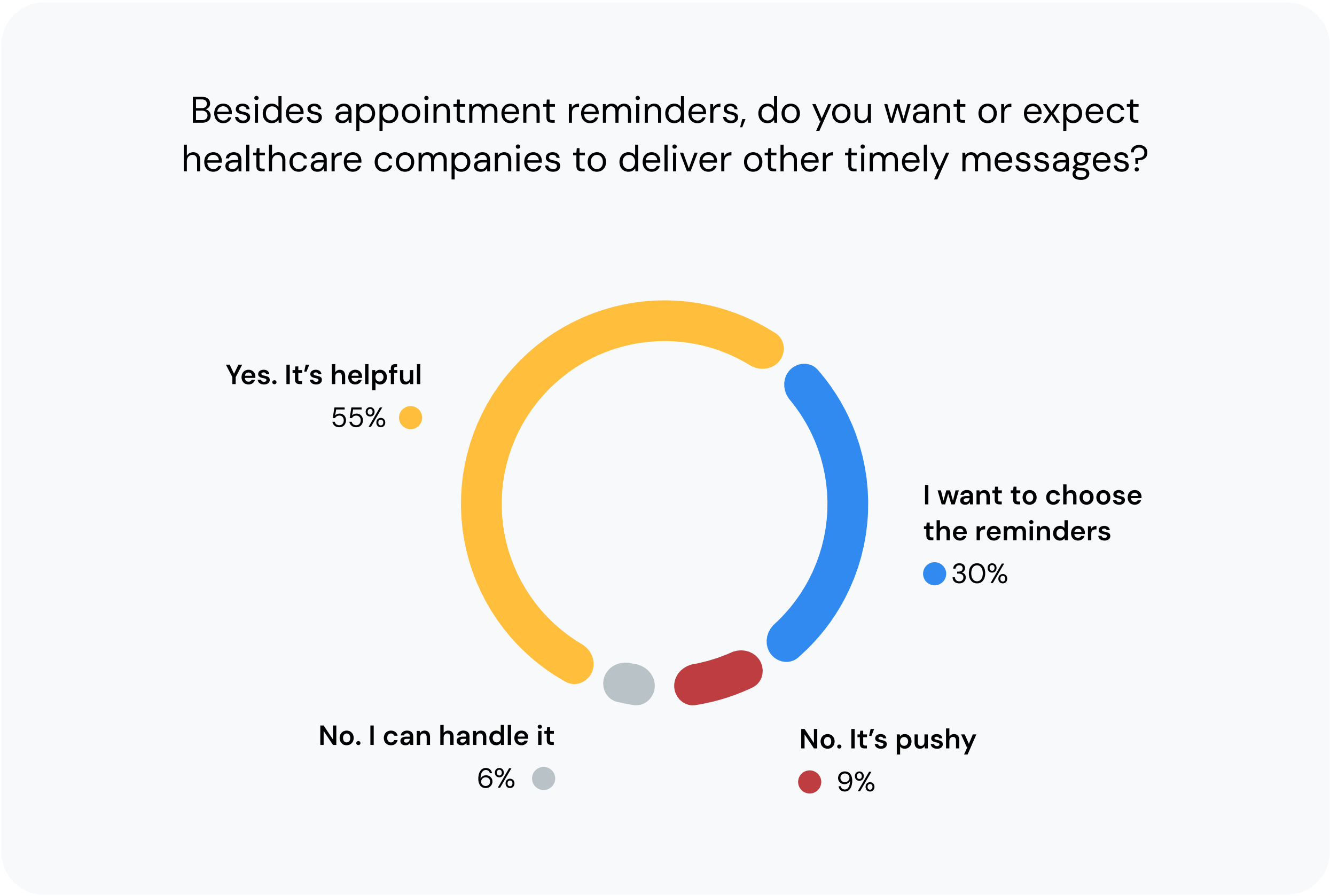
These informational messages, which are often delivered via text message, benefit the business as well as the recipient. “No shows” in healthcare may lead to lost revenue, wasted time/resources, longer wait times, and even negative impacts on patient health.

INFORMED HEALTHCARE

Expectations for other timely reminders

There are many other informational messages that help guide the patient experience in healthcare. That includes everything from post-visit follow ups and medication refill updates to reminders to schedule preventive care.

Nearly 55% of consumers want these reminders and say that they are helpful. Additionally, almost 30% want the ability to choose the types of informational healthcare messages they receive.



Keep in mind that around 15% of patients would prefer not to receive these communications. So, make sure you let people opt in and opt out.

INFORMED FINANCIAL SERVICES

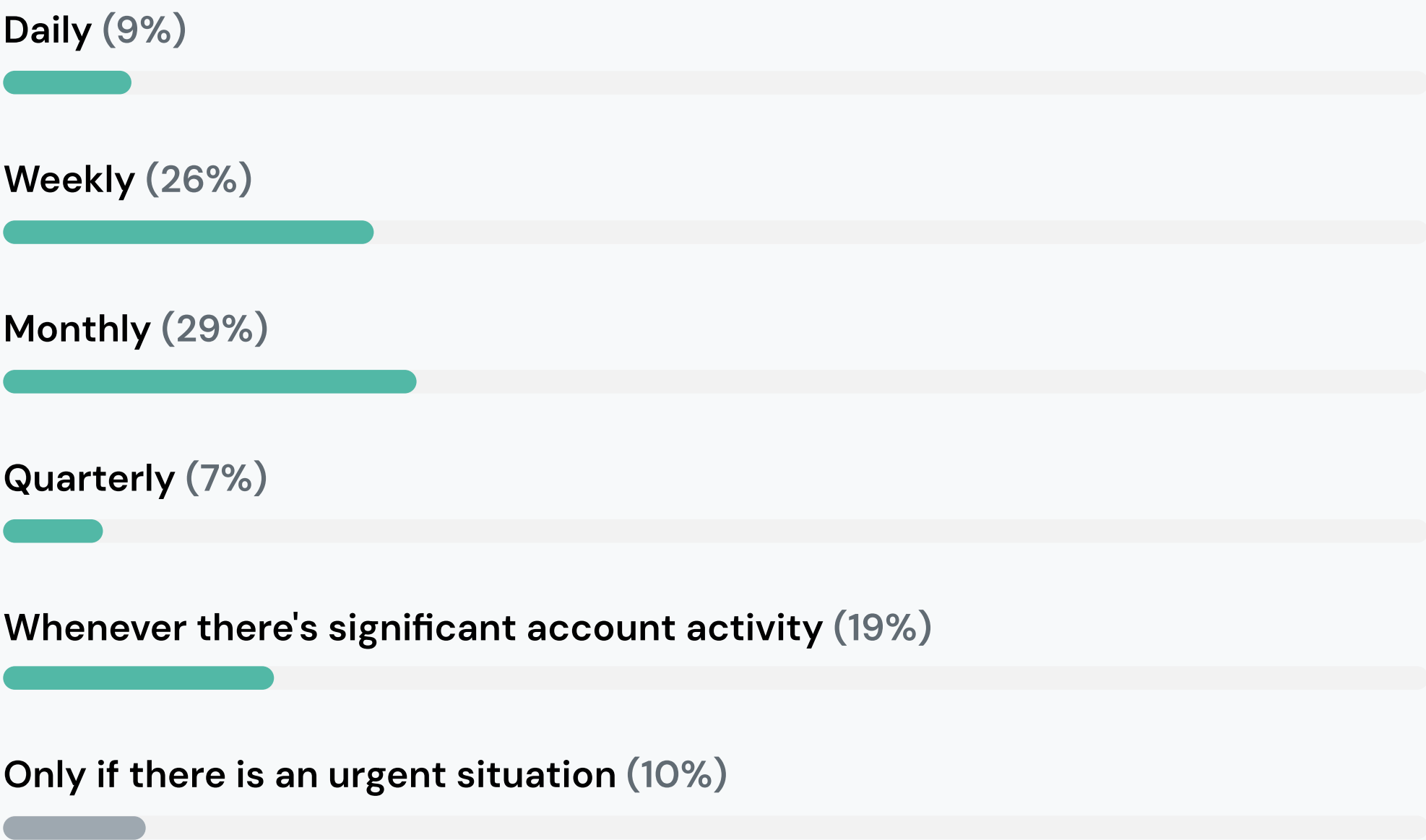
Expectations for other timely reminders

Sinch research shows 43% of consumers find account balance updates to be at least somewhat important and 37% say the same about notifications on their savings goals.

We also learned that receiving informational messages too frequently is a common frustration. So, how often do these customers want to be updated on personal finances?

Results suggest **the sweet spot for this information is somewhere between weekly and monthly updates**. More than 50% of people chose one of those communication cadences. However, it's probably best to let customers and clients set the frequency they find most convenient.

How often do you expect to receive updates from your financial institution about the status of your accounts?



Adding value to the customer experience with informational messaging

The EasyPark mobile app helps people around the world solve the problem of finding and paying for parking. Keeping those users informed is crucial to a good customer experience.

Head of Product Alex Keynes says the company uses text messaging for multiple purposes, including informational parking reminders. Recently, they began experimenting with RCS in Germany and noticed some big differences.

EASYPARK

"Sinch came in and really helped us standardize our product under one API, and that is scalable across all of our markets. The technology that comes from Sinch allows us to try lots of different things, and I think that's where something like RCS also comes in... From a technical perspective, it's been really simple and something that hasn't created any friction for users or for us."



Alex Keynes

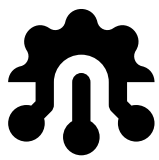
Head of Product,
EasyPark



Get the rest of the story

Find out what Alex loves about the branded RCS experience and how EasyPark's experiments in Germany have fared. [Read the customer story](#) and watch a video.

Conversation API



Keep customers informed by answering their questions and meeting their needs with two-way, mobile conversations.

Get one simple API to connect with customers over multiple messaging channels.

Easily add new channels to the mix when you're ready.

[Get started →](#)

Integrate email



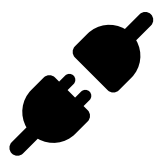
Send timely transactional email messages to the inbox.

We built Sinch Mailgun for developers, providing industry-leading email APIs that make email integration simple for senders of any volume.

Plus, discover a complete email deliverability suite with [Mailgun Optimize](#).

[Get started →](#)

Connect tech and comms



Sinch pairs nicely with all the best marketing technology.

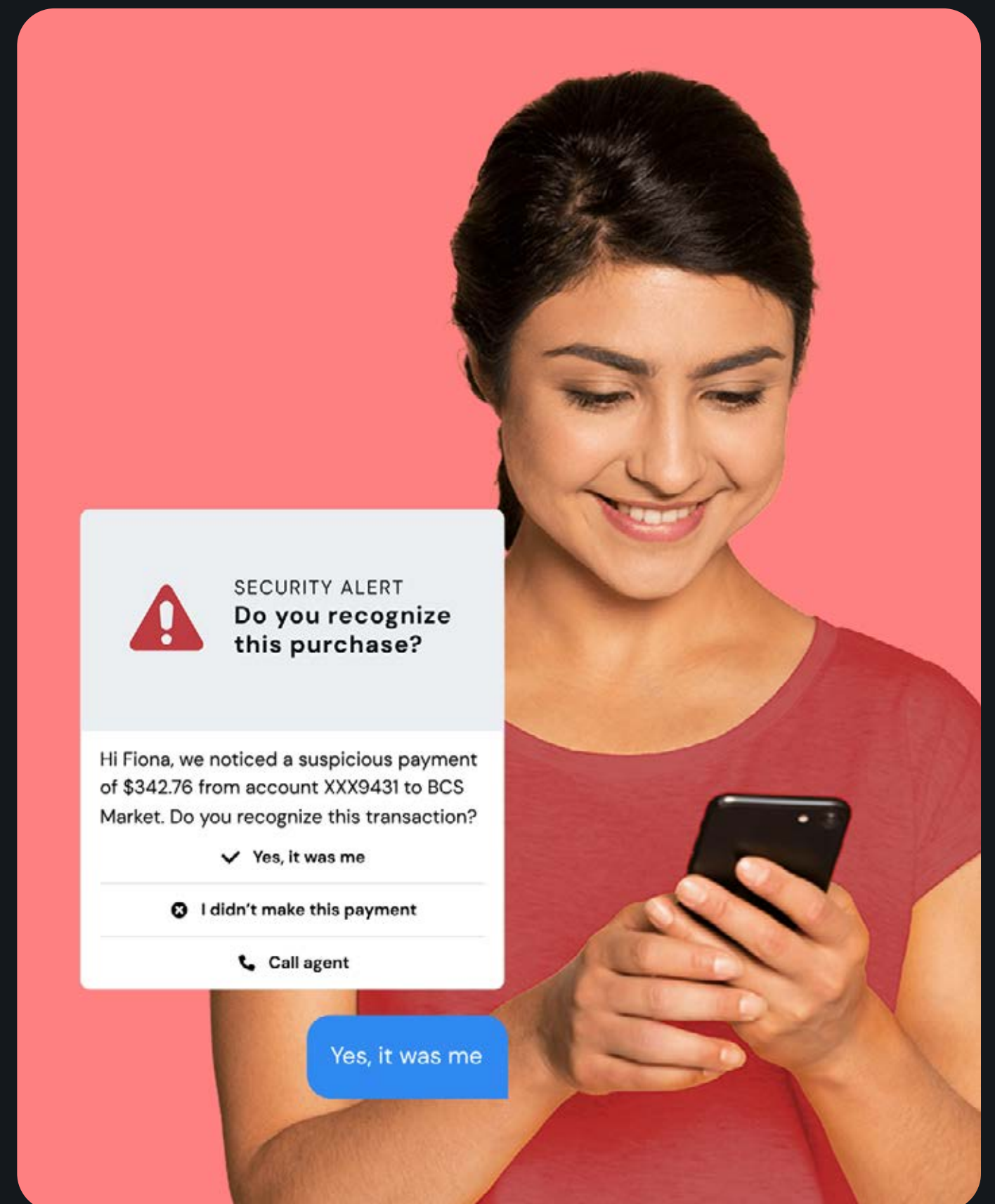
Integrate customer communications with your existing software to send conversational and automated messages.

Connect instantly with your CRM, ERP or MarTech with native integrations in HubSpot, Salesforce, NetSuite, Zoho, Shopify and more.

[Get started →](#)



Keep customers safe



The digital world can be a dangerous place. From individuals with malicious intent to entire operations focused on phishing, bad actors want access to your customers' accounts and personal data.

You and your company have the chance to be heroes. Your secret superpower? You guessed it – a digital customer communications strategy that prioritizes customer safety.

The right communications are at the frontlines of the fight to protect your customers, applications, and brand. Find out how account verification, fraud alerts, and other messages increase trust and keep people safe.

Are bad actors impersonating your brand?

Every day, billions of fake messages aim to deceive people who trust the brands they do business with. Phishing, smishing ([SMS phishing](#)), and vishing (voice phishing) often impersonate familiar companies to trick consumers into giving up credentials for account access.

Many attackers will use multiple channels (email, voice, and text) to carry out their complex and very convincing scams.

80%

of phishing scams aim to steal user credentials often using fake login pages. *

77%

of AI voice cloning attacks are successful in getting money from victims. **

90%

of phishing attempts sent through OTT messaging applications occur on WhatsApp (not necessarily WhatsApp for business). ***

84%

of Americans believe the companies they do business with are responsible for their digital privacy. ****

* [HoxHunt research](#)

** [McAfee research](#)

*** [Kaspersky research](#)

**** [Telesign Trust Index](#)

These statistics from the cybersecurity industry illustrate the magnitude of the problem. But there's good news...

The same communication channels the bad guys use for their shady schemes can be used to keep your customers safe.

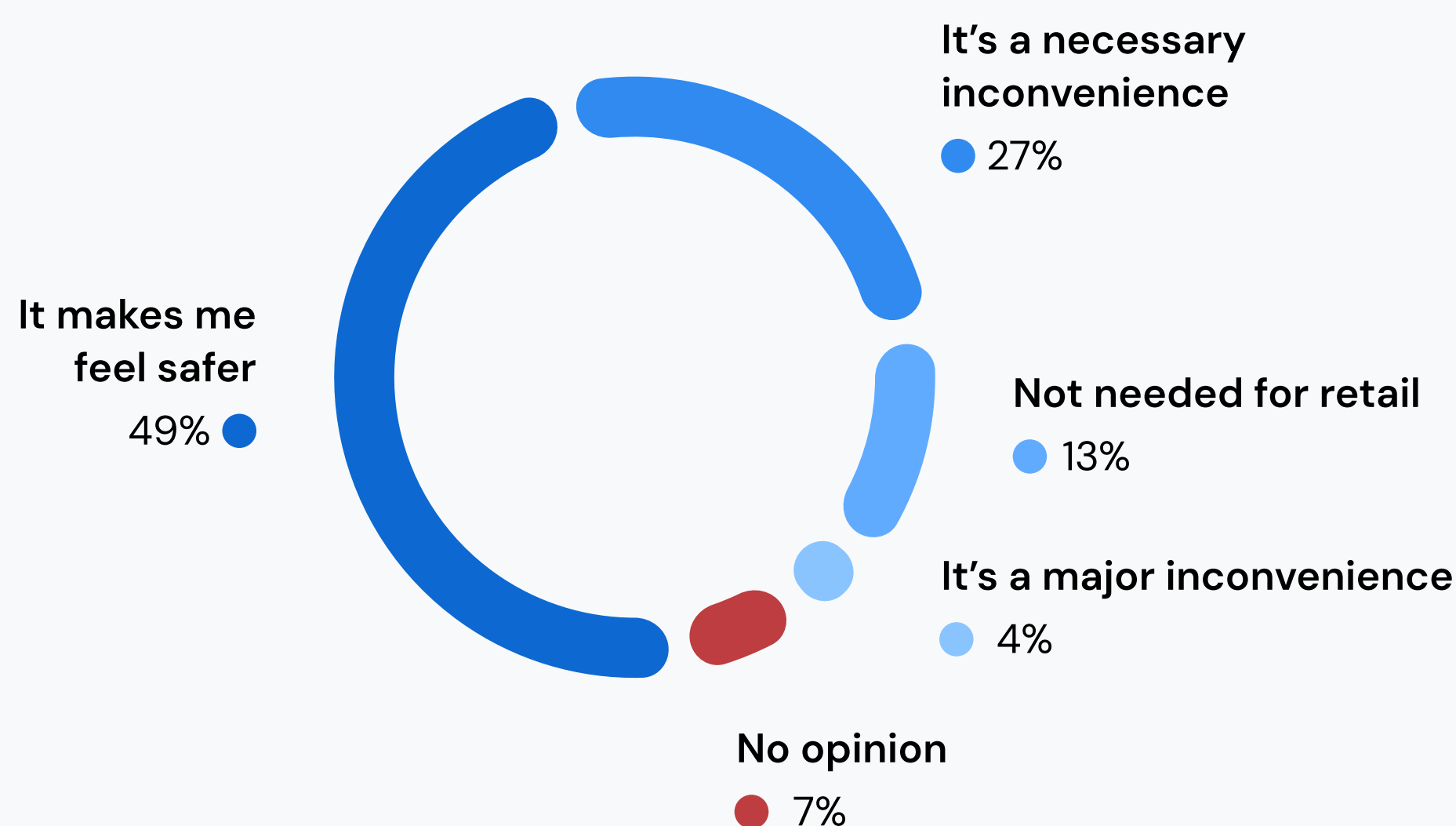
Account verification messages add protection

The days of logging in with nothing more than a username and password have come to an end. And most people appreciate that.

Extra steps to verify ownership of an account are obviously needed to protect sensitive financial and medical information. However, many consumers also want these protections for other online accounts and applications.

Even though it can be a hassle, our research found most **consumers believe those extra steps either make them feel safer** (49%) or are a necessary inconvenience (27%).

How do you feel about additional security measures used to protect access to online accounts?



One of the fastest and most convenient ways to deliver multi-factor authentication (MFA) messages like [one-time passwords \(OTPs\)](#) is with a text message sent directly to the user's smartphone. But texting isn't the only effective verification method.

Sinch actually invented a groundbreaking form of user authentication that requires nothing more than a missed phone call.

Flash calls for fast and efficient verification

A flash call lets your users verify their identity as the account owner without ever answering the phone. In some cases, flash calls may also be a more cost-effective solution than sending an SMS verification. [Lee Suker explains](#) how this patented Sinch innovation works.



"Flash Call is an SMS OTP alternative. It works by sending a missed call to an end user, and instead of the one-time code being in the payload of a message or voice call, it's actually in the calling party of that missed call. The application that's authenticating you can process that incoming call, strip off the last six digits of the calling party number, and you've logged in."

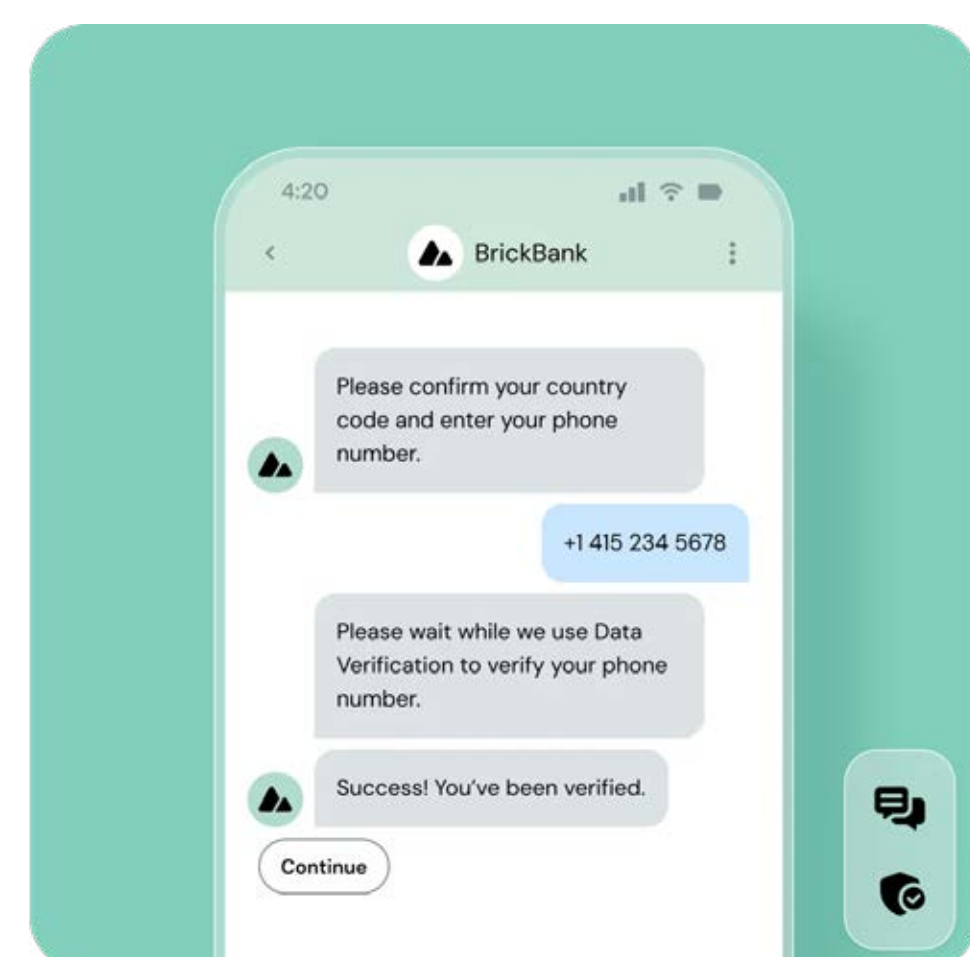


Lee Suker

Head of Authentication,
Sinch

SMS prices have been on the rise. For larger companies, the cost of texting OTPs adds up quickly. Sinch Flash Call helps control those costs. That's because the missed call doesn't carry any mobile terminating costs.

Lee Suker says companies can **save as much as 50%** using [Sinch Flash Call](#) over SMS.

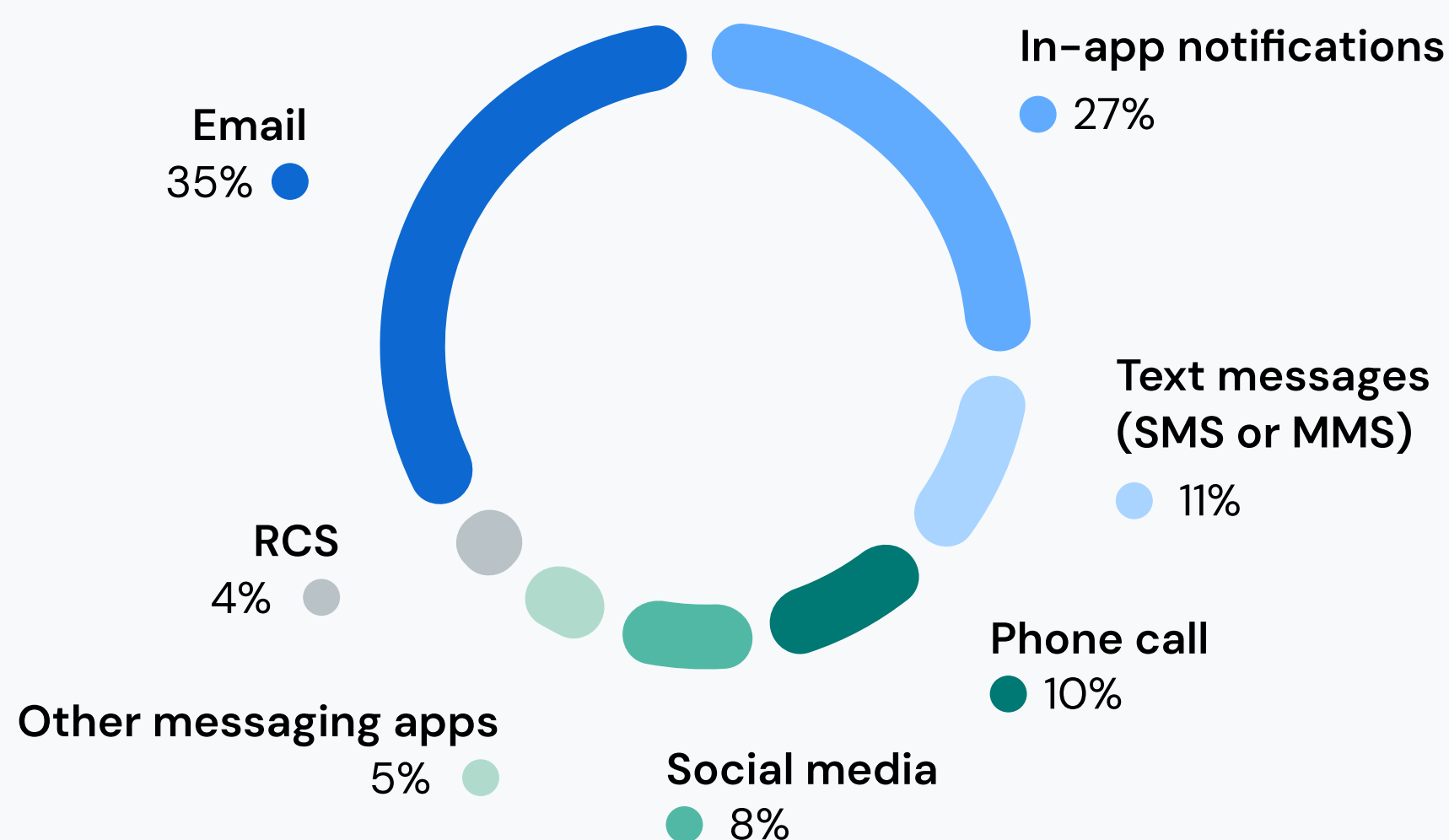


Is there a “safest” communication channel?

Organizations spend plenty of time and money educating their employees on the risks of phishing. Consumers don’t often get that education – and survey results reflect that.

When asked to choose the channel they thought would be least likely to be used for phishing attempts, nearly 35% selected email.

Which communication channel do you believe is least likely to be used for deceptive purposes like phishing?



Unfortunately, email is actually the most popular threat vector among bad actors with approximately **3.4 billion phishing emails** [sent daily](#). No channel is 100% safe.

Around 27% of consumers chose in-app notifications, which are certainly safer. However, in-app messages are only available once you’re logged into an application.

Just 4% of respondents selected RCS. But they may not realize the truth. This emerging form of messaging has significant safety benefits thanks to visual indicators that come only from [verified senders](#).

Email authentication for safer inboxes

The most effective way to thwart phishing attempts via the email channel is with strong, properly configured email authentication protocols. They include:

- Sender Policy Framework (SPF)
- DomainKeys Identified Mail (DKIM)
- Domain-based Message Authentication, Reporting and Conformance (DMARC)

These technical specifications are DNS records that help mailbox providers verify whether an email is coming from a legitimate sender/source or if they could be malicious.



"SPF, DKIM, and DMARC all work in synchronization across the board simply because they cover different aspects of what you're trying to do with email authentication. But at the end of the day, it's a way for you as the sender to say, 'I own this domain, emails for this domain should be coming from these locations.' And then be able to sign that."

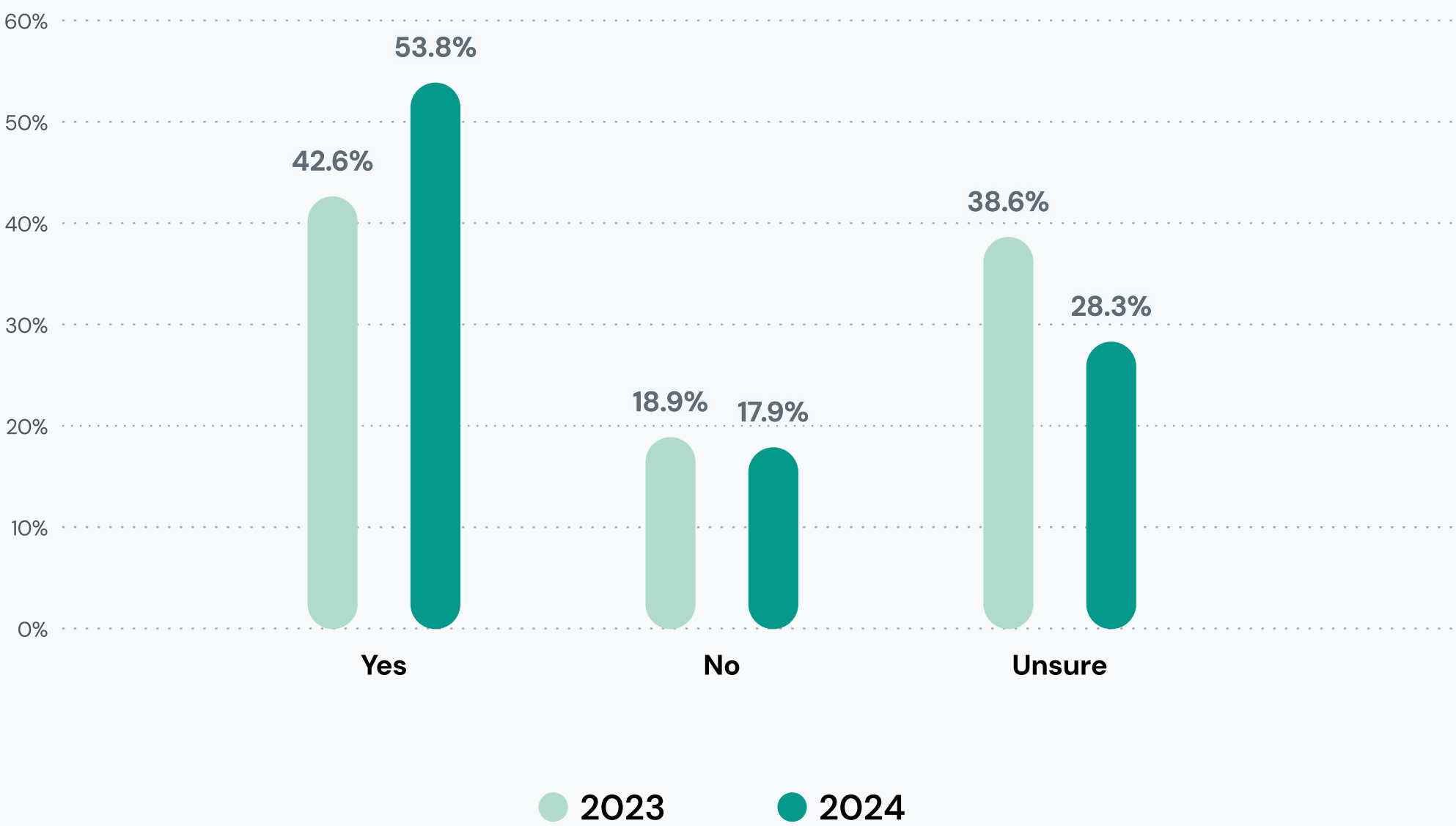


Jonathan Torres
TAM Manager, Sinch


DMARC ties your authentication protocols together and it is considered the best way to keep others from using your domain to send email.


Sinch Mailgun's [State of email deliverability 2025](#) report found an 11% increase in DMARC adoption. However, 18% of those surveyed still aren't using DMARC, and another 28% are unsure.

Organizations using DMARC authentication



Even among senders who are using DMARC, many have yet to implement a policy to either quarantine or reject emails that fail to pass authentication. **Weak email authentication leaves an opening for bad actors to infiltrate inboxes.**





Find out more about [email authentication best practices](#) from the team at Sinch Mailgun.

Do real messages ever seem phishy?

As consumers become more aware of the risks of phishing, they may also become wary of interacting with valid customer communications. That's especially true if they've been the victim of identity theft.

When asked if they could recall receiving a legitimate message from a brand that they found suspicious, nearly 53% of consumers said they'd had the experience in the last year. Another 21% were unsure.

That could be a problem. If you want customers to engage with your marketing messages or take other actions, you need them to trust that what you're sending is safe.

In the last year, have you received a message from a business that seemed suspicious even though it was legitimate?



● Yes 53% ● No 27% ● I'm not sure 21%

That's why the arrival of RCS messaging is a welcome innovation. It allows brands to send verified messages that consumers are more likely to feel safe interacting with.

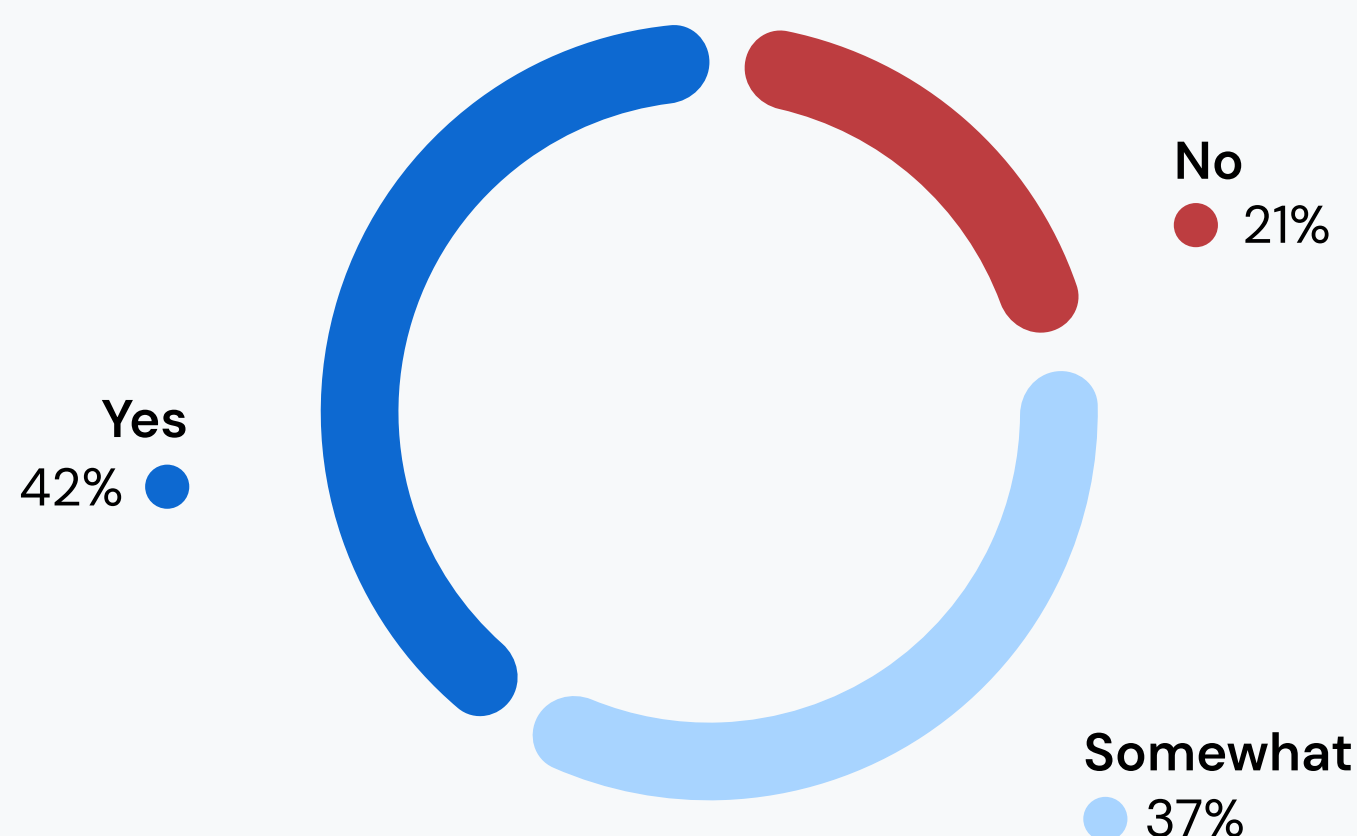
Deliver trustworthy mobile messages with RCS

RCS for Business messages include an **official logo and checkmark**. These visual indicators not only support branding, but they also serve as a sign that the message came from a verified sender. This involves a third-party review to confirm you are a legitimate business that is allowed to send RCS business messages.

Nearly **42% of consumers said these elements make it more likely they'd see the message as safe**. Another 37% said they'd feel somewhat safer.

Younger consumers place even more trust in logos and checkmarks. Generation Z (71%) and millennials (59%) were more likely to view these messages as safe.

Does a verified message with an official logo and/or checkmark make you more likely to trust it is safe?



Keep in mind, RCS messages are encrypted during transit but only provide end-to-end encryption (EE2E) through peer-to-peer (P2P) Google Messages.

Consumers who require more privacy may prefer other messaging applications, like WhatsApp, which does offer EE2E. Similar to RCS, the WhatsApp Business API also provides verified business accounts with checkmarks to increase trust.

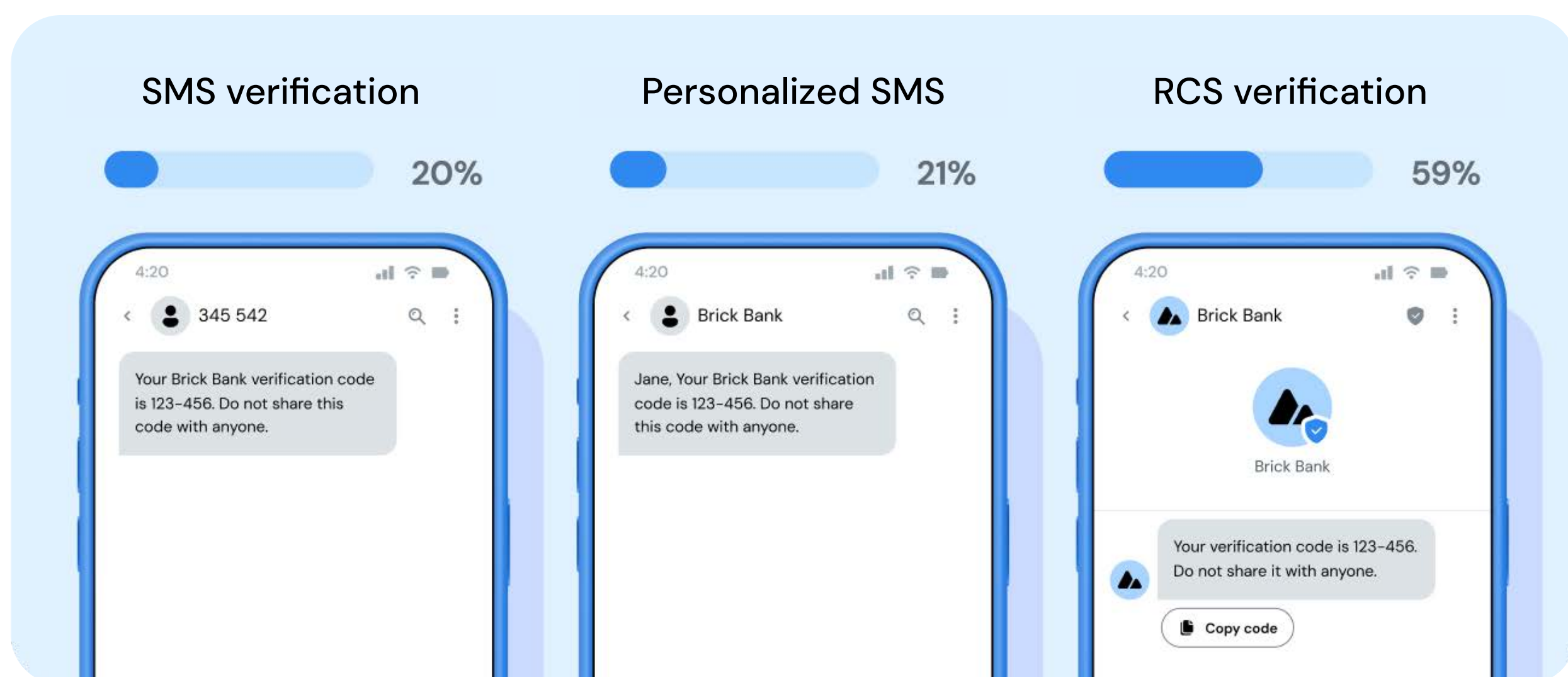
SAFE

Mobile messaging showdown

While a simple text may be enough to deliver an account verification to a customer's smartphone, rich features add an extra layer of trust and convenience. This could be especially important when accessing financial accounts. We asked consumers to select the text they found to be the most trustworthy.

- A basic SMS verification
- An SMS verification personalized with a name
- An RCS message with trust marks and buttons

The RCS message once again came out on top. 59% of consumers preferred this type of verification message while around 20% of them chose one of the SMS options. Just don't forget – RCS messages can also be personalized.



SAFE FINANCIAL SERVICES

Fraud alerts and speedy delivery

In Chapter 3, we learned that 74% of consumers view fraud alert notifications as **“very important.”** That’s the highest of any type of customer update featured in our survey.

Fraud alert messages also help keep consumers’ personal finances safe. To do that, the message needs to arrive in a timely manner. How timely? ASAP according to most people.

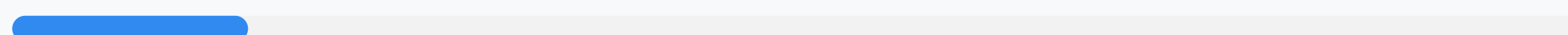
More than **72% of respondents expect these notifications to show up immediately** after fraudulent activity is detected. Nearly 15% expect the alert to arrive within five minutes. Altogether, that’s 87% who expect a fast response to potential fraud.

How soon after suspicious account activity occurs do you want to receive a fraud alert message?

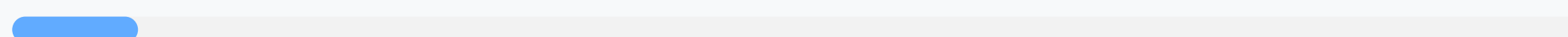
Immediately (72%)



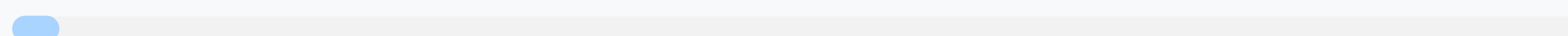
Within 5 minutes (15%)



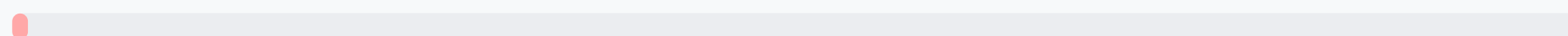
Within 15 minutes (8%)



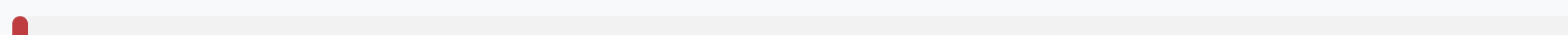
Within an hour (3%)



Within a day (1%)



Whenever is fine (1%)



Because time is of the essence, **the speediness and potential reach of text messaging makes it the ideal channel for fraud alerts.**

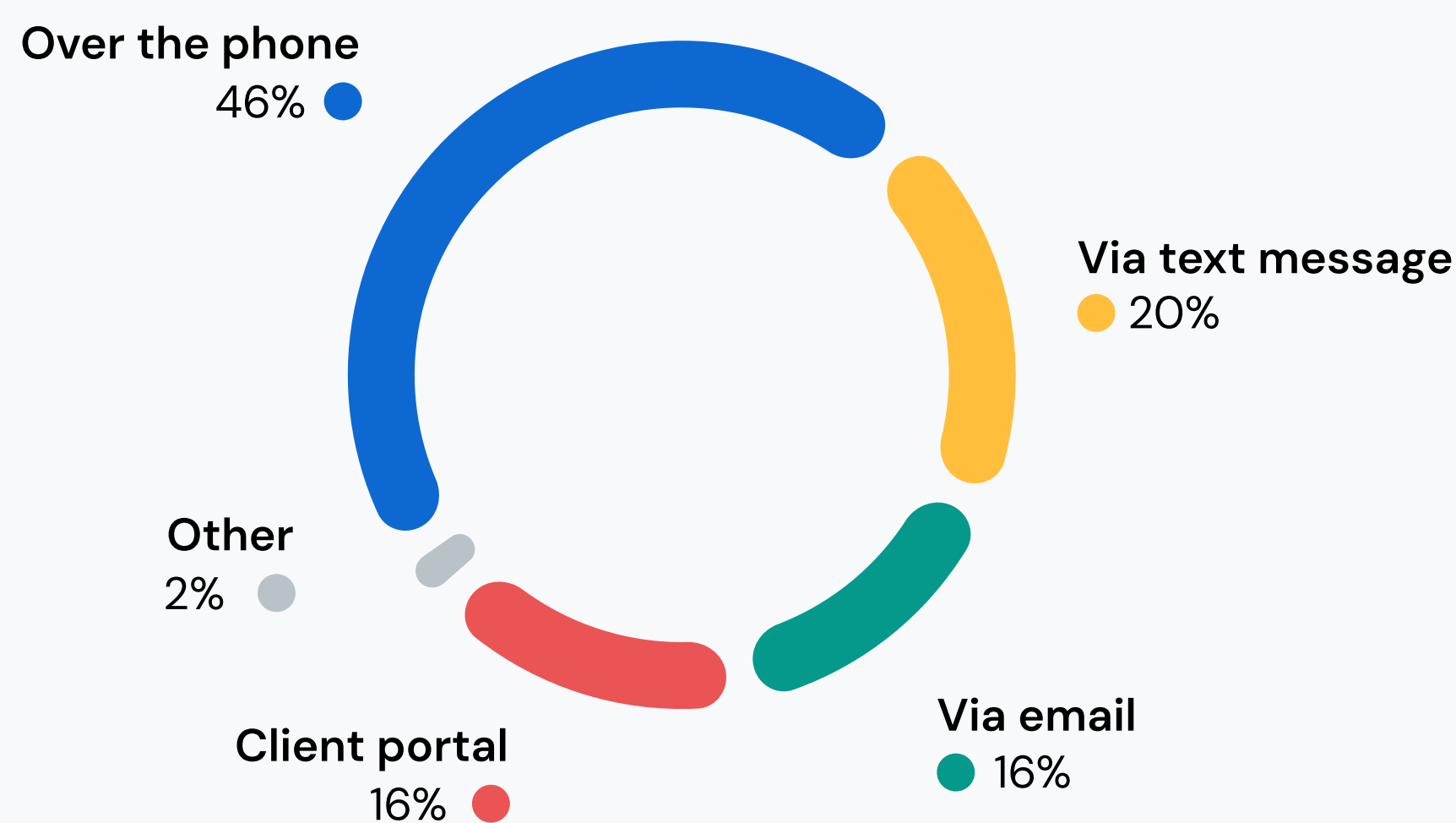
Preferred channels to follow up on fraud alerts

After potential fraud is detected, consumers need to take action to either confirm or deny the activity and take steps to protect their accounts if necessary.

Voice is the preferred channel for resolving these situations, as 46% of consumers want to make a phone call. However, 20% would continue the conversation on their text messaging application.

16% want to handle this type of communication by logging into a client portal or application. This also might be the first place they go to investigate what's happening.

How would you prefer to resolve the situation after receiving a fraud alert?



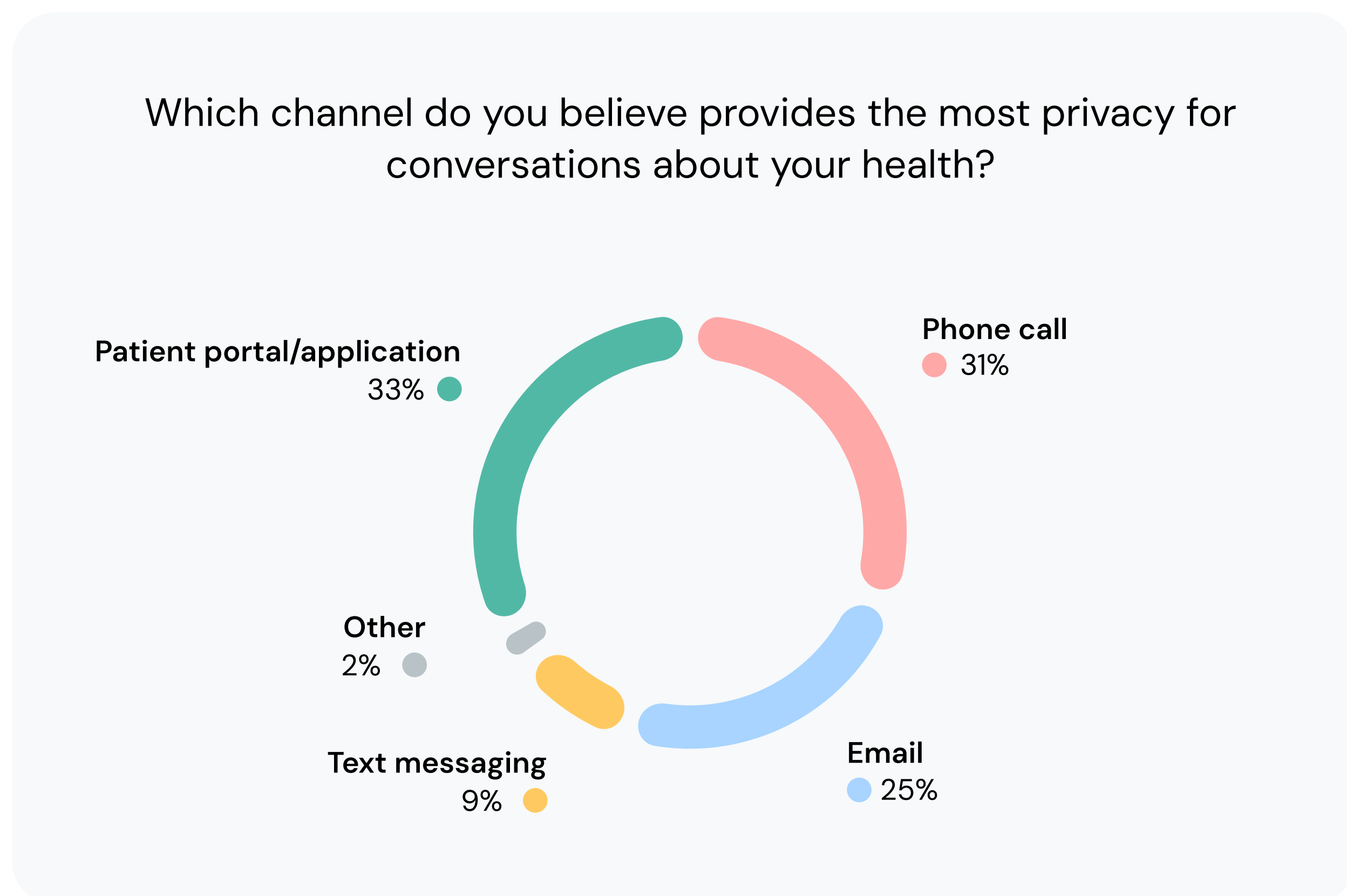
Email proved to be far less popular for this purpose compared to other situations. The channel is likely too slow for communications about fraud.

SAFE HEALTHCARE

Protecting patient privacy

Close to half of the consumers in our survey (49%) indicated they've felt concerned about their privacy when discussing health needs over common channels like email, text, and voice. In this situation, a patient portal offers a sense of security for communicating sensitive matters.

Nearly one-third of consumers chose the patient portal as ideal for privacy, while 31% would prefer phone calls and 25% chose email.



Of course, it is often channels like email and text messaging that notify patients when there's a new message for them in the patient portal.

Plus, when it's time to log in to a patient portal, or you need to reset a password, other communication channels are needed to make that happen. Those messages are also designed to protect the patient portal and the sensitive data inside.

SAFE RETAIL

Staying informed to stay safe

Digital customer communications can even bridge the gap and support safety in the physical world. Delivery notifications are the perfect example – they help keep consumers' online orders safe.

Close to 73% of consumers believe timely delivery notifications help prevent packages from being stolen.

Do you believe timely delivery notifications help prevent theft and protect packages from being stolen?



Whether it's a food delivery or gifts for the holiday season, people want to be notified as soon as what they're expecting arrives. This could mean integrating key customer communications with shipping and logistics management systems.

Safe customer communications backed by strong security

Verification API



Protect your users while making it easy for them to sign up and log in to your application.

Sinch helps you enhance app security with scalable solutions and a single API.

Verify users via SMS, Sinch Flash Call™, data verification, or phone calls.

[Get started →](#)

Trustworthy RCS



While RCS messages offer engaging experiences, they also help recipients feel safe.

Find out how to register as a verified sender so your texts show up with an official logo and checkmark.

Increase customer trust and choose an innovative way to communicate.

[Get started →](#)

Secure partnerships



Sinch and its family of brands take security very seriously.

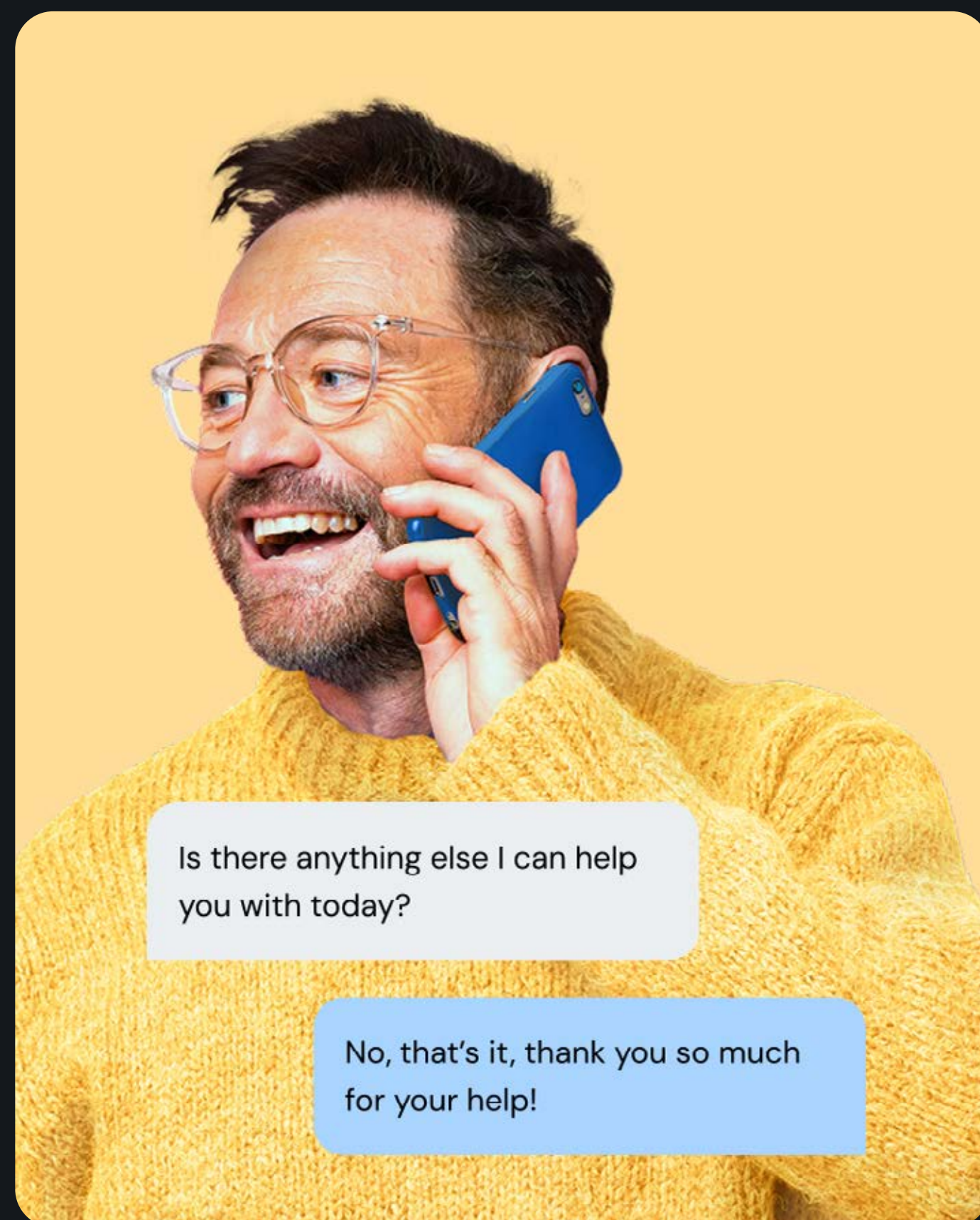
We know that protecting our platforms keeps you and your customers safe as well.

Discover the details of our security certifications and the steps we take to safely store data.

[Learn more →](#)



Keep customers happy



The way your organization delivers customer service and support communications can either delight or disappoint. Do your customer service interactions spark smiles and satisfaction?

Service and support were made for multichannel customer communications. If your goal is happy customers (and why wouldn't it be?), then having conversations with people on the channels they prefer is essential.

Good or bad – these touchpoints are memorable experiences that shape how consumers feel about your company. One message could be the difference between a loyal customer and someone who churns.

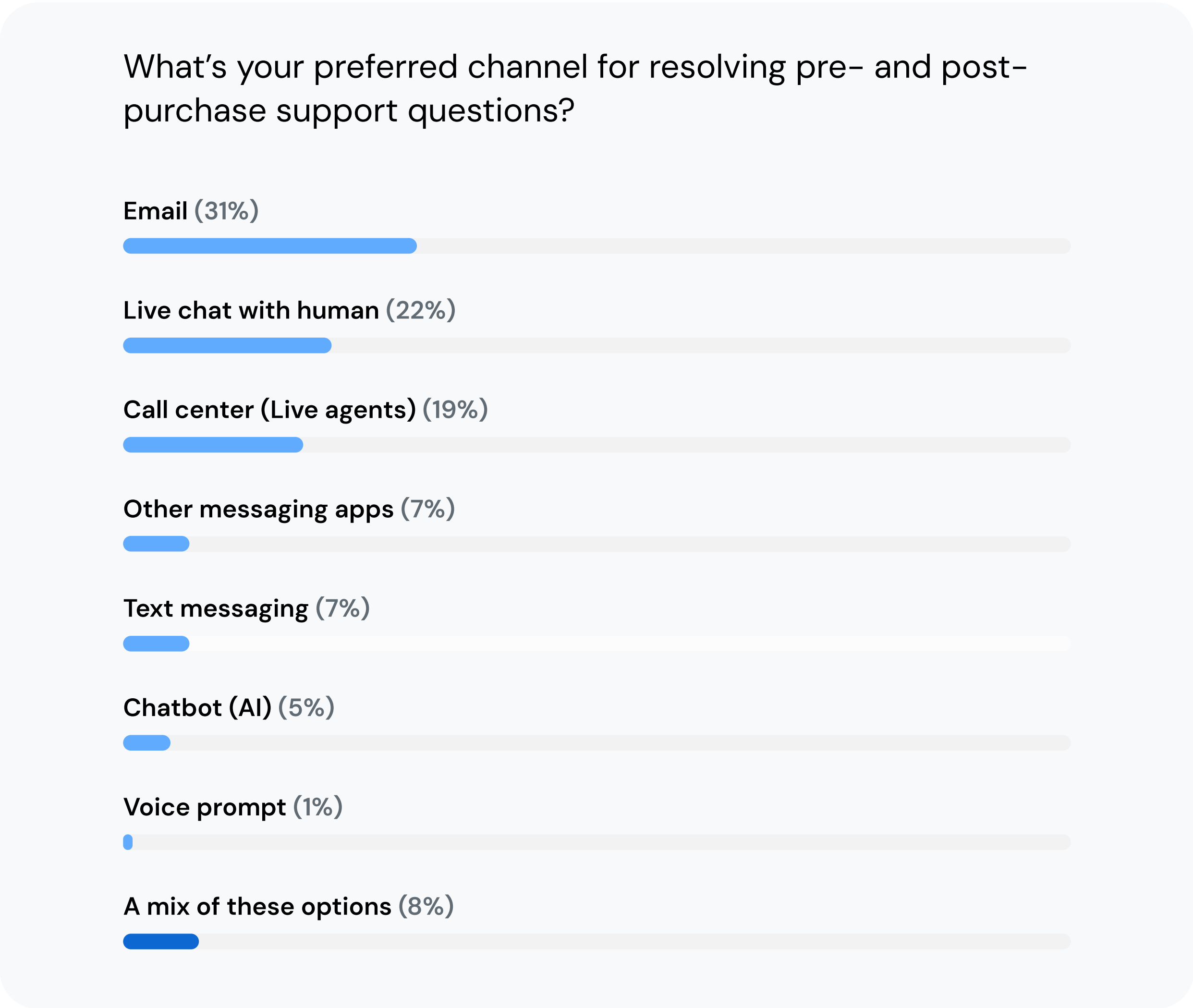
There are plenty of ways to improve customer support. The first step is understanding how your customers want to communicate.

What channels do consumers prefer for support communication?

Most interactions with support happen before and after a purchase or some other exchange happens with your customers.

Our survey found around 31% of people want support communications to take place via email, but that's far fewer compared to their promotional and informational message preferences.

For support, a newcomer emerges near the top. **22% say they want live chat with a human.** Around 5% selected an AI chatbot as their top choice.



The voice channel is also integral to customer support, and **19% of consumers chose a call center** for phone communications.

But the 8% of consumers who said they prefer a mix of channels are onto something. **Customer support conversations can and should occur on a variety of channels.**

Supporting the generations with multichannel communications

None of the four age groups gravitated towards a specific channel for support, reinforcing that businesses do need a multichannel strategy.

However, there were some slight differences among the generations. For example, younger consumers are more likely to prefer using AI chatbots.

28%

of baby boomers prefer using the voice channel (call center) for customer support.

34%

of Generation X consumers prefer support communications via email.

8%–9%

of Generation Z and millennials prefer AI chatbots over other options.

15%

of Gen Z wants to use other messaging apps like Messenger and WhatsApp for support conversations.

Baby boomers were the most likely to prefer using a call center for support (28%), and less than 2% of boomers want to use other messaging apps. Generation Z is much more likely to want conversations with customer service on channels like WhatsApp and Messenger.

What are consumers trying to accomplish when they contact support?

Our survey asked people to select from a list of typical scenarios involving customer support. Respondents chose all the tasks they'd likely want to accomplish during those interactions. Technical support and trustworthy advice were among the top four options, but consumers also want to accomplish the basics, like getting updates on orders and facilitating returns and exchanges.



44% of people regularly reach out for **technical support**, which was the most popular option.



39% of consumers frequently contact support for **order tracking information**.



37% typically have customer support interactions involving **returns and exchanges**.



36% regularly turn to customer support for **trustworthy advice**.

Why connected support communications are a key to happy customers

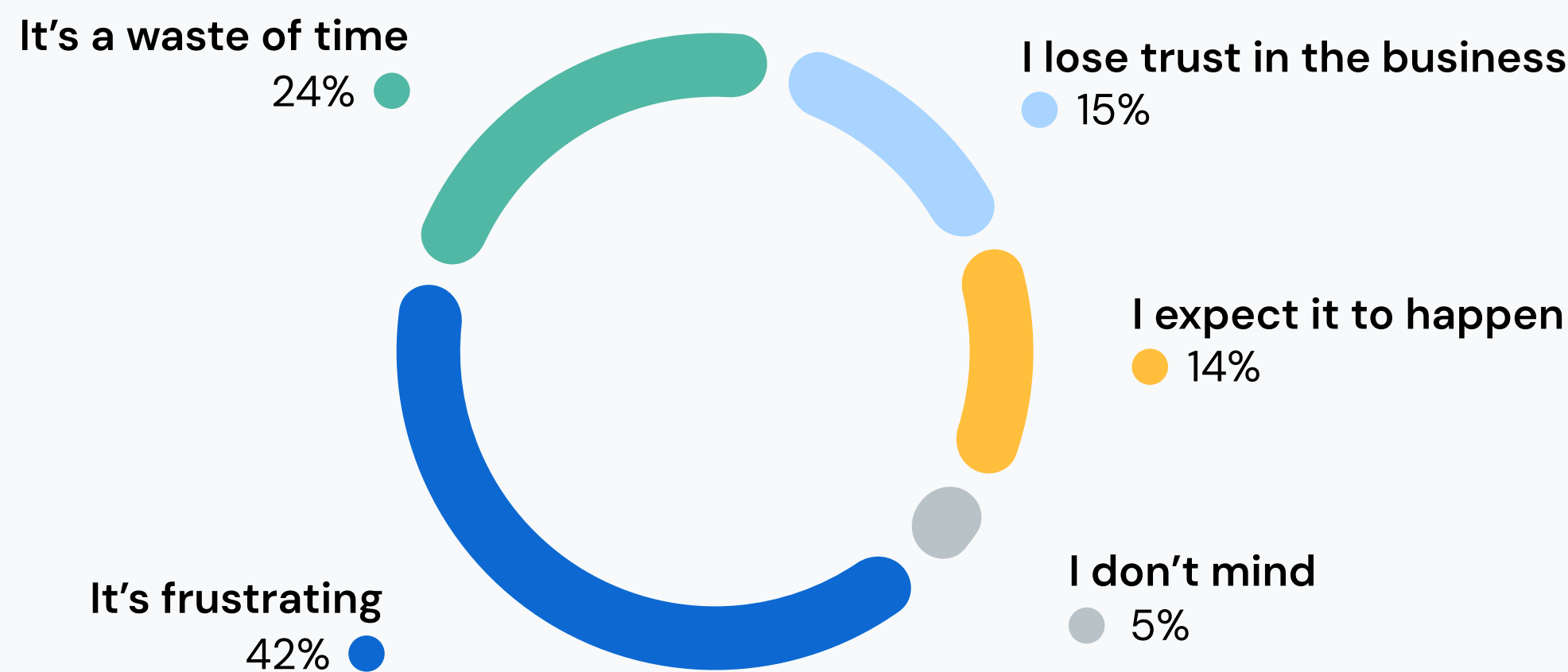
A common customer service pain point is repeating information and answers to the same questions when dealing with support. This often occurs if the conversation switches channels or moves from a chatbot to a live agent.

Our survey found a combined **81% of consumers have a negative reaction to that situation:**

- 42% said it's frustrating
- 24% said it wastes their time
- 15% lose trust in the business as a result

While 14% of consumers expect to repeat information to customer service, only 5% said they don't mind doing so.

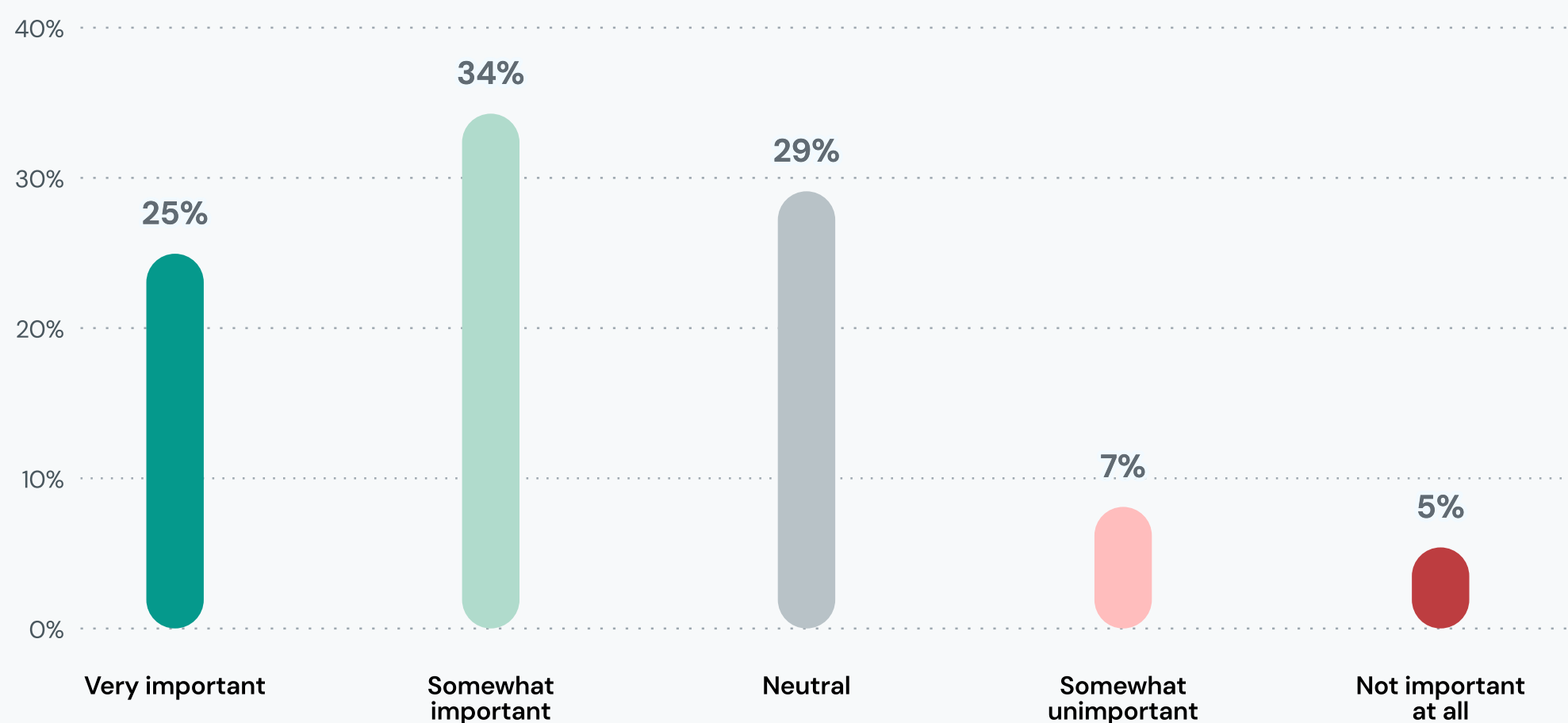
How do you feel when you have to repeat your issue or question during conversations with support?



In a separate question, **59% of consumers indicated it's important that information they provide flows between channels**, like live chats, email, text, and voice.

That's just one reason why our industry survey insights revealed the importance of connected channels that also integrate with other systems. Those integrations include ticketing systems and other customer support software.

How important is it that information you provide to support transfers between communication channels?



Integrated voice support technology

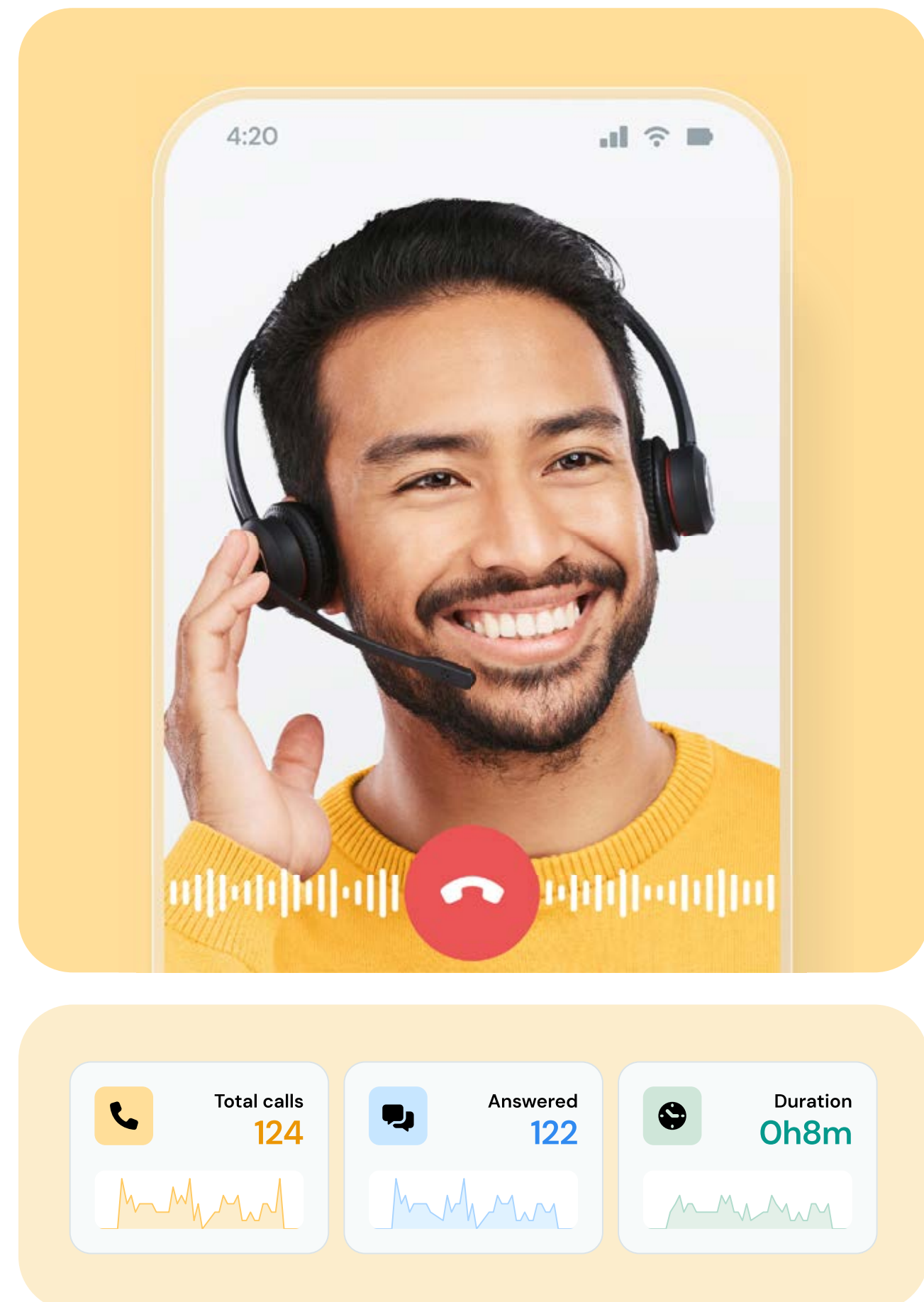
Many consumers want to use voice as their primary channel for support communications. An integrated approach that includes texting, however, can increase happiness.

For example, during peak call times, businesses can offer a custom SMS number that people can use to text a number where they want to be called back once an agent is available. That means no waiting on hold.

With the advanced technology of [Elastic SIP Trunking](#), integrating SMS with voice support becomes simple. In addition to providing a seamless experience on both channels, it also helps free up agents and reduces customer frustration.

And that's not the only way, voice support can become more efficient while improving the customer experience. When designed intentionally, [programmable voice API](#) features like interactive voice response (IVR) help connect customers with the right agent faster. That also means they'll be asked to repeat and explain their problem less.

You can even [connect IVR to a transcription tool](#) so that support calls can be easily analyzed to improve the customer experience.

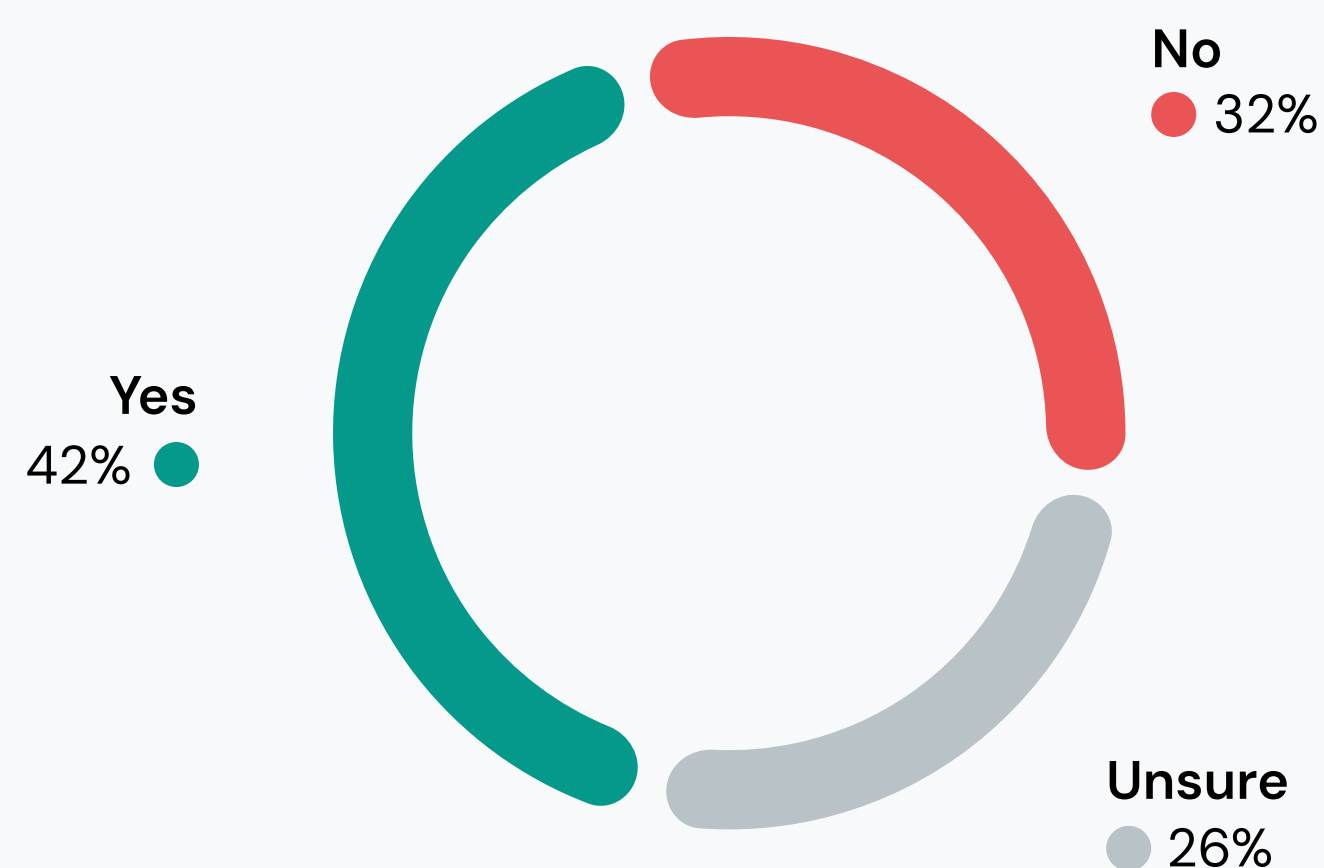


Can AI chatbots keep customers happy?

Today's consumer regularly interacts with AI-powered chatbots for support, especially when initially reaching out. But is that what people want to do?

Our survey found **42% of consumers would work with AI that's trained on support documentation**. However, 26% of people felt unsure, and 32% wouldn't want to interact with artificial intelligence.

Would you work with an AI-powered solution that's been trained on a business's support documentation?



Despite hesitancy among some people, [AI chatbots can do a lot](#) to create happy customers, especially across certain demographics/generations.

They are at work 24/7 and provide answers quickly. When trained to deliver accurate responses on a friendly interface, AI chatbots can easily support customer satisfaction. Of course, it's also important for these bots to understand when it's time to transfer people to a live agent.

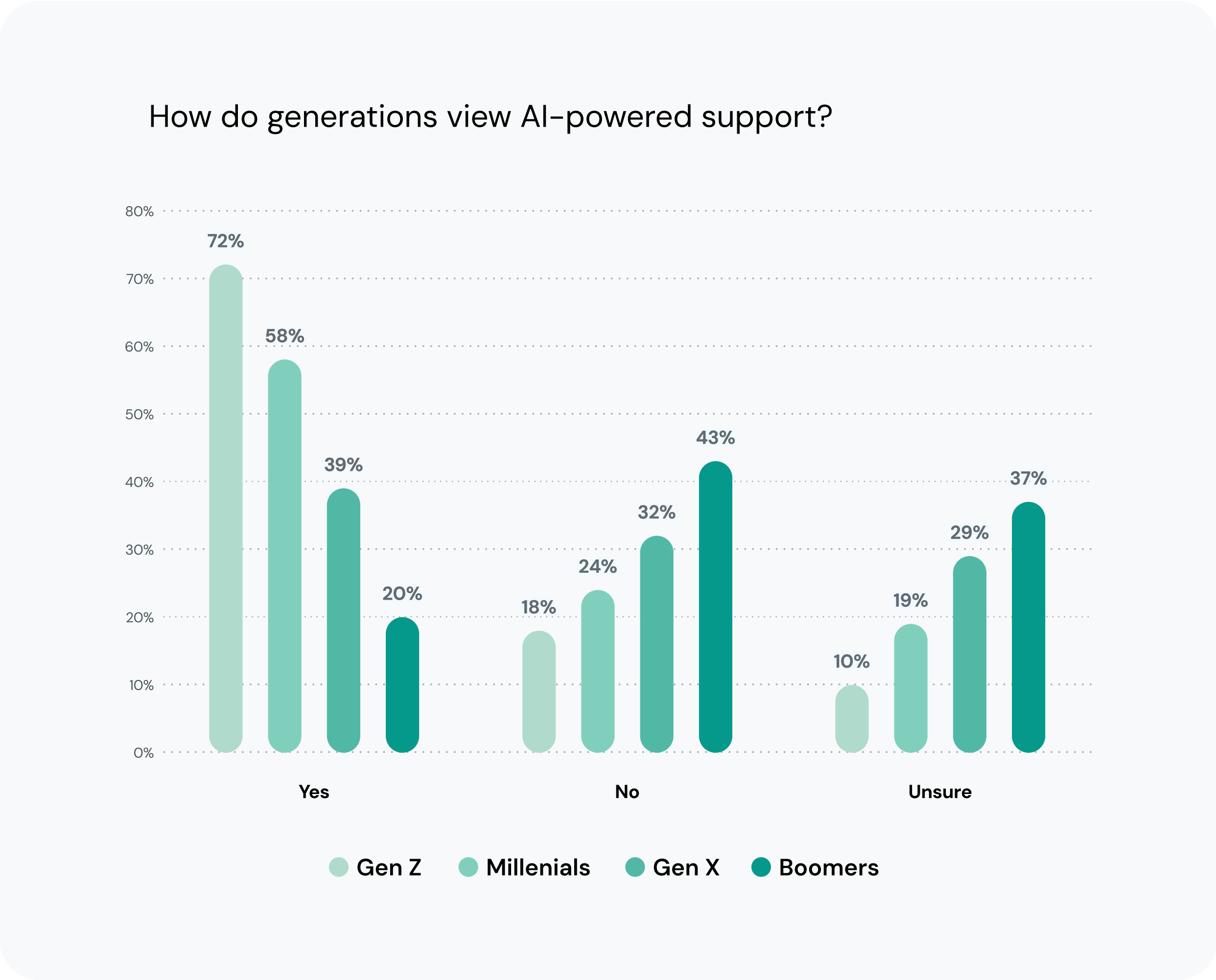
Generational opinions on AI and customer support

The different views among generations regarding artificial intelligence and customer communications are clear.

The younger the consumer, the more likely they are to feel comfortable using AI to get support or answers to their questions.

Nearly 72% of Generation Z respondents said they'd work with an AI solution for support. Compare that to just 20% of baby boomers who feel comfortable with AI.

The other generations fell in the middle with 39% of Gen Xers and 58% of millennials being willing to use AI for support communications.

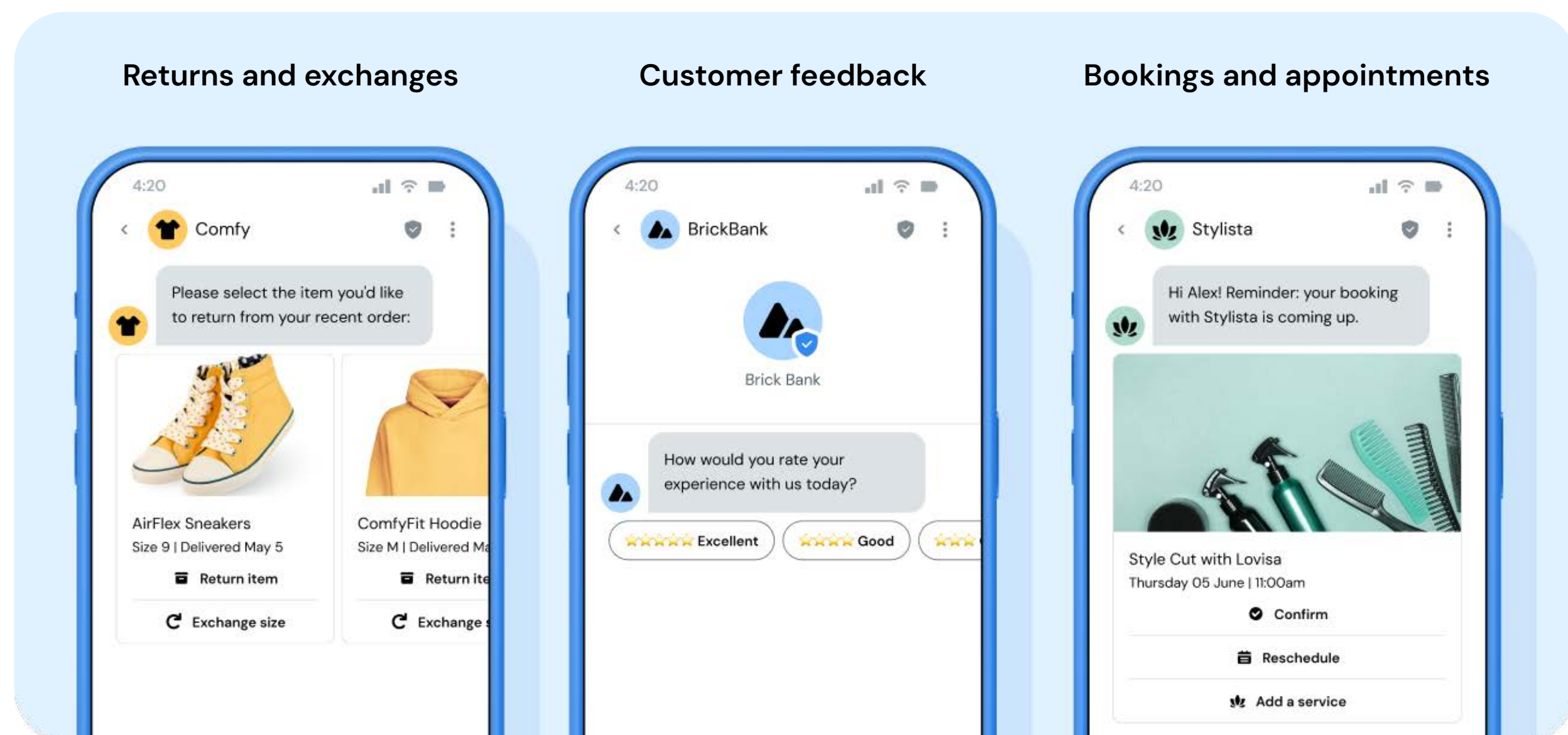


MOBILE MESSAGING SHOWCASE

Using RCS for happier customers

You've already seen how consumers tend to prefer the richer messaging experience of RCS for abandoned cart campaigns, appointment reminders, and account verification messages. What are some ways RCS can be used to provide customer support? Here are just three of the possibilities:

1. Image carousels to display options: This feature could be used to facilitate exchanges via text.
2. Buttons for quick replies: This could help customers provide feedback or get transferred to a live agent.
3. Rescheduling: Buttons and suggested responses could help customers set up new appointments, make a restaurant reservation, or even book a new flight following a cancelation.



HAPPY RETAIL

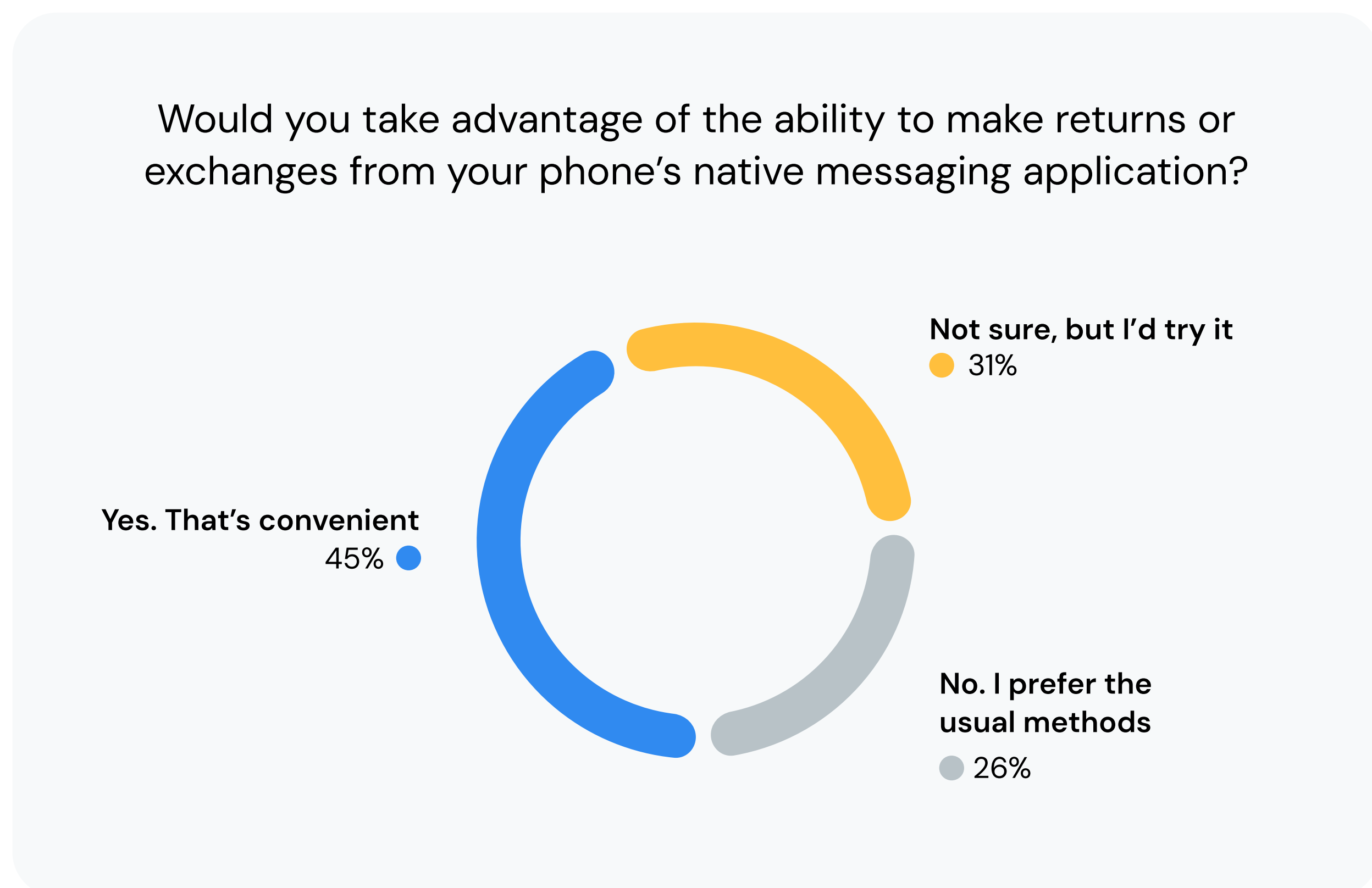
Using mobile messaging for e-commerce exchanges

Many consumers are happy to do more business using RCS features on their smartphone's native messaging app. That includes retail returns and exchanges.

A combined 76% are at least willing to give it a try:

- Yes. That's convenient. (45%)
- Not sure, but I'd try it. (31%)
- No. I prefer the usual methods. (24%)

As with other emerging communication technologies, younger consumers are more open to new ideas. **92% of Gen Z consumers and 90% of millennials** are at least willing to try returns and exchanges via their phone's native messaging application. The majority agrees it would be convenient.



HAPPY RETAIL

Accessing AI for help with delivery updates

More than half of consumers (52%) are happy to **trust AI with answers to questions about their online orders**, including delivery times and shipping updates. That number jumps to around 65% of Gen Z and millennials.

Even though around a quarter of consumers indicated they would not want these answers from AI, this is one of the more popular support use cases.

In Chapter 1, we told you that **48% of retail businesses indicated they already use AI to provide real-time shipping and delivery updates**.

Even when a delivery is behind schedule, simply knowing what to expect is often enough to keep customers happy.

If you had questions about the status of an order, would you trust an AI chatbot to give you accurate answers?



HAPPY FINANCIAL SERVICES

Getting expert support

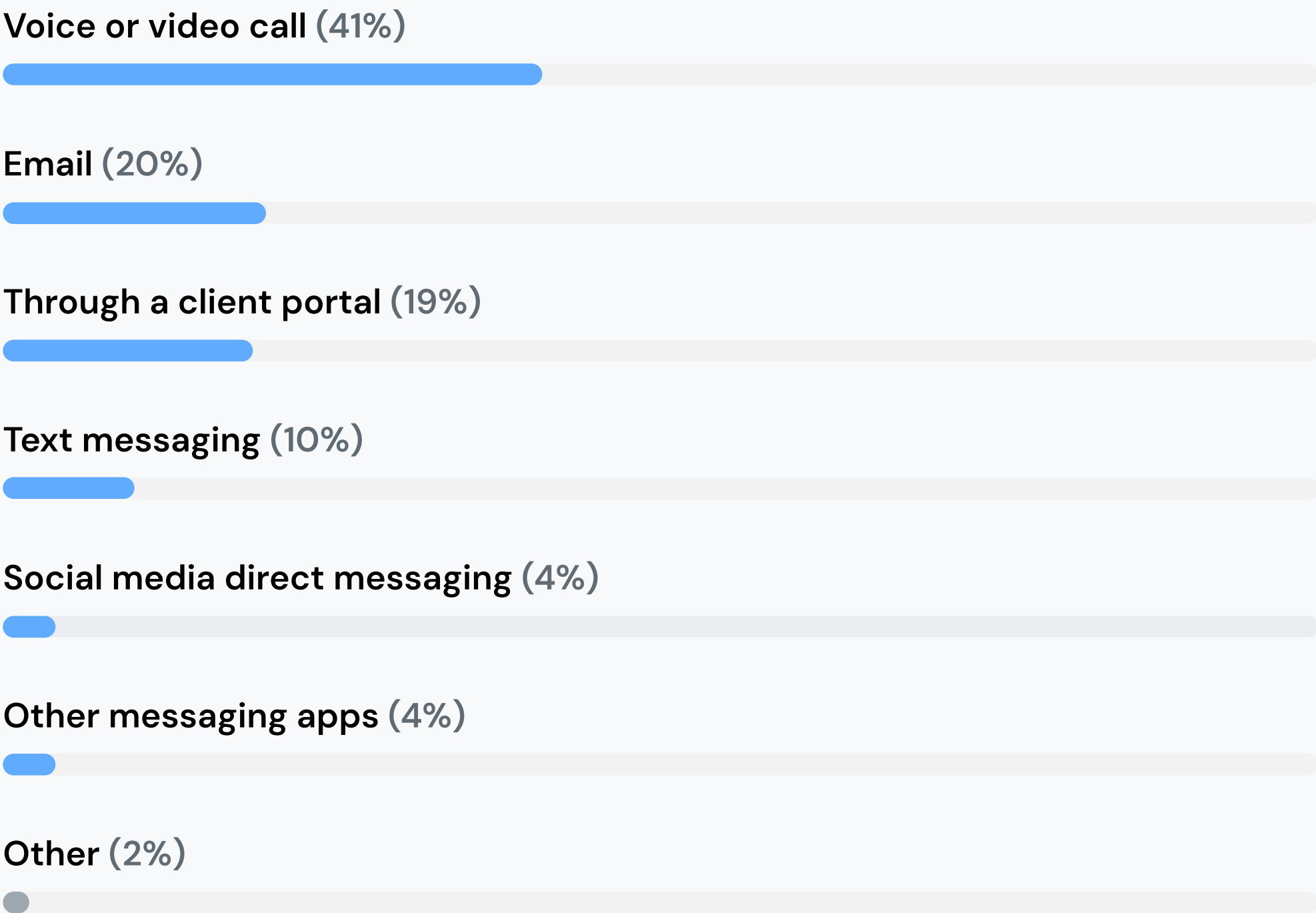
Sometimes customer or client support requires a high level of knowledge. That’s often true when working with personal finance brands. Consumers may be trying to make investment decisions or plan for retirement, for example.

In those situations, they’ll need to communicate with an expert, such as a financial advisor. While that’s not considered a typical customer support role, these advisors definitely work to keep their clients happy.

When a face-to-face meeting isn’t possible, our survey found that **41% of respondents would prefer a voice or video call** with a finance expert.

Just under 20% would choose either email or communicating through a client portal/application. Around 10% would be willing to have a text message conversation.

When discussing important financial matters, how would you prefer the conversation take place?



HAPPY HEALTHCARE

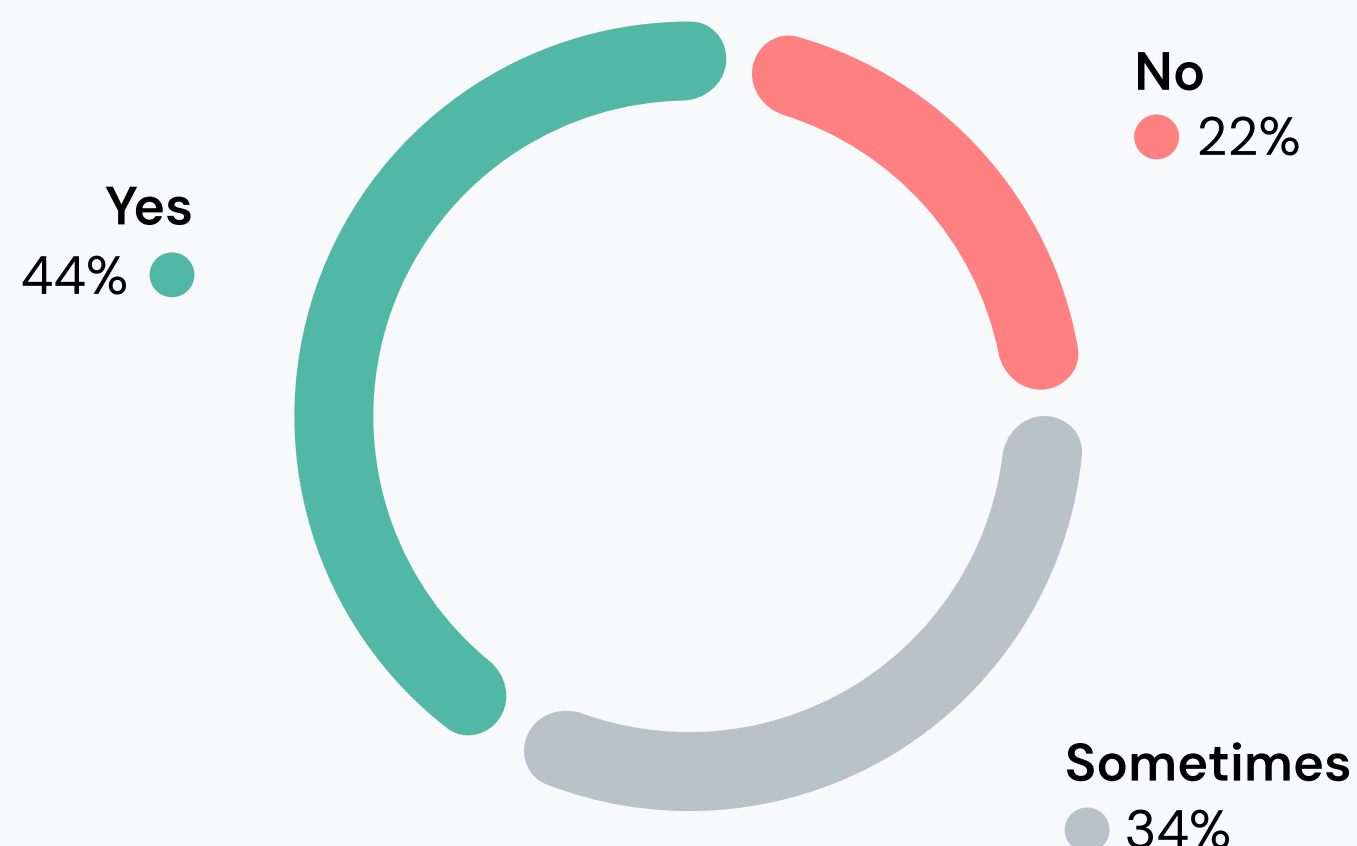
Do patients want to provide feedback?

Reviews and post-purchase surveys are typical in retail, and many customer service chats end by asking for feedback. But how do people feel about providing feedback around healthcare experiences?

Asking patients about the quality of their care following an appointment has become common – many times through text message or email follow-ups.

Our survey found **44% of respondents want to give this feedback to healthcare companies**. While 22% said “No”, more than one-third want to provide their feedback in certain situations.

Do you want to give feedback or reviews to healthcare providers about your experience?



When there are options for obtaining healthcare, understanding what keeps patients happy will earn their trust so they return to your company in the future.

HAPPY HEALTHCARE

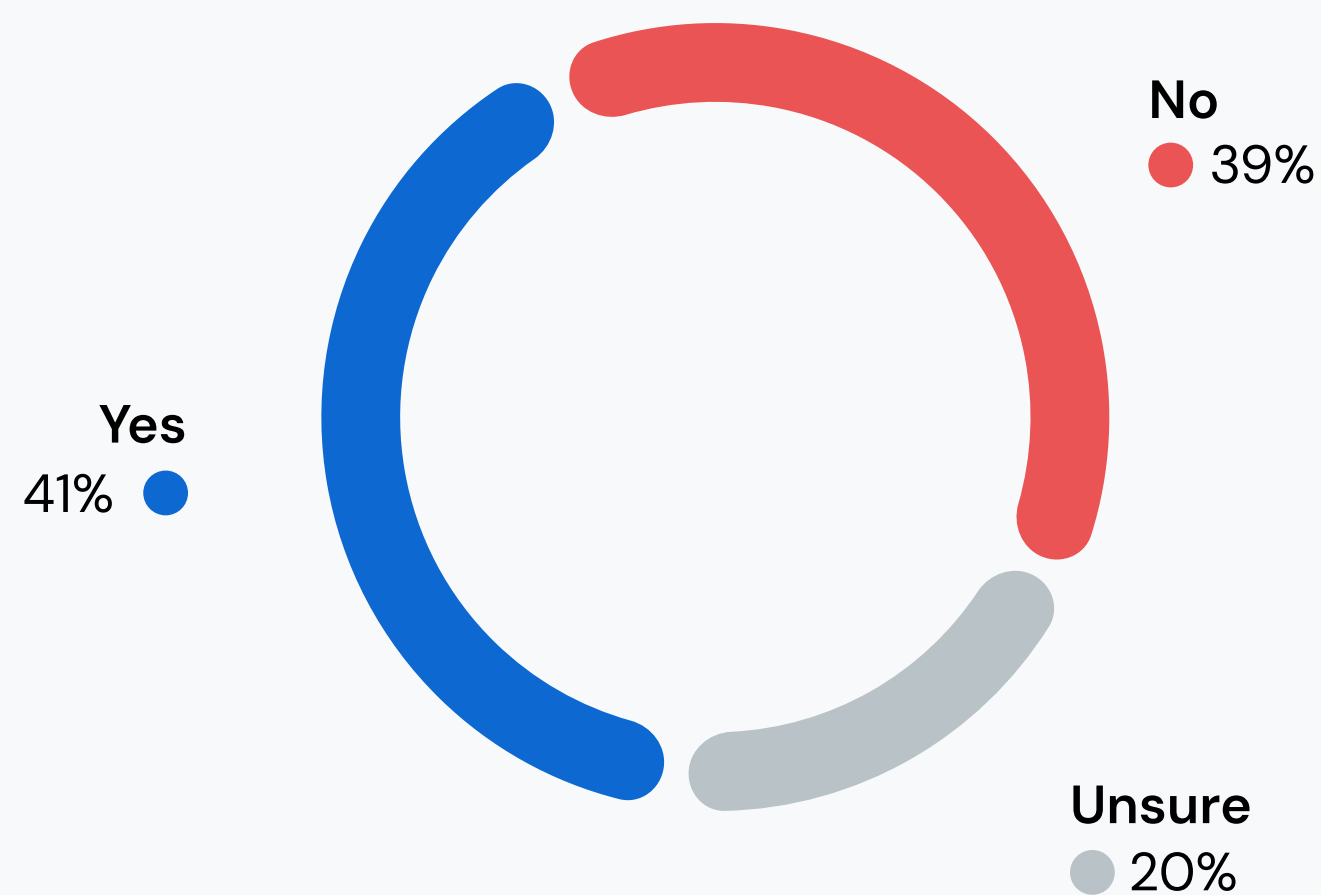
More AI, less waiting to receive care

The convenience of artificial intelligence could be a factor that changes the minds of skeptics. In Chapter 2, we told you 40% of consumers wouldn't want to engage with a healthcare brand's AI chatbot.

Those people typically didn't trust accuracy, worried about privacy, and felt it was too impersonal. However, when asked how they'd feel if interacting with AI helped them get care in less time, things changed.

41% of those surveyed would be willing to describe symptoms to an AI-powered solution if it meant doing so could speed things up. That could mean expediting an urgent situation or simply going through routine healthcare questionnaires with AI.

Would you feel comfortable describing symptoms to an AI-powered solution if you received help faster?



Increasing happiness in healthcare with an AI voice bot

Survey insights from business leaders found an impressive **63% of companies plan to adopt AI voice bots in 2025**. That includes 65% of respondents in healthcare.

The medical technology company MINDD built a chatbot that helps patients determine whether they need to see a doctor and helps healthcare providers prioritize patient treatment.

Essentially, the AI-powered voice bot works to triage patients, asking questions that assess the situation. Then, the information is passed along to human agents at the doctor's office.

MINDD's Geertina Hamstra has been working with chatbots for around 20 years. She knew a voice bot project would be more complex but would ultimately help with patient prioritization. What she didn't expect was how the bot would reduce wait times and improve the patient experience.



"This means the conversation goes a lot faster. The shorter the conversation, the more phone calls you can handle and the more time you have for the more severe cases.

Starting a project like this comes with its fair share of unknowns and surprises. It's been a great experience working with Sinch because feedback flows both ways. They think deeply about the problem we're trying to solve."



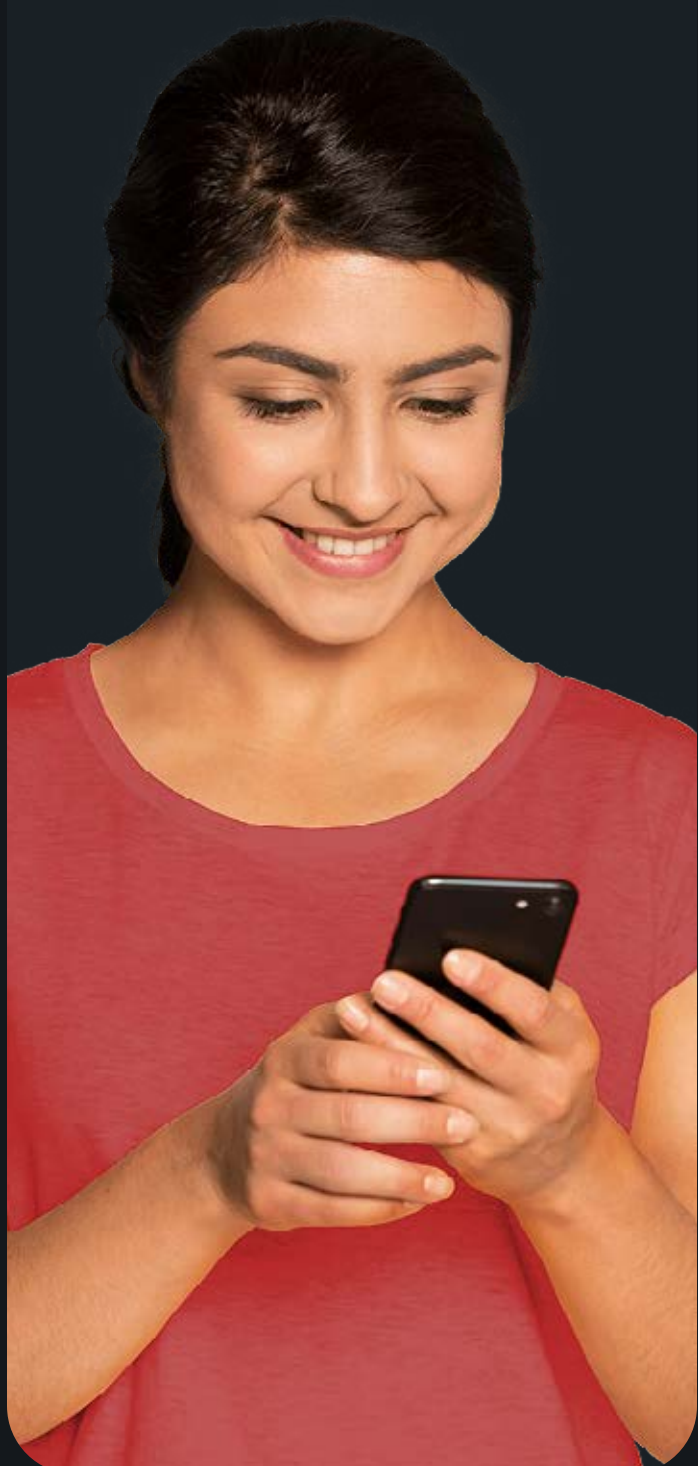
Geertina Hamstra
Project Manager,
MINDD



Get the rest of the story

Find out how MINDD worked with Sinch to create a conversational experience for patients driven by an innovative AI voice bot. [Read the customer story](#) and watch a video to hear about the process from Geertina's perspective.

Make every message matter with Sinch



Your customers don't just want to be reached – **they want to be understood, protected, and valued.** That's what this report is all about.

At Sinch, we help organizations make those connections matter. With the world's most comprehensive suite of messaging, email, voice, and verification solutions, we make it easy to **engage** and **inform** your customers where they are, with communication experiences that keep them **safe** and **happy**.

Here’s how we help you deliver on the four pillars of modern customer communication:



Engaged

Drive growth by meeting your audience on the right channel, at the right time, with personalized, automated campaigns. From rich messaging like RCS and WhatsApp to scalable email and SMS, Sinch helps marketers spark attention and inspire action – without the complexity.



Informed

Operational efficiency starts with clear, timely communication. Whether it’s appointment reminders, delivery alerts, or account updates, Sinch makes it easy to deliver real-time messages across channels. That means fewer support calls, faster resolutions, and happier customers.



Safe

Protecting your customers means safeguarding their trust. Sinch provides secure identity and verification solutions, including SMS, email, voice, data verification, and flash calls, to stop fraud before it starts. With compliance baked in, you can scale confidently and meet evolving regulations.

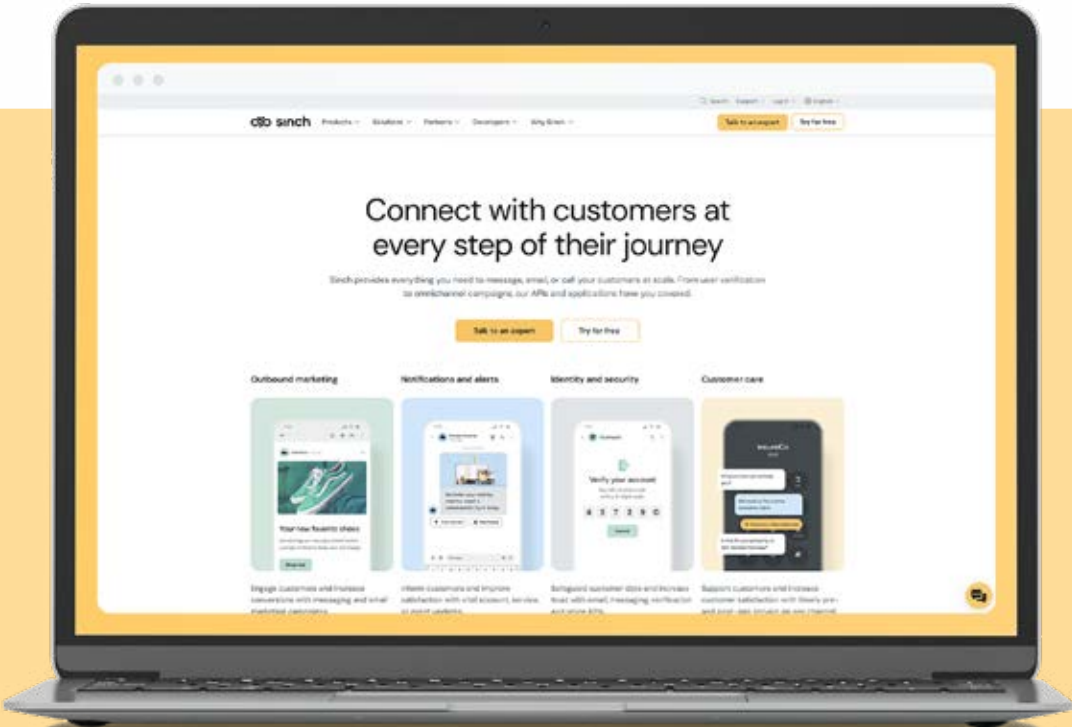


Happy

Customer service should feel effortless. With Sinch, you can create seamless support experiences with tools like two-way messaging, AI chatbots, and integrated voice and email. It’s how top brands are building loyalty and customer satisfaction – one conversation at a time.

Ready to make every message matter?

Get started at [Sinch.com](https://sinch.com)



About the survey

Sinch fielded this research with five separate surveys in January and February of 2025. It included a global consumer survey and individual surveys in the healthcare, financial services, retail, and technology industries.

The consumer survey consisted of 2,800 participants from 12 countries. The industry surveys each consisted of 400+ participants from the United States. Results in this report are occasionally rounded to the nearest percentage.



Consumer survey breakdown

Countries	Gender	Age group
United States: 25.2%	Female: 53.4%	Before 1946: 3.0%
India: 9.4%	Male: 46.1%	1946–1964: 31%
Brazil: 9.2%	Non-binary (or no answer):	1965–1980: 27.1%
United Kingdom: 9.1%	0.4%	1981–1996: 28.6%
Australia: 9.0%		1997–2012: 10.3%
Canada: 7.4%		
Germany: 7.1%		
France: 7.1%		
Mexico: 5.4%		
Singapore: 3.7%		
Spain: 3.7%		
Italy: 3.6%		

Healthcare breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 22.8%	\$10M – \$50M: 25.0%	C-suite executive: 24%
201 to 500: 26.0%	\$50M – \$100M: 26.0%	VP-level executive: 25%
501 to 1,000: 25.2%	\$100M – \$500M: 25.2%	Director: 26.0%
More than 1,000: 26.0%	More than \$500M: 23.8%	Management: 25.0%

Financial services breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 25.1%	\$10M – \$50M: 25.3%	C-suite executive: 25.5%
201 to 500: 24.6%	\$50M – \$100M: 25.1%	VP-level executive: 25.1%
501 to 1,000: 25.3%	\$100M – \$500M: 25.5%	Director: 25.5%
More than 1,000: 25.1%	More than \$500M: 24.1%	Management: 23.8%

Retail breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 23.2%	\$10M – \$50M: 24.9%	C-suite executive: 25.9%
201 to 500: 24.4%	\$50M – \$100M: 23.2%	VP-level executive: 23.6%
501 to 1,000: 26.6%	\$100M – \$500M: 25.1%	Director: 25.9%
More than 1,000: 25.9%	More than \$500M: 26.8%	Management: 23.6%

Technology breakdown

Company size (by headcount)	Annual revenue	Job roles
51 to 200: 25.5%	\$10M – \$50M: 25.0%	C-suite executive: 25.4%
201 to 500: 24.5%	\$50M – \$100M: 25.5%	VP-level executive: 23.6%
501 to 1,000: 25.0%	\$100M – \$500M: 25.7%	Director: 25.9%
More than 1,000: 25.0%	More than \$500M: 23.8%	Management: 25.1%



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