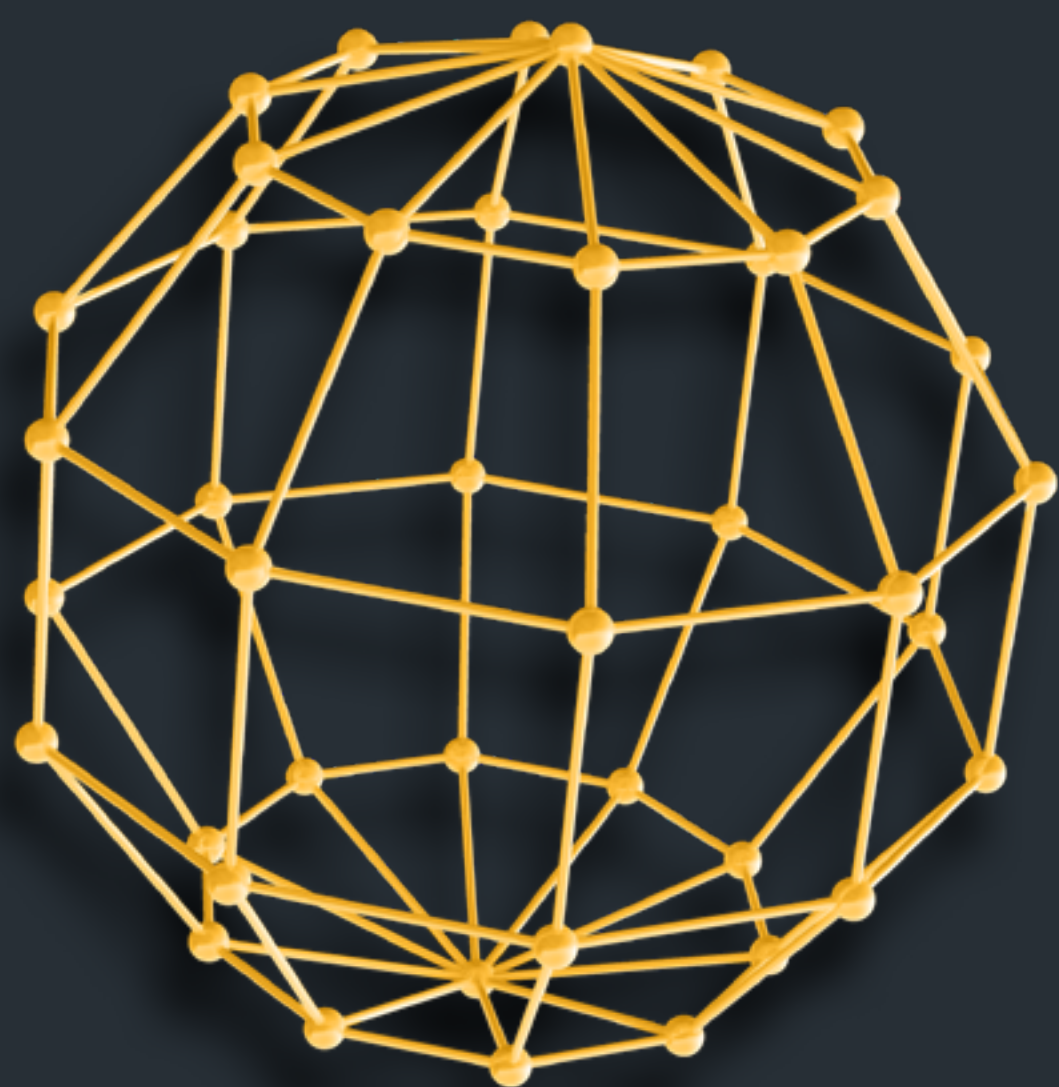
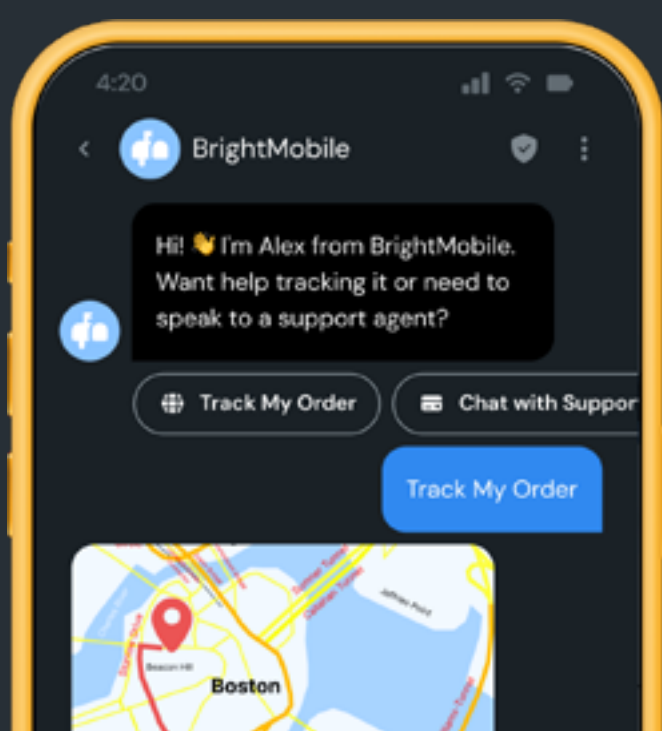


The state of technology communications

Keeping users engaged, informed, safe, and happy



2025

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INTRODUCTION

Bulletproof communications for seamless, scalable experiences

Customer communication is so closely integrated with technology, it's practically part of the product itself. If communications break down, your users will feel like the product is broken, too. That could include when alerts are late, verifications fail, or data isn't synced across channels.

From acquiring new customers to onboarding users and troubleshooting support issues, every message you send contributes to the experience. **Across that journey, your goal is to keep people engaged, informed, safe, and happy.** These are what Sinch calls "the four pillars of customer communication."

Engaging messages convert prospects and encourage product adoption. Informative messages keep users up to date with what to expect from your business. Messages that protect account access and sensitive data make people feel safe while helpful support communications keep them happy.

It's a simple but effective way to design a communication strategy that reduces friction, controls support costs, and keeps customers loyal.

To dig deeper into these ideas, Sinch surveyed more than 2,800 people around the world to uncover their expectations around customer communications. We also surveyed more than 400 business leaders from the technology sector in the United States. Let's dig into the findings and explore how to make your customer comms bulletproof.



Engaged



Marketing campaigns

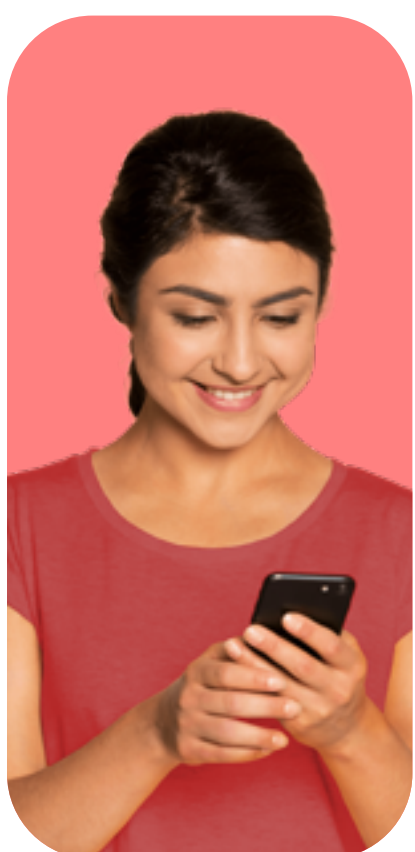
Drive revenue through relevant, timely, and personalized campaigns.

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 on any channel.





Opportunities and challenges in tech communication

There's good news and bad news when it comes to the state of customer communications in SaaS and technology.

The good news? Tech companies are, unsurprisingly, early adopters of solutions that are poised to enhance their communication strategies and the overall user experience.

However, being in tech doesn't make your company immune to the same communication challenges other industries face. Sinch's full report on The state of customer communications includes results from several key sectors. Despite obvious differences, these industries share many of the same roadblocks to success.

Of course, every challenge represents an opportunity to improve. Let's begin with a look at some insights from our survey of more than 400 technology leaders.



Tech companies are built to innovate, but when it comes to communication, even the most advanced teams realize the need for simplicity, integration, and trust. The opportunity now is to use the right tools to connect and create more meaningful conversations."

Petter Bengtsson

SVP Global Programs & Enterprise Growth, Sinch



sinch.com

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Choosing the right communication channels

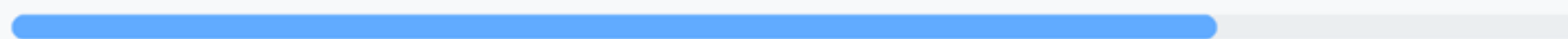
At the core of your customer communication strategy are the channels you choose to use when delivering messages that keep your users engaged, informed, safe, and happy.

Certain channels are ideal for different situations. The way you choose to deliver marketing messages may require different channels than onboarding flows or customer service interactions, for example. **You need to identify the right mix of channels to support communication throughout the customer experience.**

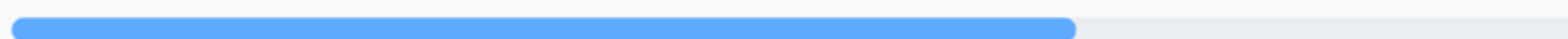
So, it's no surprise that our technology survey revealed a wide range of channels in that mix. When asked to select all channels their organizations use, 77% identified email as an important channel, while 68% said they use voice (phone communication), and 63% use SMS to text customers.

What communication channels does your organization currently use to interact with customers and clients?

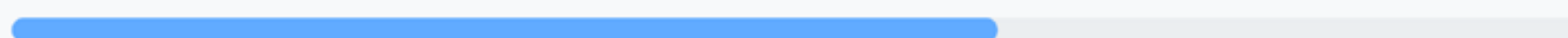
Email (77%)



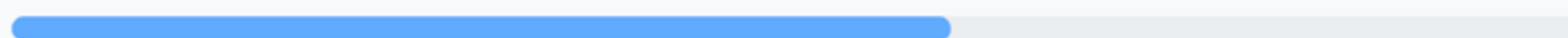
Voice (phone calls) (68%)



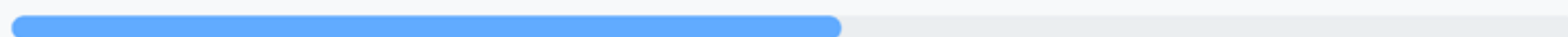
SMS/text messaging (63%)



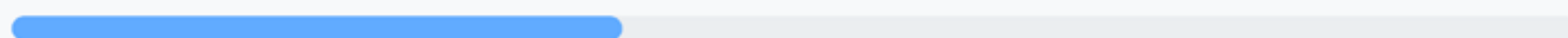
In-app messages (60%)



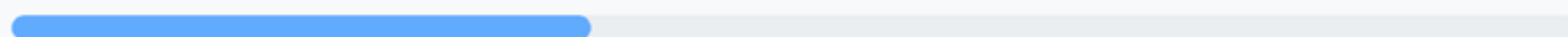
Chatbots (53%)



RCS for Business (39%)



Other messaging apps (WhatsApp, Messenger, etc.) (37%)



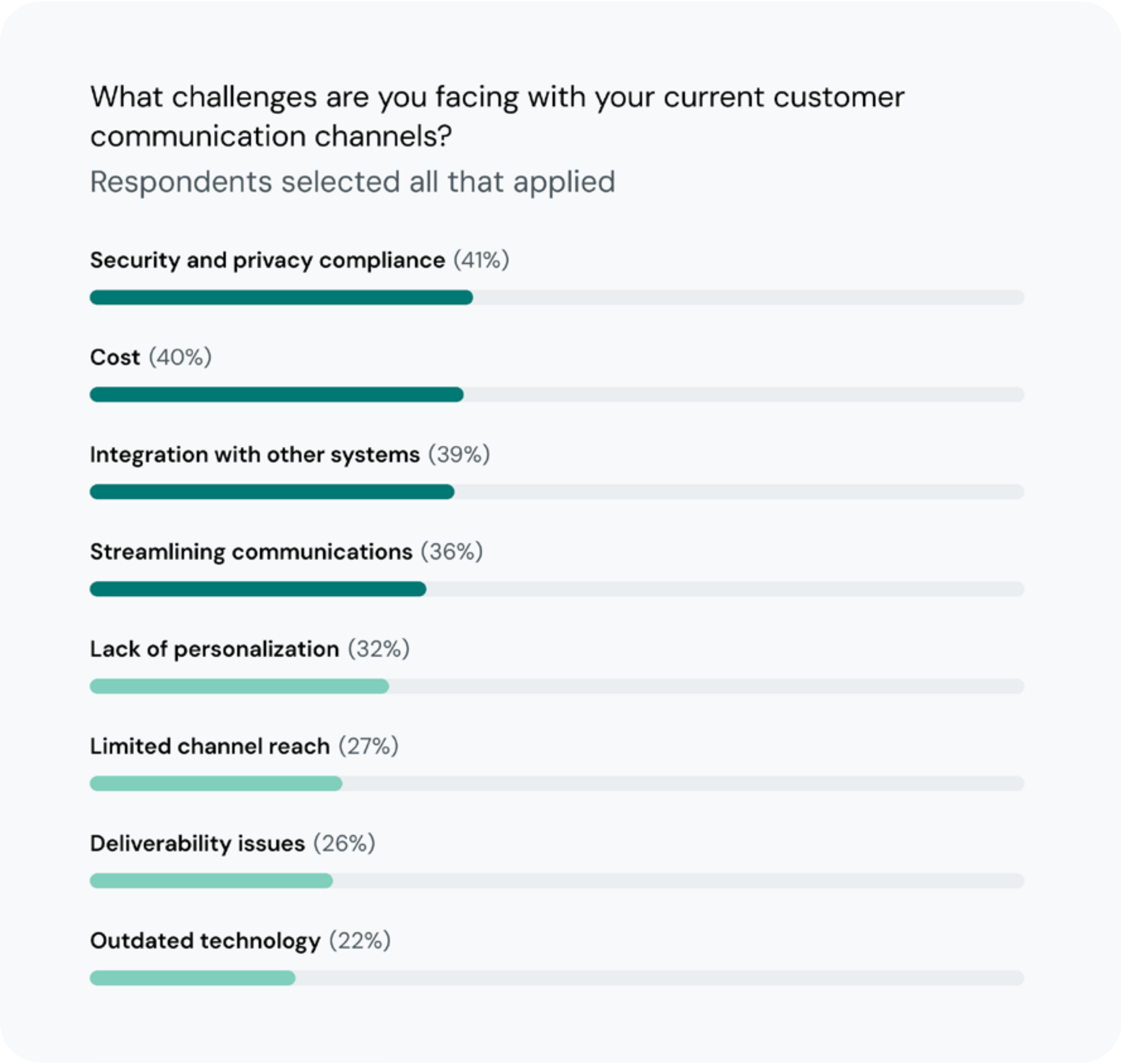
Email, SMS, and voice are stalwarts of digital communication. However, in-app messaging (60%) is also an important way for tech companies to connect with their users while more than half are using chatbots.

Other messaging apps, such as WhatsApp and Messenger from Meta, were the least likely to be used. A potential reason for that is these [OTT messaging channels](#) tend to be used to engage consumers in B2C communication, and many technology companies target B2B audiences.

Customer communication challenges

As simple as the concept of keeping people engaged, informed, safe, and happy may seem, effective customer communication does get complicated. Your company’s strategy must meet user expectations while simultaneously supporting the needs of different departments. That includes marketing, logistics, operations, cyber security, as well as customer service and customer success.

When asked to identify all of their communication challenges, three options emerged at the top of the results. **Security and privacy, the cost of customer communications, and integration were all chosen by around 40% of respondents.** These were also the top three challenges for business leaders in retail, financial services, and healthcare – although the percentages and order varied among them.



Cost, security, and integration are perennial problems that could easily apply to multiple aspects of a business beyond communication, including IT infrastructure, hardware, and software.

Other challenges in this list are more directly connected to communication. For example, nearly a third of tech companies struggle with a lack of personalization while more than a quarter have deliverability challenges.

ADDRESSING TOP CHALLENGES

Cost

Two impactful ways to reduce communication costs are eliminating waste and implementing automation. **Where does waste come from in communication?**

How deliverability challenges create waste

One factor to consider is deliverability, which 26% of tech respondents called a challenge.

Email, for example, is known as a channel with an impressive return on investment (ROI). But if your messages get blocked or land in spam, that ROI is going to take a nosedive. An out-of-date email database with unengaged contacts also creates waste.

Furthermore, low engagement rates will damage your reputation with major mailbox providers like Gmail and Outlook. That can mean even more of your messages get filtered into the junk folders of customers and prospects. Poor deliverability quickly becomes a vicious cycle if you aren't careful.



"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 Nowrouzi

VP of Deliverability & Product Strategy, Sinch



Your investment in email communication is worth protecting. Not only is it the most used channel among technology survey respondents, but it's also the most preferred channel among consumers. Our research found **77% of respondents want marketing messages delivered to their email inboxes while around 50% prefer receiving customer updates via email.**

Learn more about how to improve inbox placement when you explore [**The state of email deliverability 2025**](#) – an exclusive report from Sinch Mailgun.



How AI and automation help control costs

Can your organization use automation to reduce costs? Many conversations around automation involve finding ways to implement artificial intelligence (AI). That’s why plenty of tech companies are looking to AI for improved efficiency and reduced labor costs.

Our survey asked technology business leaders how their companies currently use or plan to use AI in customer communications. As you might expect, the tech sector isn’t hesitating to adopt these innovations. **99% of respondents said their companies use or plan to use AI for customer communications in one form or another.**

59% of technology industry participants say they use AI to help them **analyze customer data**. Another 46% use AI to **predict customer behavior**. Among other things, these AI use cases help with smarter audience targeting, personalization at scale, and automating channel optimization.



Benefits of these uses include:

- Reducing messaging volume by eliminating unnecessary sends.
- Increasing engagement and marketing ROI with advanced personalization.
- Optimizing campaign performance by continuously refining content, timing, and targeting.
- Controlling costs with pre-emptive customer support communications.

Automating customer support interactions may be one of the most beneficial ways to use AI in communications. Our study found **46% of tech companies are using AI-powered chatbots** to automate some of those conversations. **45% use AI for more advanced support**, helping users troubleshoot issues and/or offering expert advice.

Using AI to bolster customer support can certainly reduce costs and improve efficiency. When it's well executed, AI-powered support also improves customer experiences. AI chatbots are available 24/7, they don't make you wait on hold, and they never have a bad day.

Of course, human interaction and live agents are still needed. Effective AI support should be able to identify when it doesn't have the answers, or a frustrated customer needs to be handed over to a human for help. The good news is, those live agents now have the time to focus on the more complex issues, which require a human touch.



"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



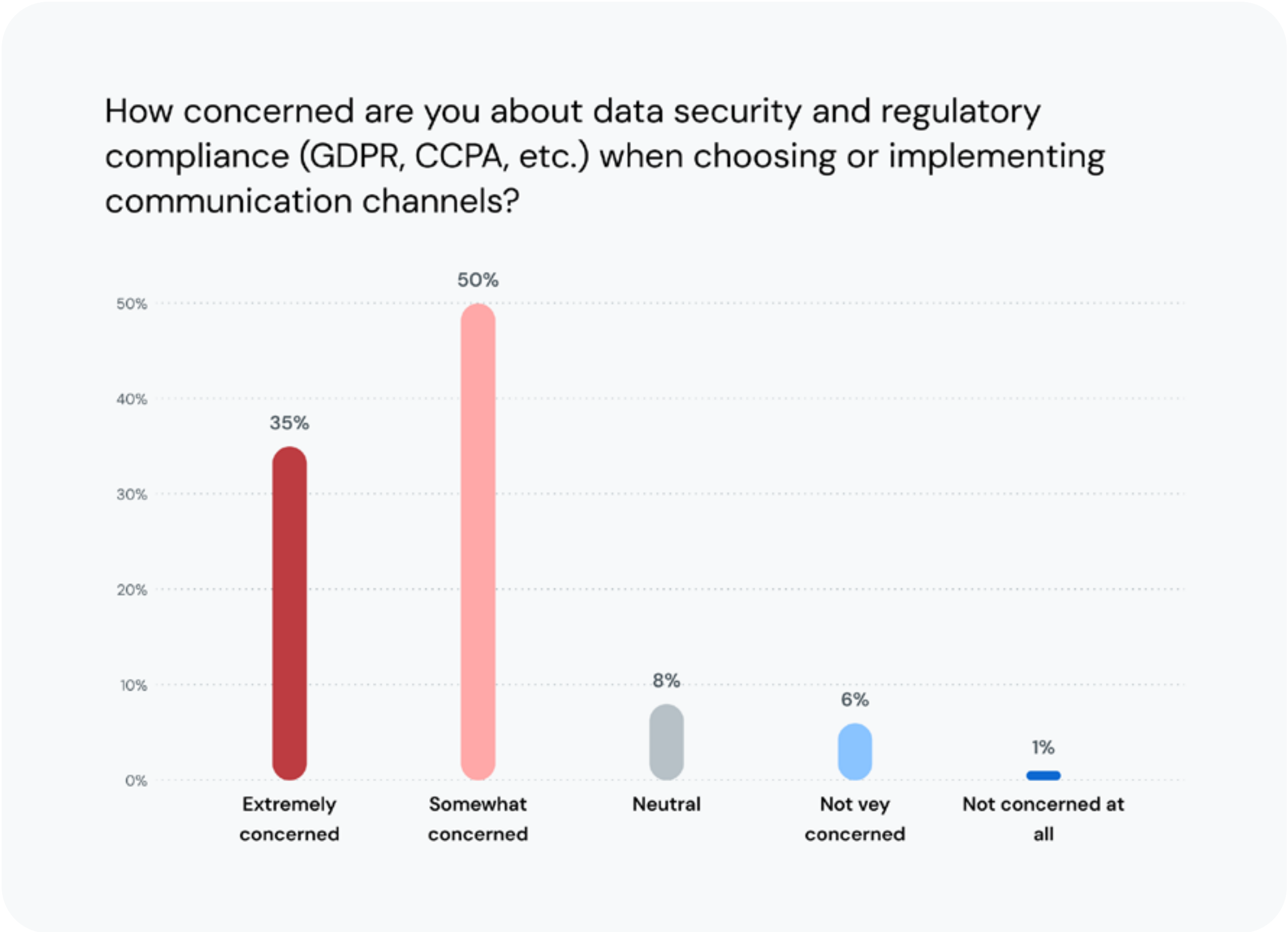
We'll take a closer look at [AI in communications](#) in the next chapter, including how people feel about interacting with it to receive support in different situations.

ADDRESSING TOP CHALLENGES

Security and privacy compliance

Compliance with privacy laws and securing customer data is top of mind for most tech companies when they choose channels for communications.

A combined **85% of respondents said they are at least somewhat concerned about complying with regulations** such as the EU’s General Data Protection Regulation ([GDPR](#)) and the California Consumer Privacy Act (CCPA). In fact, 35% are *extremely* concerned.



It’s your company’s responsibility to provide customers with secure platforms where their data is safe. One way to do that is through user verification communications that approve account access through one-time passwords (OTPs) and multi-factor authentication (MFA), which are often delivered via SMS, email, or flash calls.

The username and password are no longer enough to protect account access. While the verification process does require extra steps for users, most people understand why it's important.

49%

of consumers say user verification makes them feel safer.

27%

of consumers see user verification as a necessary inconvenience.

One of the simplest yet most important rules of laws like GDPR and CCPA involves consent. Before you send a single email or text message to a contact, [make sure they've opted in](#) to receive those kinds of communications.

The other side of that coin involves making it easy to opt out. Messaging campaigns should automate this process using a keyword such as "STOP". Email sender guidelines require one-click unsubscribe functionality with [RFC 8058](#).

Complying with privacy laws begins with respecting your customers and subscribers. It also involves choosing partners who can help you follow the rules and keep people safe.

Sinch provides GDPR-compliant communication solutions with EU-based data centers that support data residency, minimize cross-border transfers, and meet strict privacy standards. Certifications include ISO 27001 and SOC 2 along with full support for user rights and data processing agreements. Visit the [Sinch Trust Center](#) for more information on our commitment to privacy and security.

ADDRESSING TOP CHALLENGES

Integration

There are a few ways that integration takes place in customer communication:

1. Integrating communications with the tech stack.
2. Connecting different communication channels.
3. Integrating communications channels with a customer-facing app or client portal.

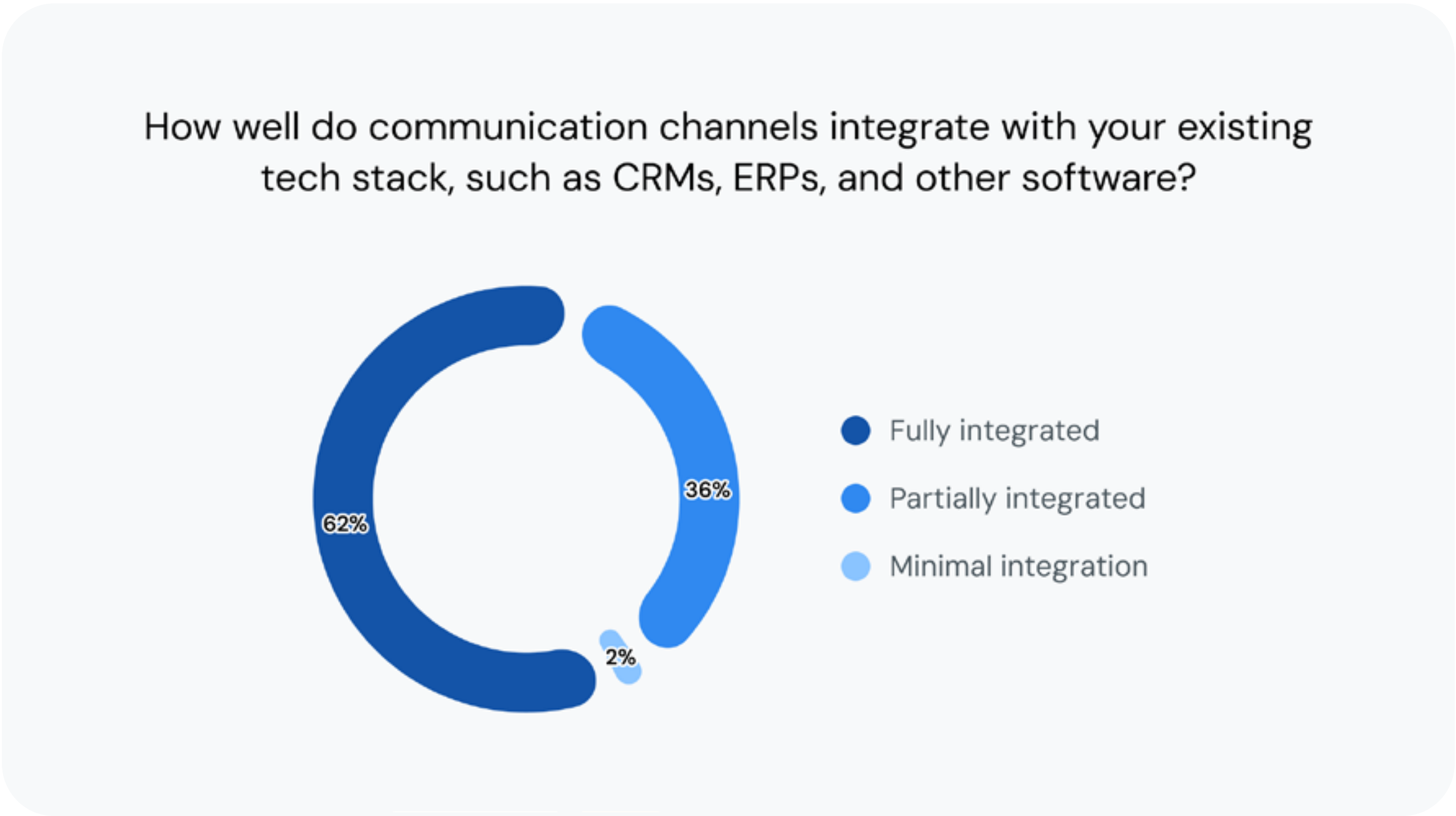
Let's take a closer look at the state of integration and the challenges tech companies face.

1. Integrating comms with the tech stack

Integrating communication channels like email, SMS, and other messaging apps with key systems is essential if you plan to automate and personalize messages. It's also needed for accurate reporting and seamless user experiences.

When asked how well communication channels are integrated with systems like CRMs and CDPs, 62% of tech companies report being fully integrated. Another 26% say they are only partially integrated, but just 2% say they are only minimally integrated.

Compared to other industries we surveyed, tech companies were most likely to be fully integrated. The average across all industries was 55% who reported full integration.



As you'll see later in this chapter, despite what appear to be high levels of integration, there's still room to make connections between channels and systems stronger. **50% of tech respondents say improving integration with the tech stack is a strategic investment for their customer communication efforts in 2025.**

APIs enable that sort of connection and communication between programs. But not all [messaging APIs](#) and [email APIs](#) are created equal. Some are rigid or complex to implement, while others offer the flexibility, documentation, and scalability needed to plug seamlessly into existing systems.

SUCCESS STORY

Scaling up and integrating communications

Live entertainment company Family Quest realized their tech stack and messaging solutions were no longer meeting their needs. So, they turned to Sinch for support 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



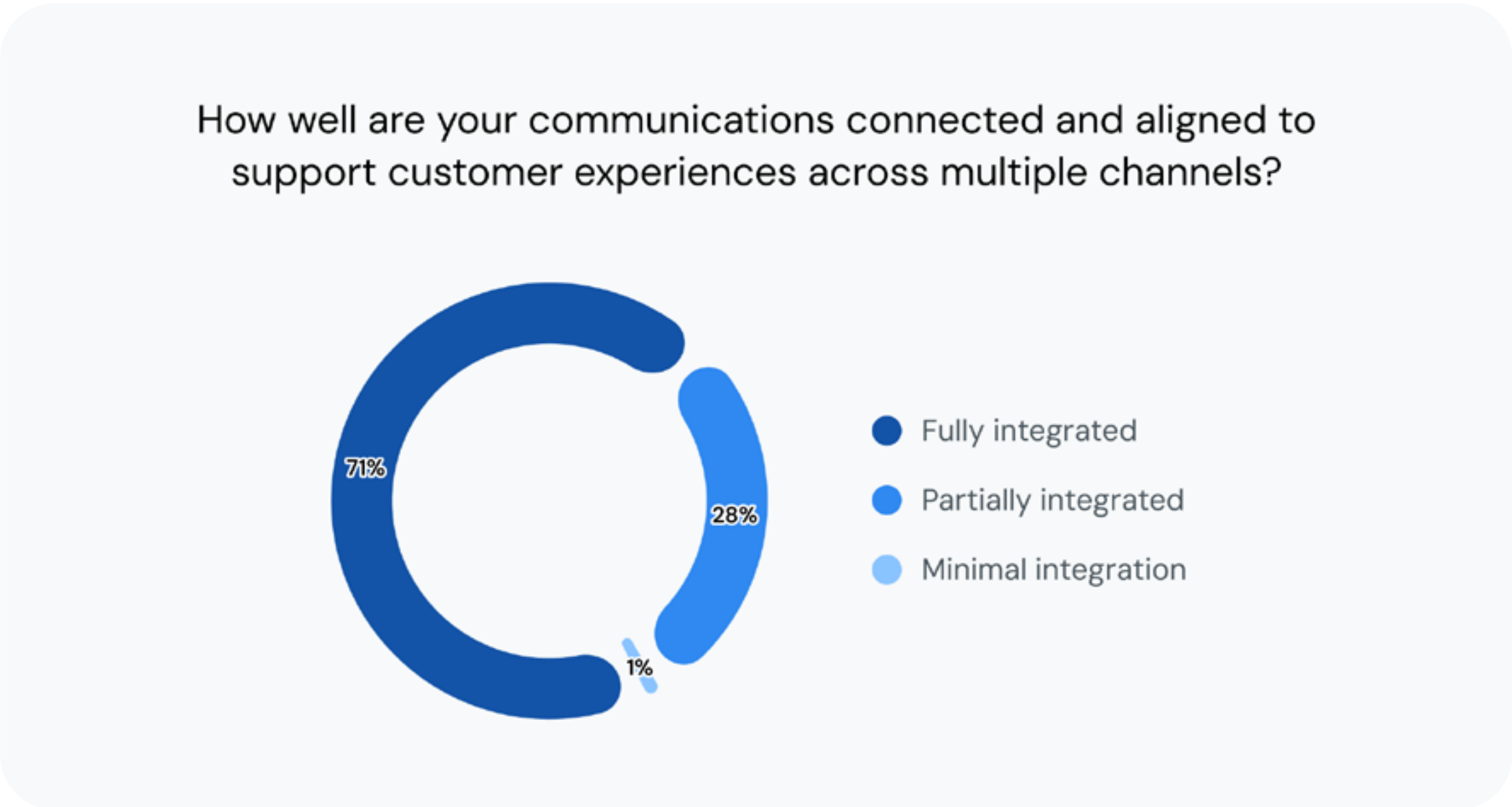
Get the rest of the story

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

Connecting communication channels

A seamless customer communication experience means channels work together. This is especially important for support interactions that often happen across multiple channels. When someone switches from a chat-bot to SMS to email or a phone call, the conversation can continue seamlessly when channels are integrated.

Our tech industry survey found that **71% of respondents claim their communications are fully connected and aligned across multiple channels**. Once again, that is comparatively higher than the results from other industries where the average was 59%.



This kind of integration is often facilitated through a Communication Platform as a Service ([CPaaS](#)) solution. **CPaaS platforms offer APIs that cover multiple channels from a single integration point**. They also allow businesses to automate and route conversations across channels and reduce the complexity of building multichannel workflows from scratch.



"CPaaS gives businesses the flexibility to meet customers on their preferred channels without rebuilding their tech stack. It's the fastest way to create connected, real-time conversations that scale with your needs."

Petter Bengtsson
SVP Global Programs & Enterprise Growth, Sinch

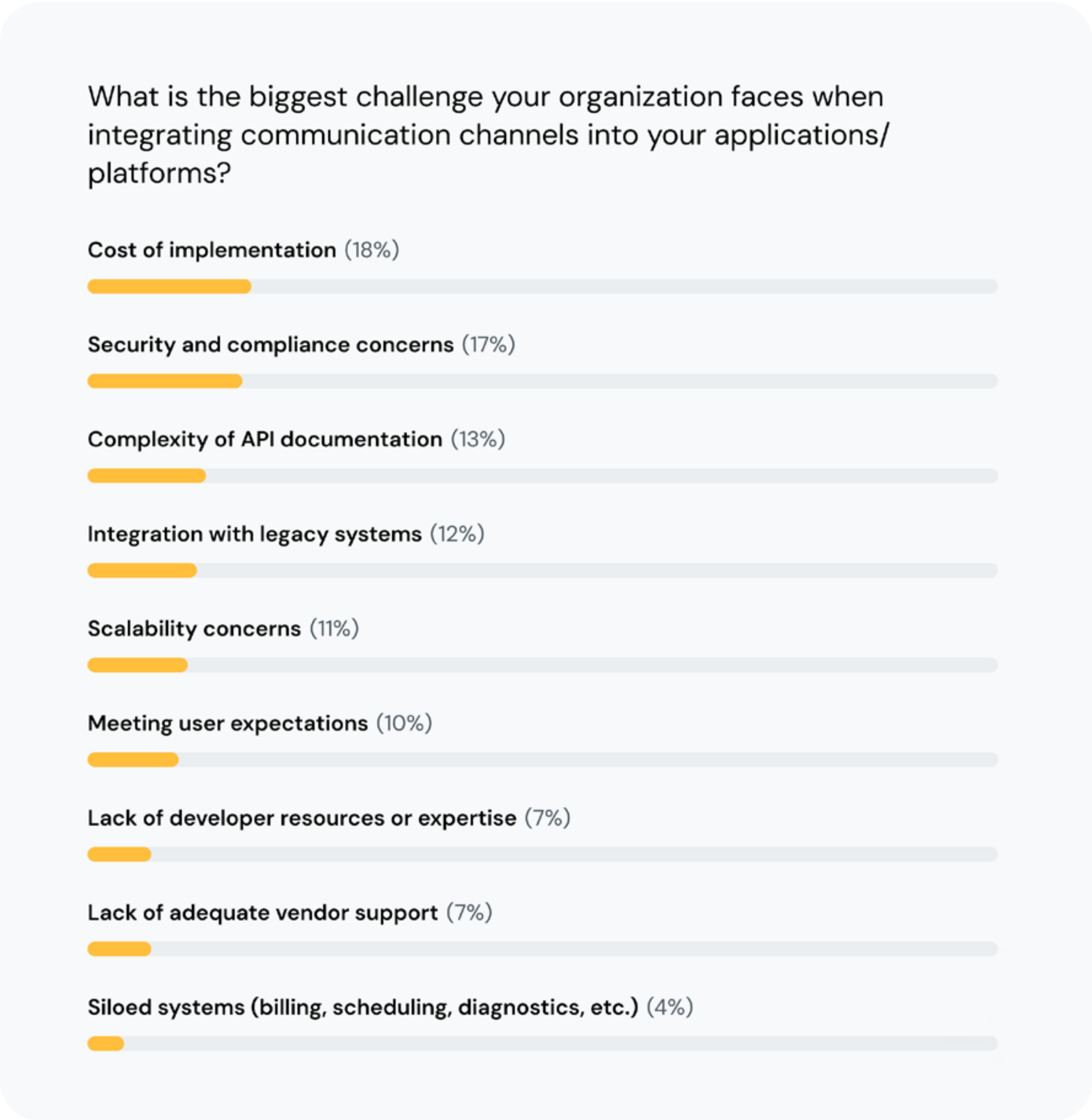


Integrating comms with your application

Perhaps the most crucial type of integration for customer communication is the ability to connect key channels with your company’s application or customer-facing platform.

Embedding channels like email, voice, SMS, and in-app notifications within your product ensures users get the right message at the right moment. That message could be a sign-up confirmation, security alert, or feature tip to help them take advantage of your product. These are messages that keep people engaged with your product, updated on the latest features, and much more.

But this kind of integration is not always easy to achieve. When we asked respondents to choose the single biggest challenge, none stood out from the pack. Those familiar challenges of cost, security, and integration were near the top of the list along with complex API documentation. However, no challenge was chosen by more than 18% of tech respondents.



What does this mean? It could indicate that every business has unique challenges that must be addressed when it's time to connect communications with their products. It could also suggest that there is no single biggest problem. Every option bears some importance, and you need to consider them all when building communication capabilities into an application.

SUCCESS STORY

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.

Strategic investments for tech communication

At the start of the year, we asked technology business leaders where they expected to invest budget, time, and effort into strategically improving customer communications in 2025. **86% plan to invest in communication in some way** with just 2% expecting to reduce investments.

Even though a majority of tech respondents reported being fully integrated with their tech systems, **50% want to improve integration between customer comms and existing systems**. That goal is followed by **44% of respondents who plan to adopt emerging technology** to support their communication strategies.



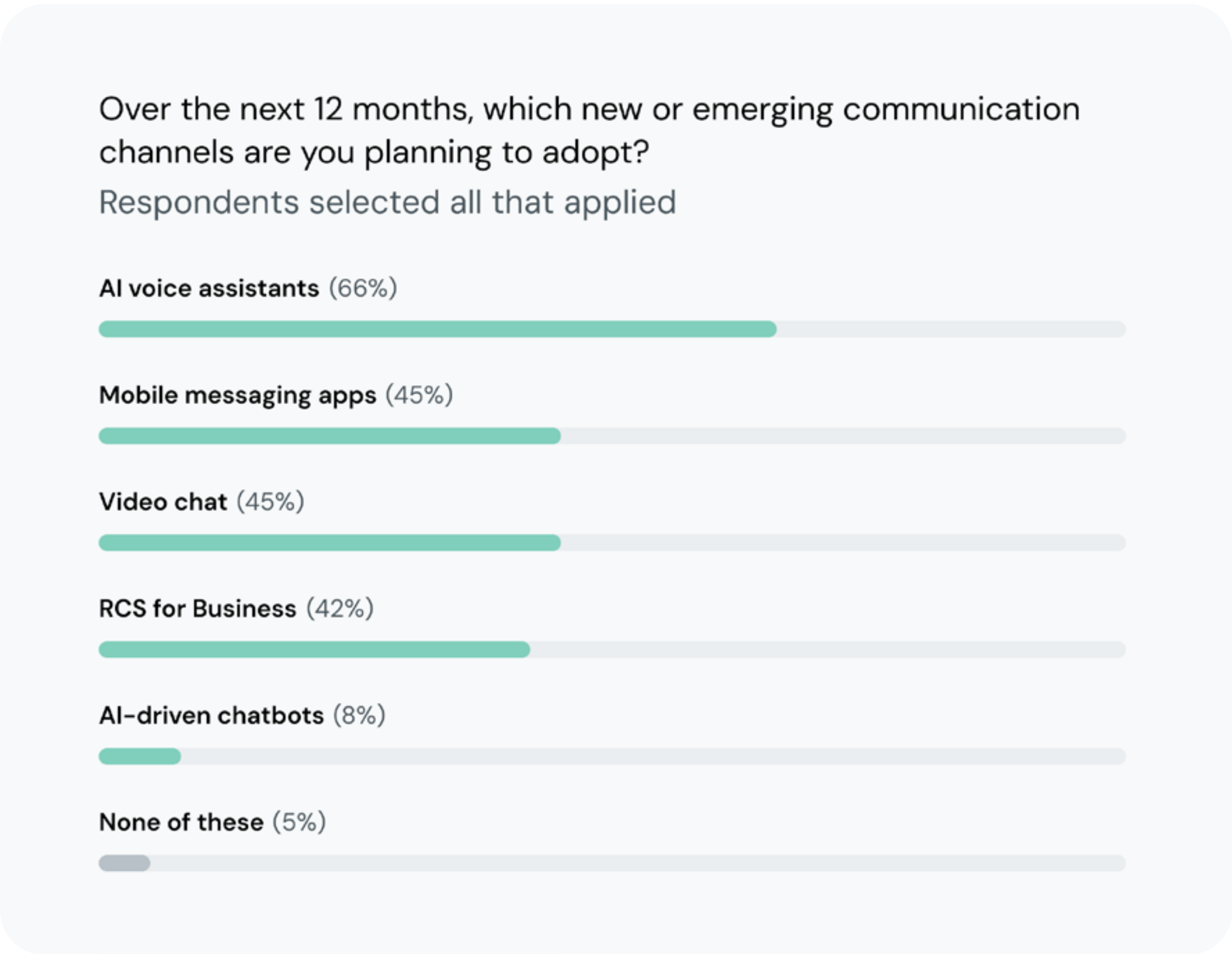
Around 40% of tech respondents also want to optimize existing communication channels, prioritize personalization, and focus on data and security compliance. Close to a third expect to implement more AI and automation.

Adopting emerging communication channels

Emerging technology, including AI solutions, presents opportunities to improve and enhance communication experiences for your users. So, what new channels are technology companies planning to adopt in 2025?

Sinch’s research found that AI-powered voice bots are the most popular form of emerging communication technology. **66% of tech respondents plan to adopt AI voice assistants in 2025**, which is close to the average of 63% across industries.

Video chat capabilities and other messaging apps, including OTT channels like WhatsApp and Messenger, are part of the plan for 45% of tech respondents while 42% plan to adopt RCS messaging. Just 5% of respondents don’t plan to adopt any of these channels in 2025.



AI-driven chatbots sit at the bottom of this list of emerging communication channels. Only 8% of technology business leaders say their organization will adopt them in 2025. That’s a stark comparison to the chatbot adoption plans of other industries:

8%

of **tech respondents** say they'll adopt AI chatbots in 2025.

60%

of **FinServ respondents** say they'll adopt AI chatbots in 2025.

58%

of **retail respondents** say they'll adopt AI chatbots in 2025.

57%

of **healthcare respondents** say they'll adopt AI chatbots in 2025.

What’s happening here isn’t necessarily a hesitancy to implement artificial intelligence or a lack of interest in chatbots as a communication solution. Rather, it’s more likely a sign that the tech sector is further along in the journey to implement AI.

Tech companies might simply be ahead of the curve. With 53% currently using chatbots, many may feel they’ve already adopted what’s useful. Their focus could be shifting from adoption to optimization, integration, or replacement with more advanced AI tools, including those being built in-house.



“AI is already widespread in the tech industry. Companies are implementing a range of AI systems, such as multi-modal AI, predictive AI, recommender systems, and AI agents – where AI Agents may not be labeled as chatbots by them, even though their functionality is often quite similar.”

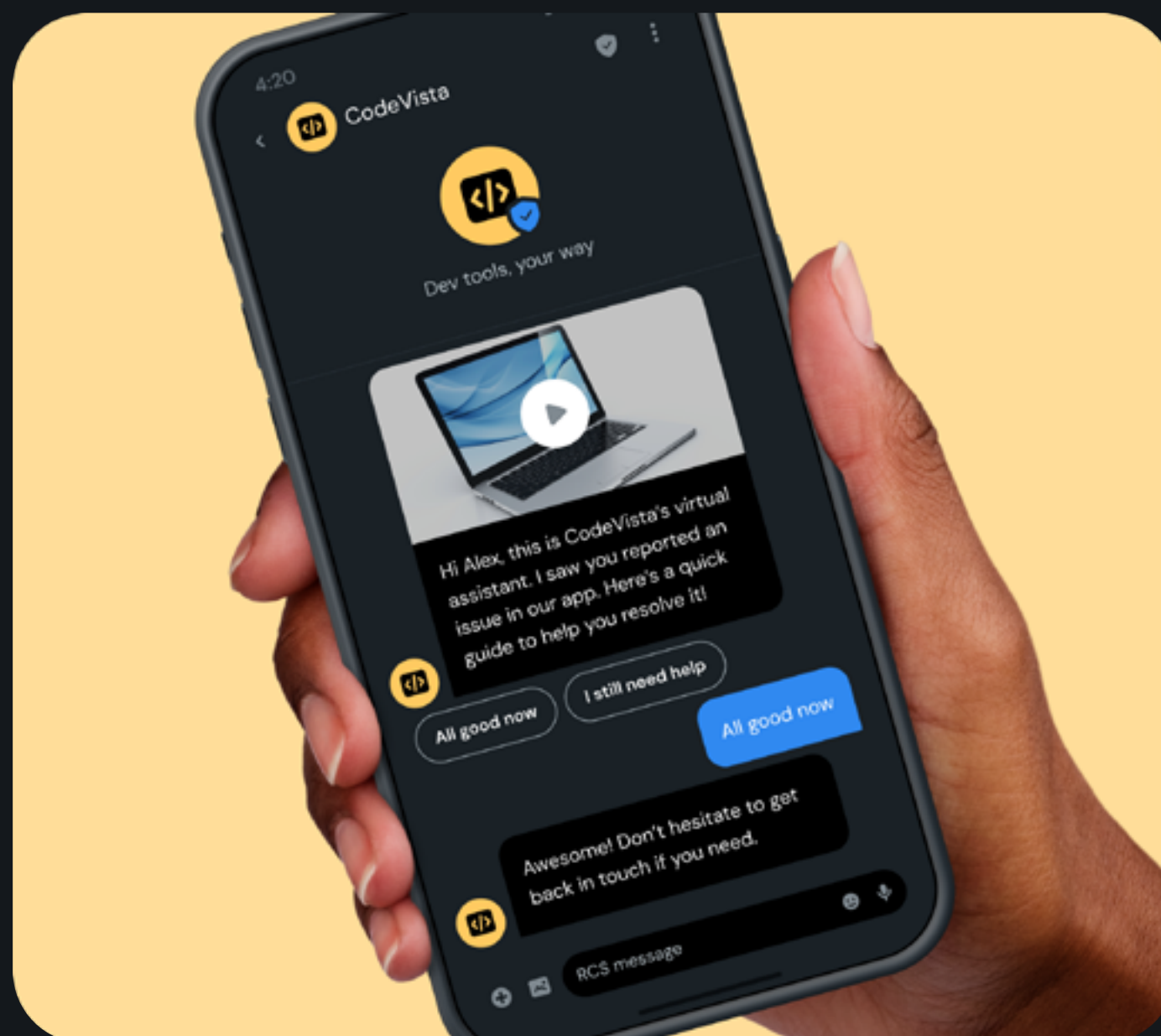
Frederic Godin
Head of Artificial Intelligence, Sinch



However, while certain AI solutions may be commonplace in your industry, you also need to consider public perception of artificial intelligence. We’ll explore that and more in the next chapter.



AI and the customer experience



In the always-evolving tech industry, AI has become an essential layer in how companies connect with users. From personalized notifications to instant support, artificial intelligence is powering communications that are faster, smarter, and more meaningful.

Unsurprisingly, tech companies are leading the way in AI adoption. But being a pioneer of such things can be a double-edged sword when it comes to your users. On one hand, you have customers with expectations that are growing even higher because they too understand AI's capabilities. On the other hand, you may have users who are skeptical and hesitant to interact with AI solutions.

We've all seen what happens when companies move too fast and public-facing AI backfires on them. Yet, with everything moving so quickly, there's also the concern that your organization could fall behind.

In this chapter, we'll find out more about how technology companies are using AI to transform customer communications. We'll also explore the challenges and concerns in the tech industry as well as among the public. You'll see how smart automation and machine learning make communications not just faster, but more human and better for everyone.



Using AI in tech customer communication

Let's recap a few key findings around artificial intelligence we've already covered.

We know that **99% of tech company leaders we surveyed say their organizations are already using or plan to implement AI** as part of their customer communication strategy. Here's another look at where investments in AI communication are going.

Among technology and SaaS respondents...

53%

say they're **already using AI chatbots** to communicate with users.

59%

say they're using AI to **analyze customer data** while 46% use AI for **predictive communication** strategies.

66%

say they **plan to adopt AI voice bots** as a strategic communication investment in 2025.

46%

are using AI to help **automate answers** for purposes such as customer support communication.

While technology leaders are among the most likely to realize the potential rewards of using artificial intelligence, they're also more likely to understand the risks.

Tech companies must move quickly while treading carefully with AI, because misfires will cause headaches that damage your reputation and erode trust with users. For example...

The language-learning app [Duolingo received harsh backlash](#) after publicly announcing its plans to be "AI first" and move away from using contractors. In response, people deleted the app and cancelled subscriptions to protest.

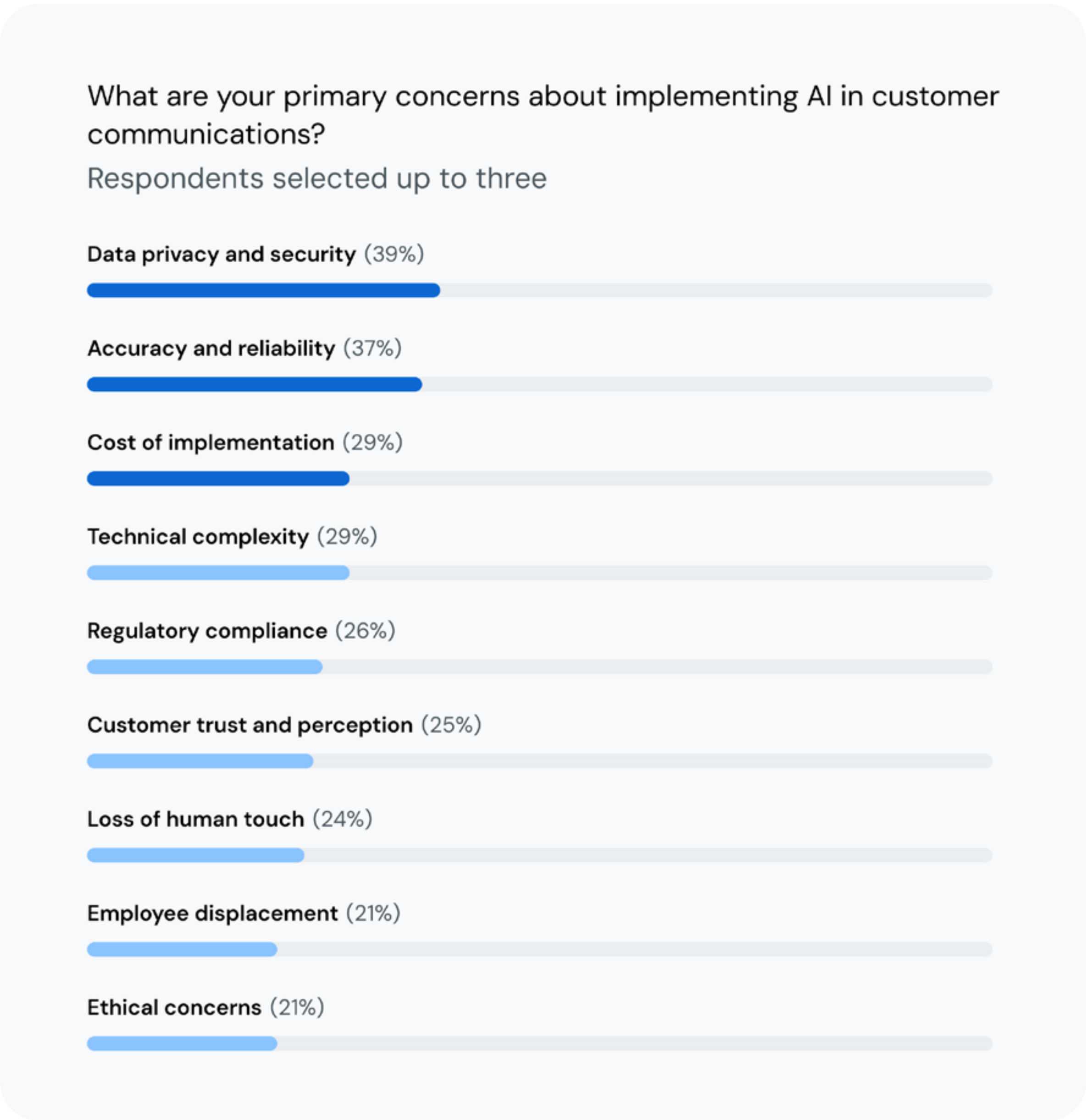
Companies building generative artificial intelligence also deal with controversy. Grok, the chatbot from Elon Musk's xAI (Grok), started injecting inflammatory, [off-topic comments](#) in its responses in May of this year. An AI assistant from Meta [mistakenly shared a private phone number](#) when a user requested a customer service contact.

AI concerns for customer communication

While there’s no sign tech companies are holding back when it comes to AI, Sinch’s industry research suggests leaders are keeping an eye on potential problems.

We asked respondents to select their three biggest concerns about implementing AI solutions that interact with customers. Those worries were fairly well distributed across all the options we presented.

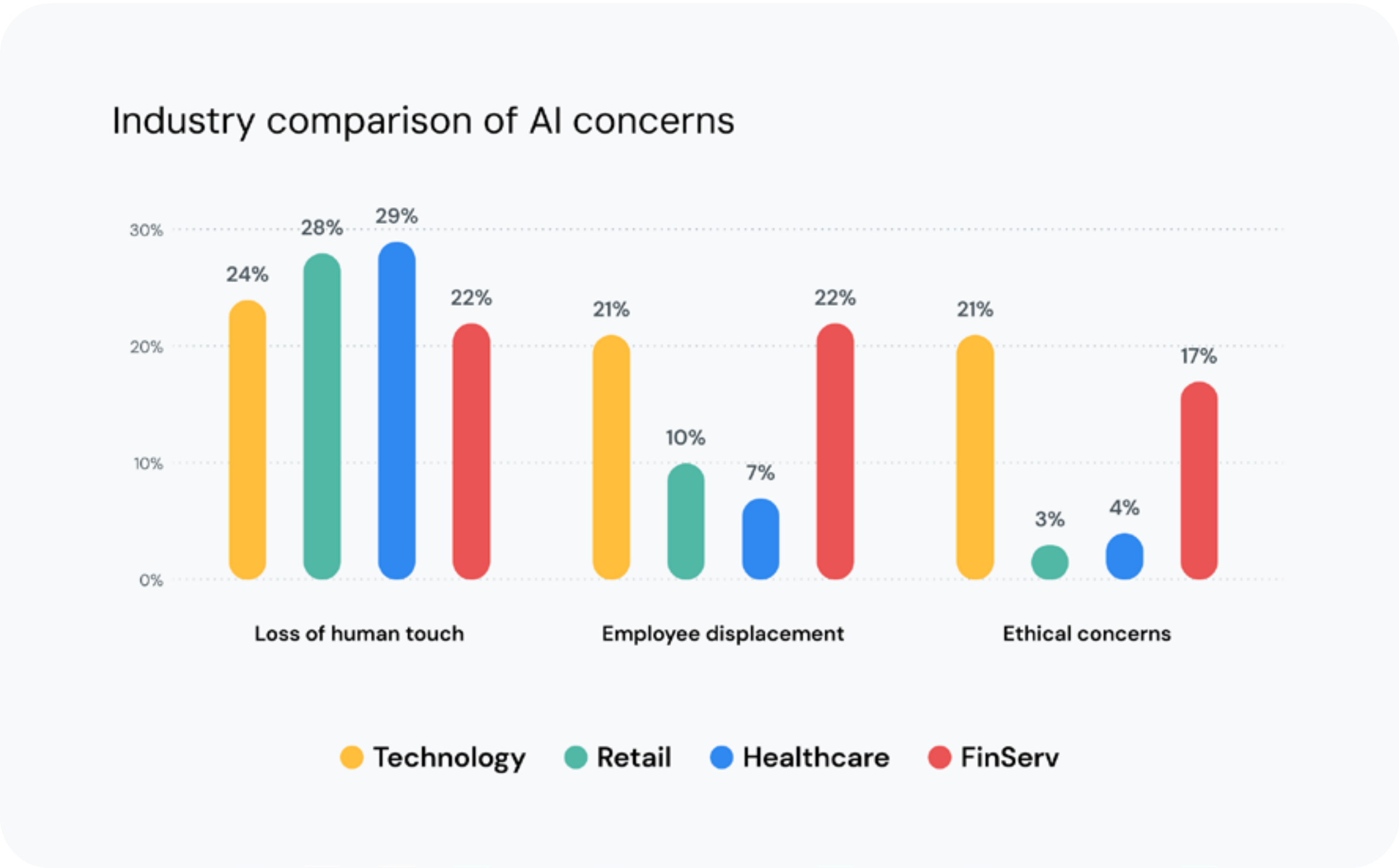
The top concern in technology was data privacy and security at 39%. Although that pales in comparison to a separate industry survey in which 55% of healthcare respondents had the same concern. 37% of tech respondents are concerned with the accuracy and reliability of AI. Cost and/or technical complexity are a concern for 29%.



Near the bottom of the list of concerns are the loss of human touch with AI, potential employee displacement, and ethical issues – all with less than 25%. However, the level of this type of concern is actually much higher among tech respondents than other industries.

Industry survey results from healthcare and retail reveal single-digit percentages for concerns around employee displacement and the ethical use of AI.

While FinServ results were closer to those in technology, only 10% of retail and 7% of healthcare participants are worried about people losing their jobs to AI. Less than 5% of retailers and healthcare respondents have ethical concerns.



This may suggest that there’s a greater likelihood of AI being able to complete tasks done by humans in technology and financial services. There is plenty of discussion about AI tools replacing software developers, for example. And AI may be able to automate tasks in FinServ relating to everything from customer support to portfolio management, evaluating borrower risk, and loan underwriting.

Another possibility is that technology leaders have a better idea of what artificial intelligence is capable of. They know AI will be beneficial as well as disruptive, and while many are optimistic, they may also have reservations about how it will impact people’s lives.

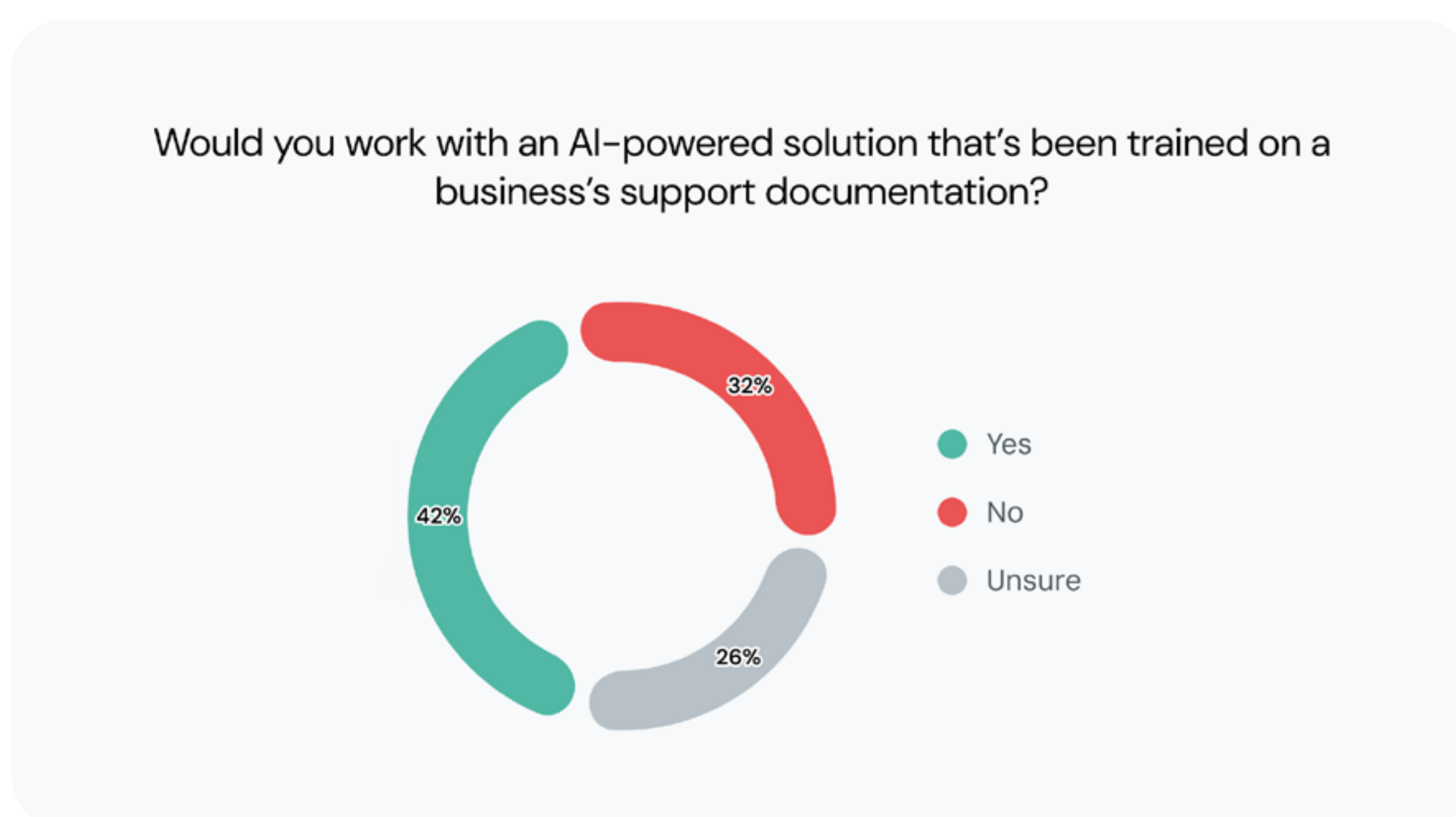
It might seem like roles in retail and healthcare would be harder to replace, but AI and automation are poised to take over in areas ranging from patient support in healthcare to order fulfillment jobs in retail warehouses.

Are consumers ready for all this change?

Public opinion on AI-powered support

It's common to encounter AI-powered chatbots providing automated sales support and customer service on websites targeting both B2B and B2C prospects. The question is – do people feel comfortable with these interactions?

Our survey of global consumers asked people if they'd work with an AI chatbot that's been specifically trained on a company's support documentation. While **42% of consumers are willing to use AI for customer support**, nearly a third are not, and just over one quarter are unsure about the idea.



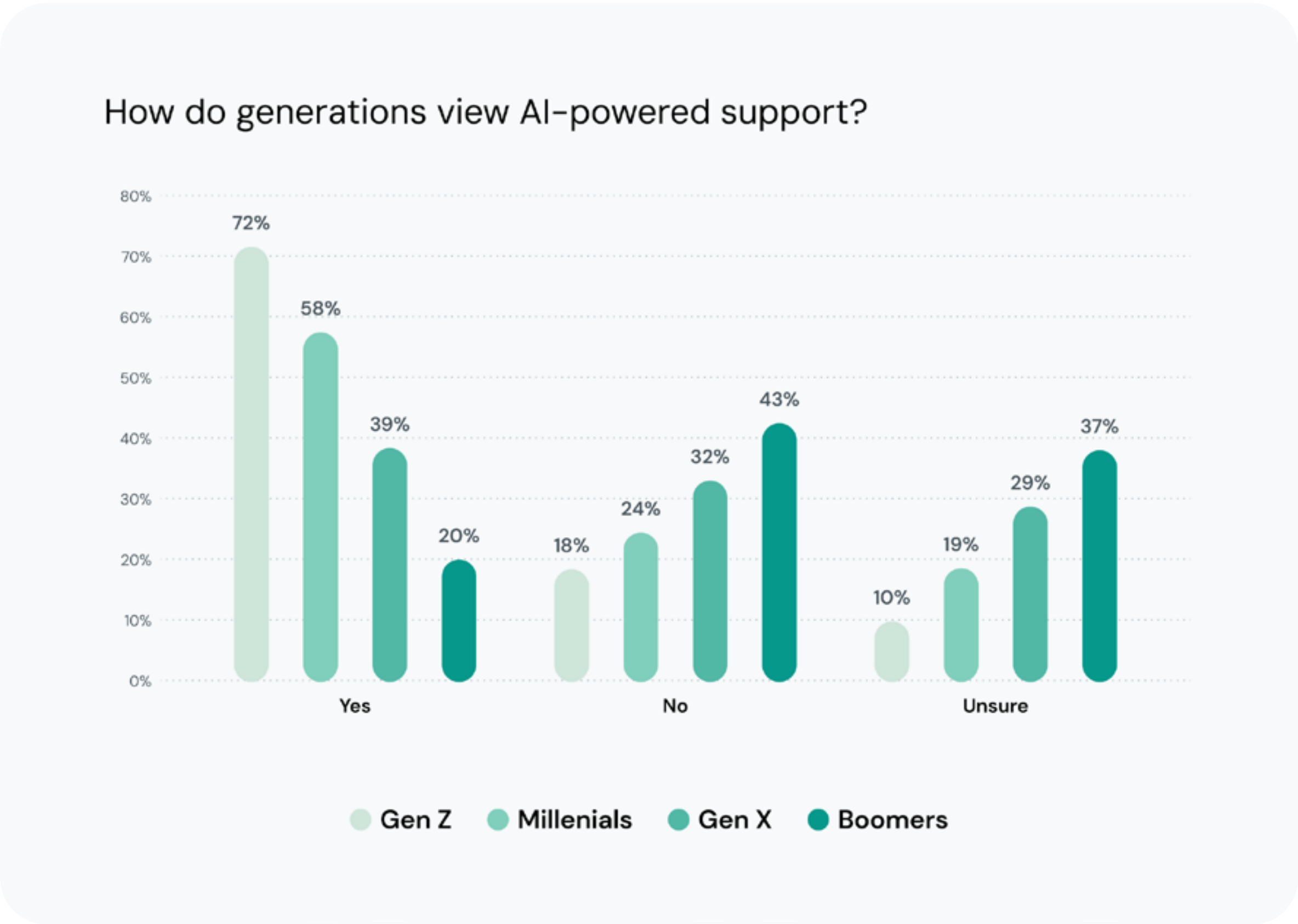
It's worth noting that public opinion around artificial intelligence is changing quickly, but which way it's swaying may depend on the latest trends and headlines. Bad press and bad experiences create more hesitation and skepticism. But if you use AI to improve customer experiences (rather than simply to cut costs and save time), trust in AI is more likely to increase.

One out of every four technology respondents in our industry survey is concerned with customer perception around AI. If artificial intelligence is embedded in your communication program, you must focus on retaining the trust of users who appreciate AI while reassuring those who are uncertain that AI is beneficial to them.

Generational opinions on AI for customer support

While tech companies may be the early adopters of the business world, it’s the youth who are generally more accepting of innovation among groups of consumers.

Our survey findings certainly reflect this idea. Compared to the average of 42%, Gen Z (72%) and millennial consumers (58%) are more likely to feel comfortable using AI trained on a brand’s support documentation.



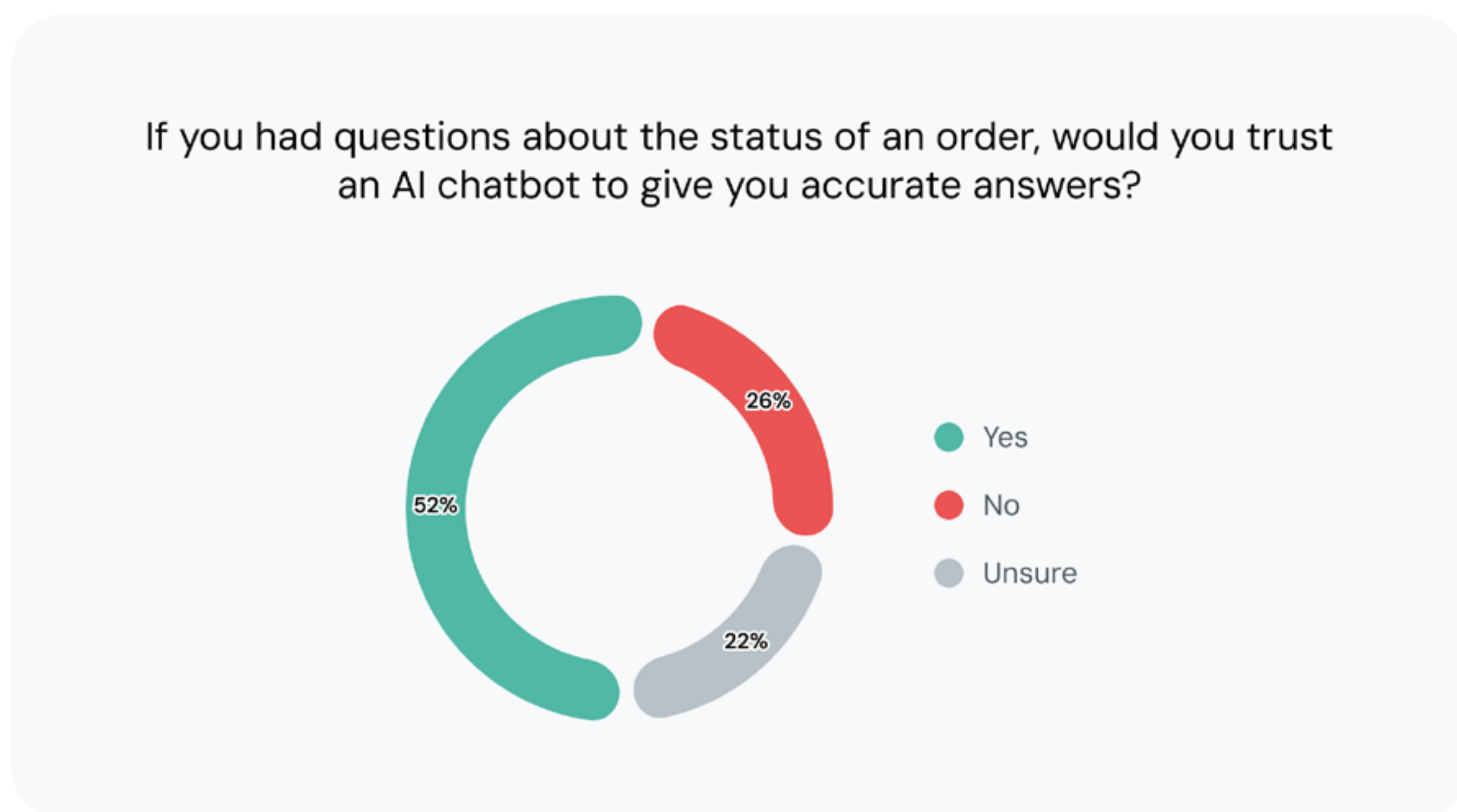
Older consumers are less likely to have the same comfort level. 43% of baby boomers would not want to use AI for support while 37% are unsure. Just 20% of boomers said they’d use AI-powered support. Among Gen X respondents, 39% would use AI, 32% would not, and 29% are unsure.

Keeping the age of your user base in mind could be important when determining when and how to use artificial intelligence in customer communication.

AI communications in context

The purpose of using AI in digital customer communications can impact consumer acceptance. While generative AI may offer plenty of opportunities to take automated conversations to the next level, at this point, consumers seem more willing to use AI for utilitarian purposes.

In the context of retail and ecommerce logistics, **52% of consumers said they'd trust an AI chatbot to provide updated information on shipping and deliveries.** That's one of the highest levels of comfort with an AI use case in our entire survey.



While SaaS companies don't usually ship physical products, there are some parallel situations. For example, a user may ask an AI chatbot why they were billed a certain amount, whether a feature is included in their plan, or when a software update or bug fix is expected.

In this way, AI can deliver personalized customer updates while taking some of the redundant, less complex support inquiries off your team's plate.

When AI conversations become more complicated or sensitive, the comfort level starts to diminish. For example, while our survey found more than **70% of consumers think personalized shopping recommendations from AI would be helpful**, a separate question found **only 32% would be comfortable discussing their personal preferences with AI.**

Beyond retail, the general public seems to have more concerns about using AI, especially if it involves conversations about aspects of their personal health and finances.

43%

of people **would not** want to interact with an AI solution designed to give financial advice. (21% are unsure and 36% said “Yes.”)

40%

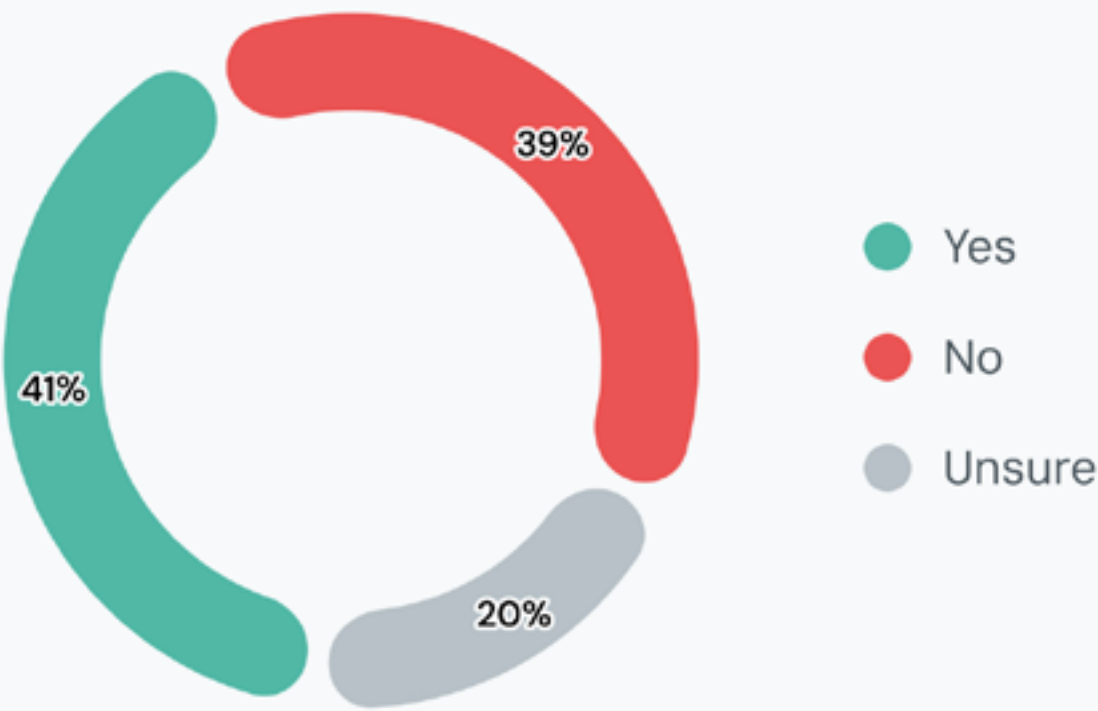
of people **would not** want to interact with an AI chatbot from their healthcare provider. (25% are unsure and 35% said “Yes.”)

Among the 40% who *wouldn’t* use an AI chatbot for healthcare, common reasons for that discomfort included not trusting the accuracy of answers (64%), feeling AI is too impersonal (43%), and being worried about privacy (40%).

Among people who *are willing* or unsure about using a healthcare chatbot, 57% would interact with AI to ask about appointments and scheduling while 46% would ask a healthcare chatbot about non-emergency medical questions.

However, once the benefits of using AI become clearer, it seems people who are on the fence see the advantages of AI-powered customer experiences. When asked if they’d work with a healthcare chatbot if it meant they received care faster, **the percent who are comfortable jumped from 35% to 41%**. Plus, the use case the survey presented involved people describing symptoms to AI, which can be very personal and private.

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



This finding suggests that the messaging you use around AI implementation matters. Simply calling something “AI-powered” or describing your product as “AI-first” is meaningless. Consumers and B2B buyers want to know how your solution is going to help them. Whether it’s artificially intelligent or not makes no difference because AI is pretty pointless if it’s not solving tangible problems.

SUCCESS STORY

Improving efficiency with a healthcare AI voice bot

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 patient care employees 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

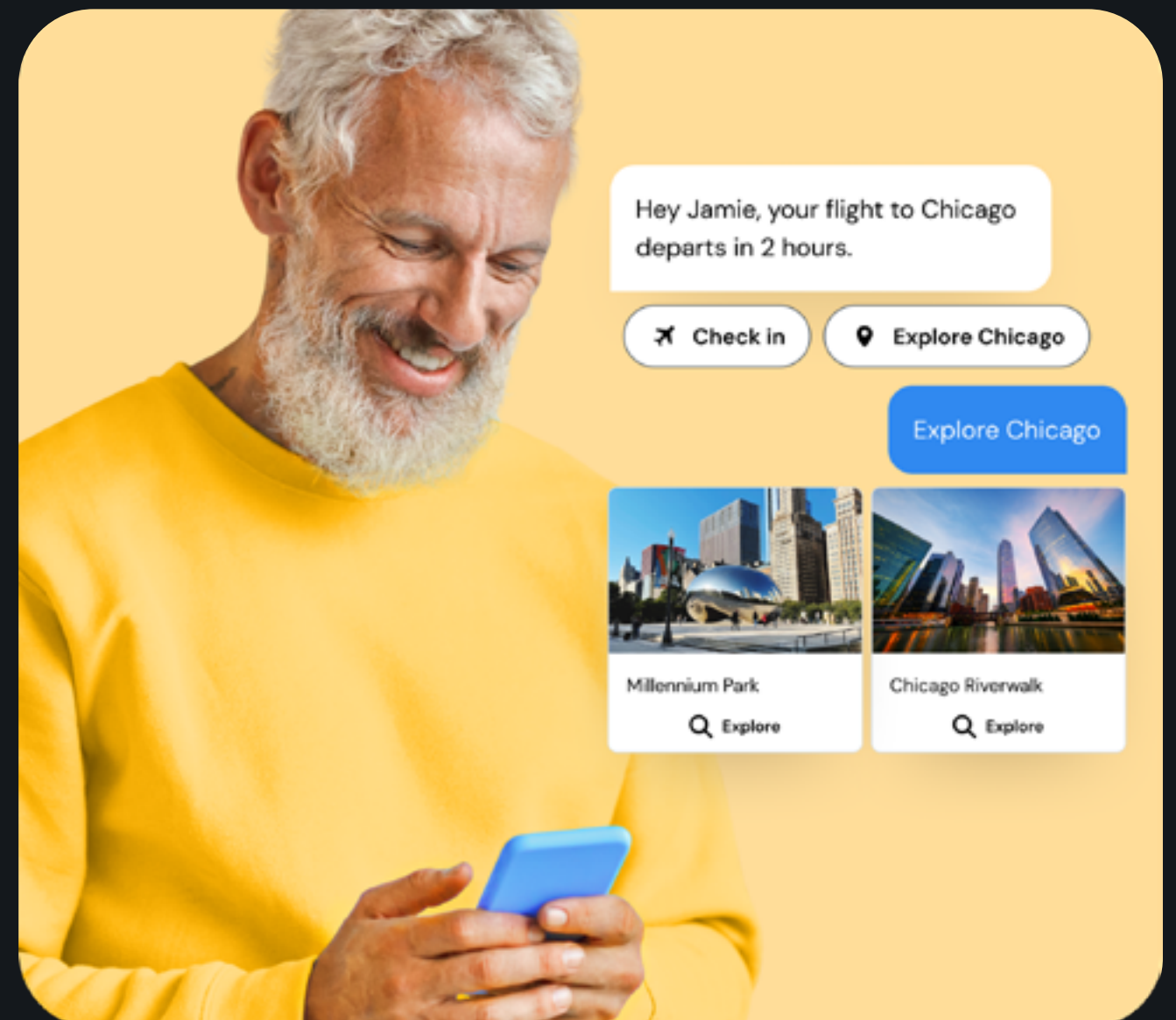


Get the rest of the story

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.



How RCS is changing the game



AI isn't the only thing bringing change to customer communications. Another emerging solution we explore in our research is Rich Communication Services (RCS). The messaging protocol itself is not new, but the opportunities to use it for keeping people engaged, informed, safe, and happy are.

When Apple announced it would begin [supporting RCS with iOS 18](#), it meant iPhone users could start taking advantage of a more secure and engaging experience on their phone's native messaging app. However, what's truly exciting are the kinds of experiences brands can deliver via [RCS for Business](#), which is now available on Android and iOS in the U.S. as well as the U.K. and several EU nations. It's available on Android only in many other regions.

RCS enables an app-like experience without leaving the native messaging application. It transforms SMS with messages that can be branded, interactive, contain multimedia, and more.

While typical consumers may be unfamiliar with RCS, they respond positively to what it delivers. **Many business leaders see RCS as a game-changer** – especially those working in tech. In this chapter, we'll take a closer look at what both businesses and users think of the RCS experience.

Views on the impact of RCS

In our first chapter, we revealed that nearly **40% of technology survey participants say that they are already using RCS messaging** for customer communications. Only 13% of tech participants said they were unfamiliar with RCS.

Here’s a look at several other survey results on RCS:

87%

of tech respondents are at least somewhat familiar with RCS for Business and its capabilities.

42%

of tech respondents say they plan to adopt RCS for customer communications in 2025.

39%

of technology companies surveyed say they already use RCS for customer communication.

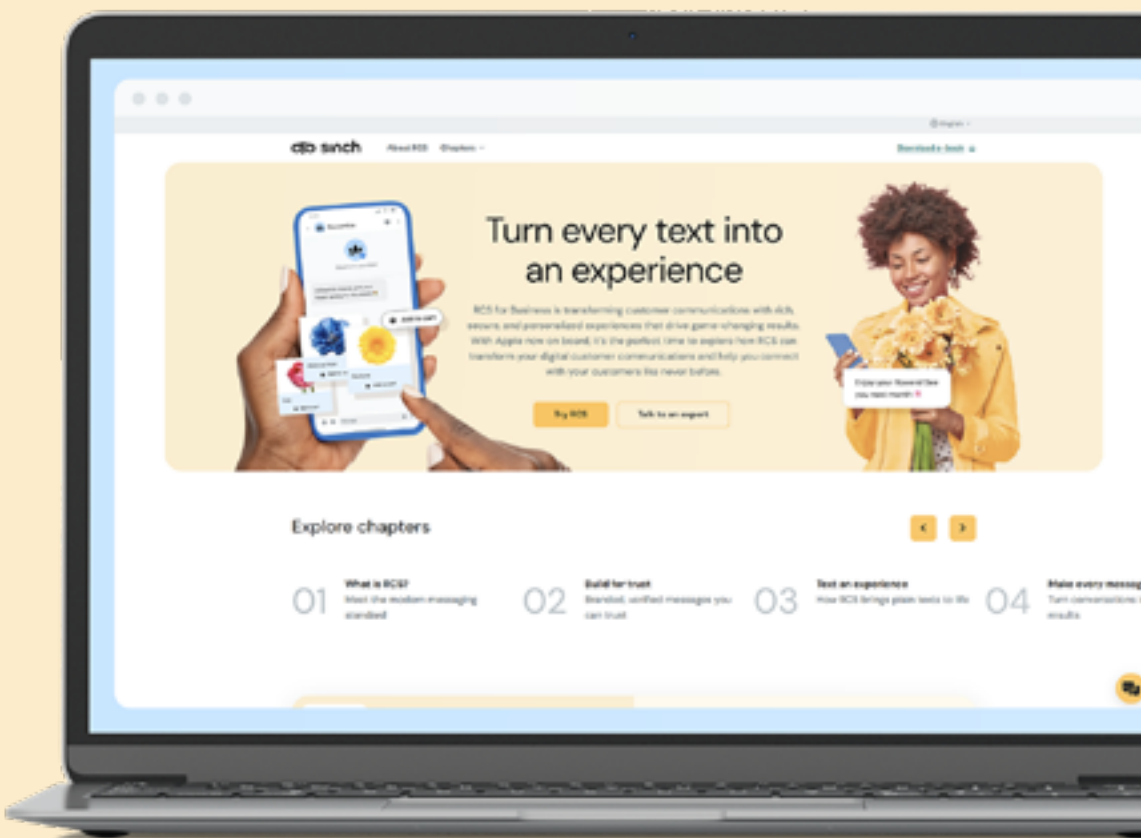
95%

of tech respondents who are familiar with RCS have positive views on its potential impact.

Visit the Sinch RCS Hub

Want to learn more about RCS for Business and how you can start using it to reach people? We’ve put together a collection of resources to help you understand RCS and all its impressive capabilities for customer communication. Plus, download a free RCS Playbook.

Visit the RCS Hub

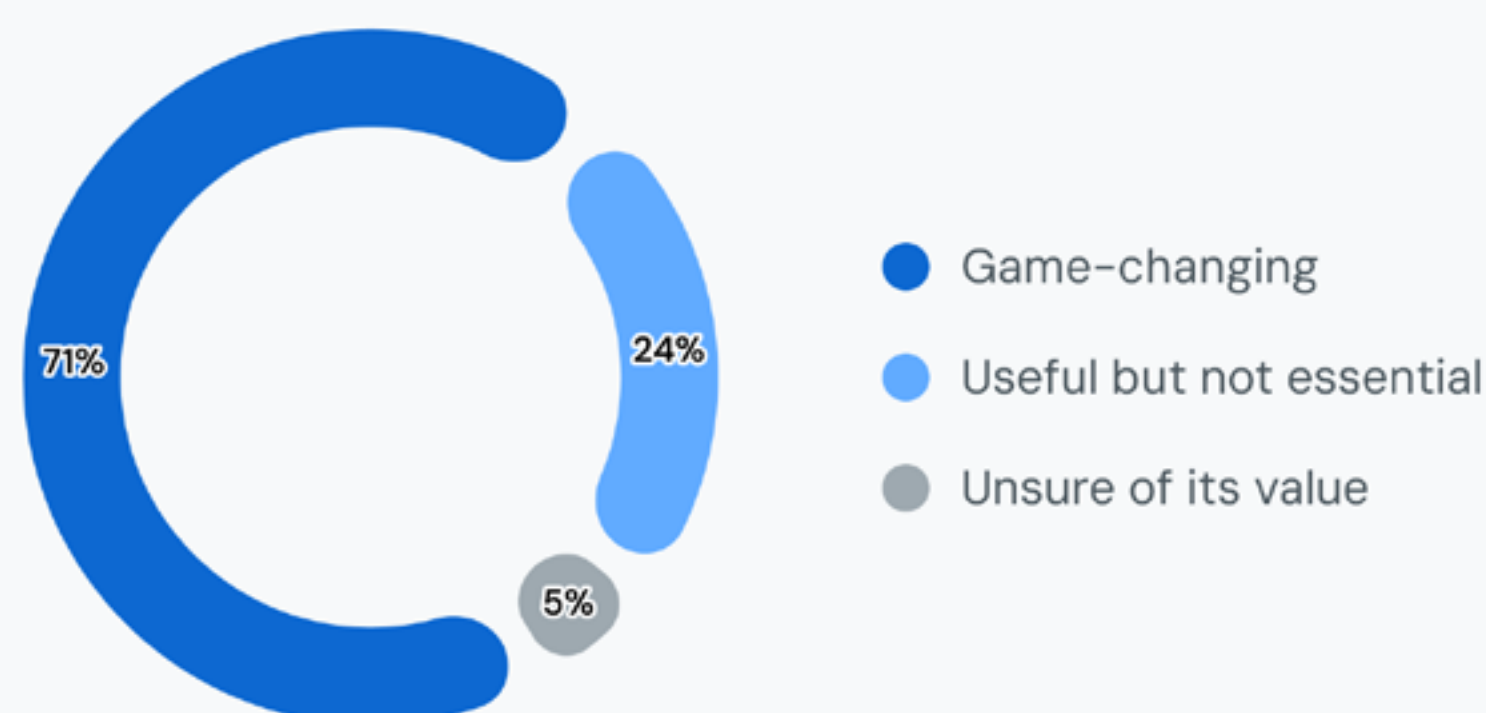


When we asked the 87% of tech respondents with some familiarity of RCS what they thought about this emerging channel, a mere 5% said they were unsure of its value. **None of them indicated they were uninterested in RCS.**

On the contrary, **71% of tech respondents who are familiar with RCS are of the opinion that it will be game-changing for customer communications.** Another 24% see it as useful but perhaps not essential.

The 71% of tech respondents who see RCS as a game-changer outpace the average across all four industries. However, 59% of the 1600+ business leaders in tech, financial services, healthcare, and retail see RCS for Business as a transformational way to reach customers.

How do you view the potential of RCS in improving customer communications in the tech industry?



So, what's the big deal with RCS for Business? Imagine a branded text message that comes to life with interactivity, automated responses, and more security than SMS – then you're starting to get the picture. Here are some of its core capabilities:

- RCS lets you send messages with suggested actions, suggested replies, image carousels, maps, and more.
- RCS delivers an app-like experience enabling transactions within the native messaging inbox.
- RCS messages are branded and verified, making these communications more trustworthy and memorable.
- RCS also offers more advanced analytics, including delivery, open, and read rates.

Put simply, **RCS delivers on all four customer communication pillars**, keeping people engaged, informed, safe, and happy.

Our survey presented technology business leaders with a collection of potential RCS benefits. Those who were familiar with the protocol selected up to three of those benefits.

Topping the list was **improved security at 42%**, which is in part thanks to branding that comes when senders are verified and get an RCS Agent that displays their official business identity with every message.

Another 38% believe RCS for Business has the potential to help them deliver **better personalized experiences**. Around one third or more believe RCS will be **cost effective, increase customer engagement**, and **help improve customer satisfaction**.



Closely connected to improved security is customer trust in the communication channel, which 31% of tech respondents called one of the biggest potential benefits of RCS.



"One of the cool things about RCS is that you can do so much with it. A lot of businesses start with fairly simple messages, by converting their existing SMS over. That works well for improving security with the verified RCS Agents, the branding, and the delivery and read receipts. And once you start seeing it working, you start to move on to more advanced use cases."

Miriam Liszewski
RCS Commercial Product Manager, Sinch



How will consumers react to RCS messages?

The average person may not make a distinction between SMS, MMS, and RCS messages on their smartphone. To plenty of people, RCS messages are just “cool text messages.” That’s why, rather than asking consumers which protocol they prefer, we presented them with some of the features and messaging experience that come with RCS.

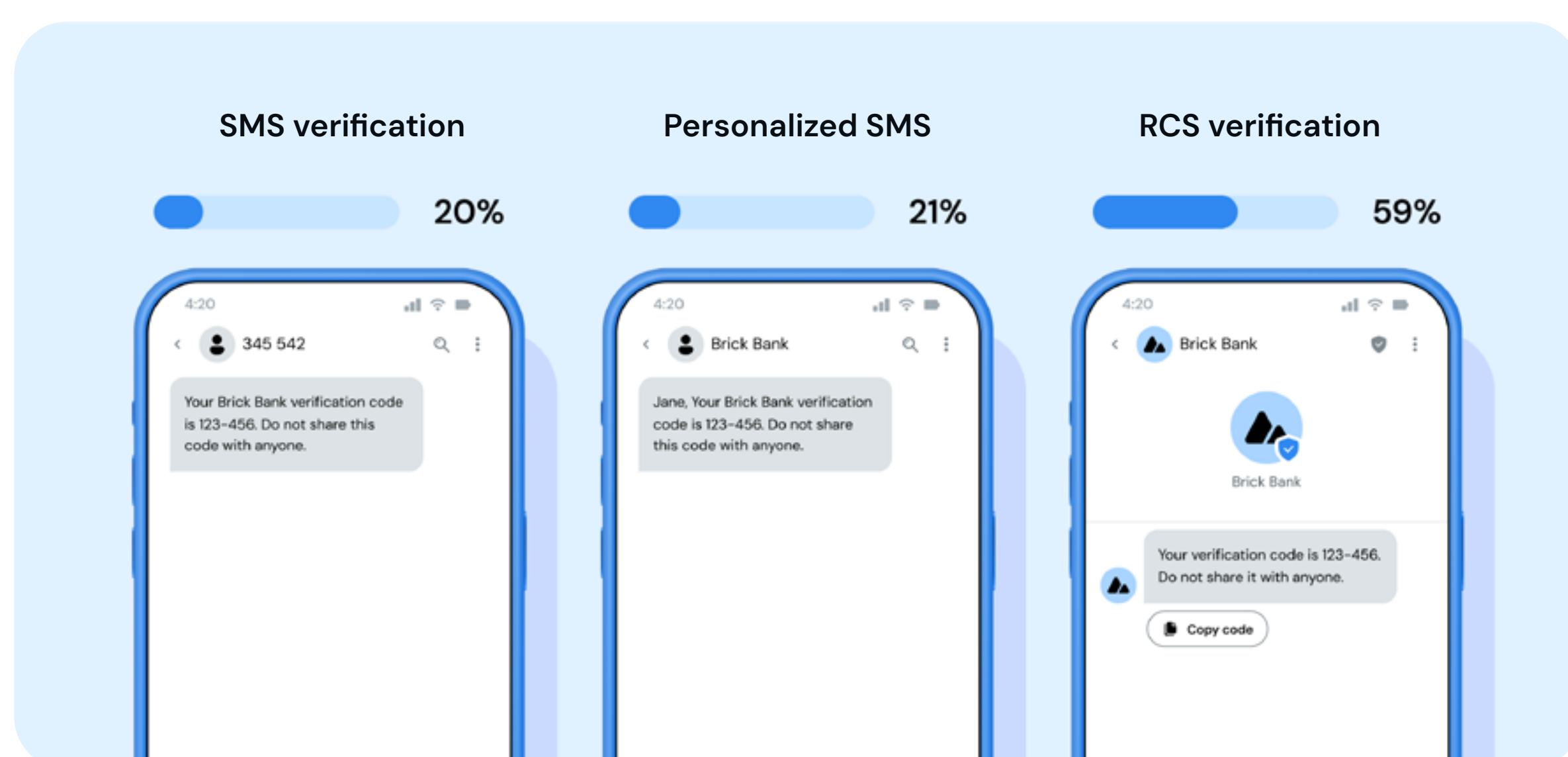
Let’s check out two examples of how and why people tend to prefer RCS messages over the SMS and MMS messaging experiences.

One-time password (OTP) messages

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 FinTech platforms. 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 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.

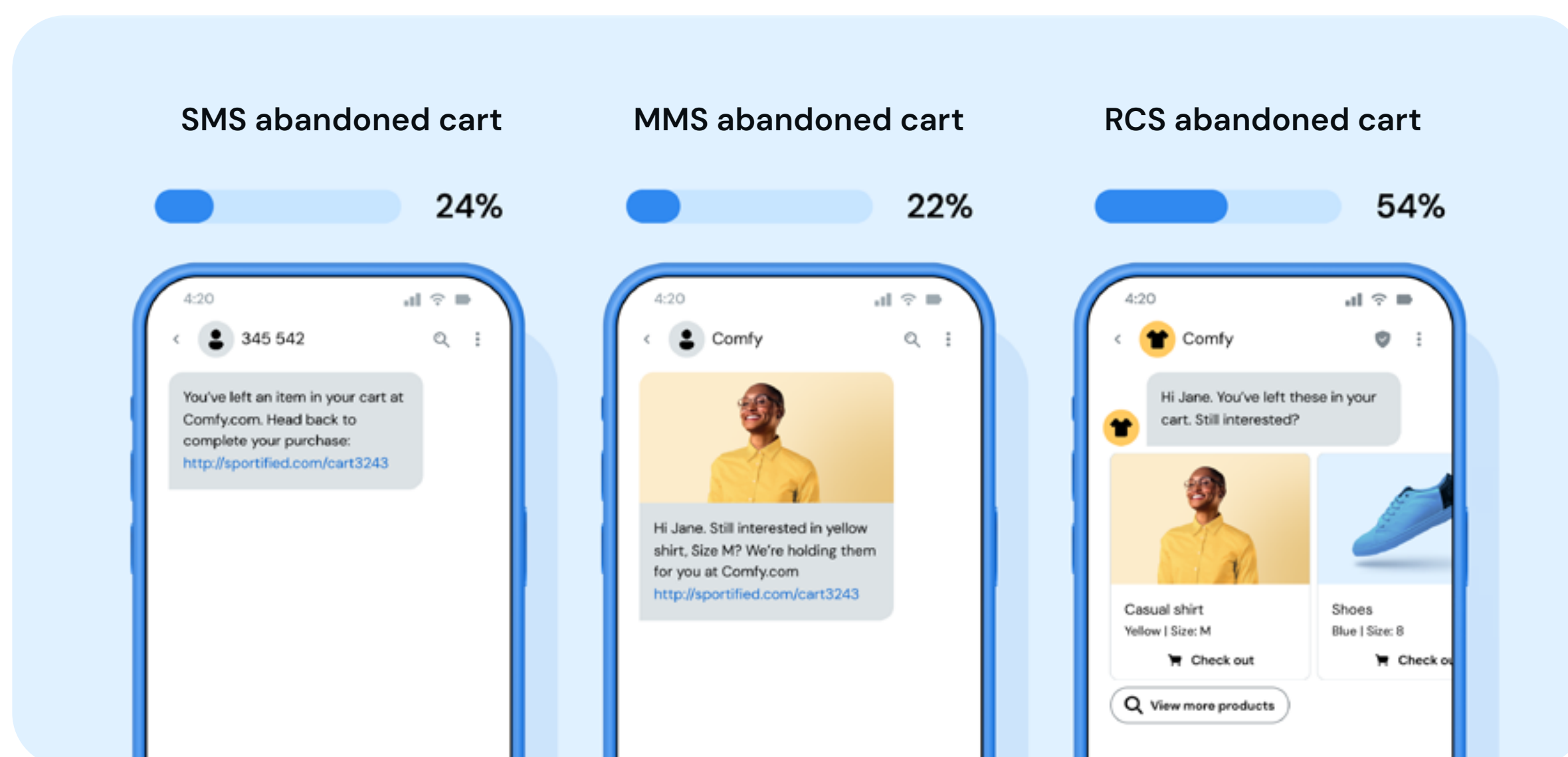


Abandoned cart text message

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 ecommerce 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.



The RCS for Business features we've highlighted in these two examples are just the beginning of what's possible with the protocol. Find out how to [get started with RCS marketing](#) for tips and ideas.

How RCS for Business supports trust and security

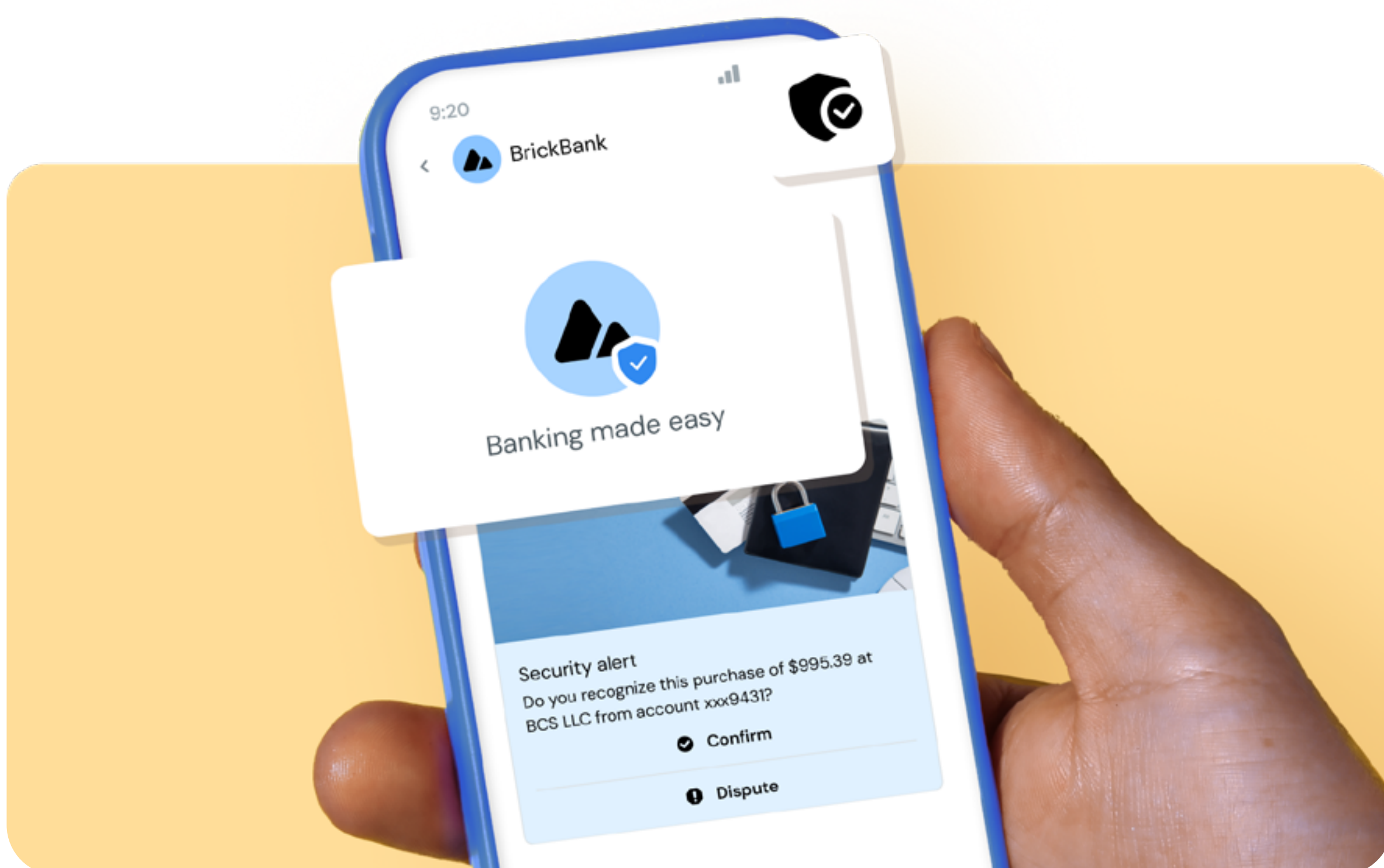
Sinch's consumer research also found that **53% of respondents said that, in the last year, they'd received a message they found to be suspicious even though it was legitimate.** That kind of hesitancy can reduce engagement with your communications.

Phishing and smishing are constant struggles for consumers and brands. RCS for Business makes it much harder for bad actors to impersonate your company through mobile messaging. Without trust marks, it's clear that a message is fake or malicious.

Among the most important features are the trust signals that get delivered when a verified sender has registered an RCS Agent. This gives messages a recognizable identity, which means RCS for Business makes it easy for recipients to tell who sent the message.

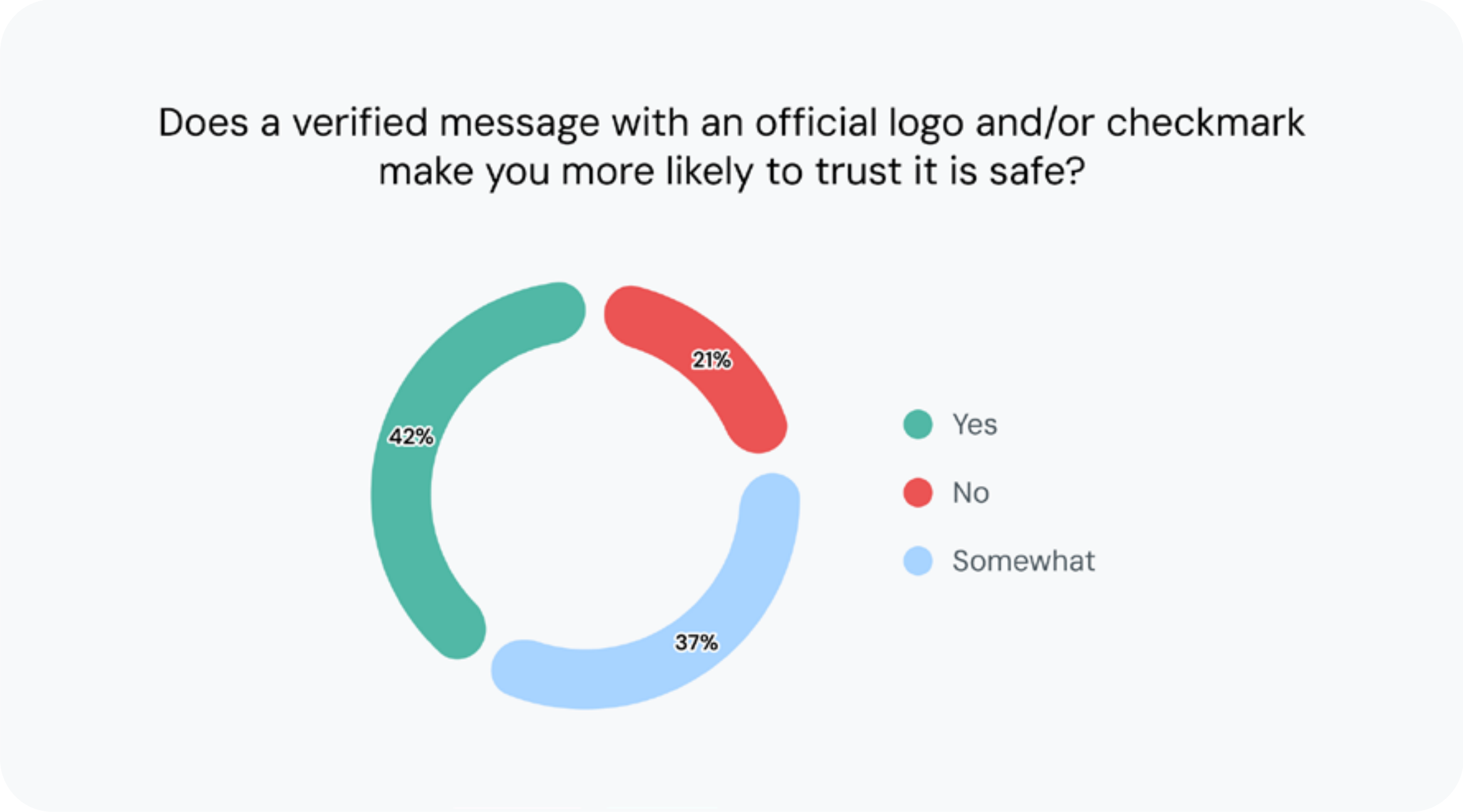
Those signals include:

- An **official brand name** instead of an unrecognizable SMS short code or 10DLC.
- An **official logo** that brands the message visually.
- Trust indicators such as a **checkmark or badge** for verified senders.



It turns out consumers put considerable faith in those elements of a message.

We asked people whether seeing a brand name, logo, and/or checkmark made them feel safer. 42% of people indicated these additions made them more likely to trust a message was safe. **A combined 79% say RCS verification measures make them at least somewhat more likely to trust a message’s legitimacy.**



Younger consumers place even more trust in logos and checkmarks. Generation Z (71%) and millennials (59%) were more likely to answer “Yes” when asked if these factors make them trust a message is safe.

Sinch’s Matt Ramerman says RCS is addressing trust and security challenges that have existed for years with SMS.



“Branding and the verified sender will then give the customer the confidence that whoever is sending the message is actually who they say they are, which sets the stage for the next chapter of this story, which is the ability to transact.”

Matt Ramerman
Sr. VP of Customer Success and Innovation, Sinch



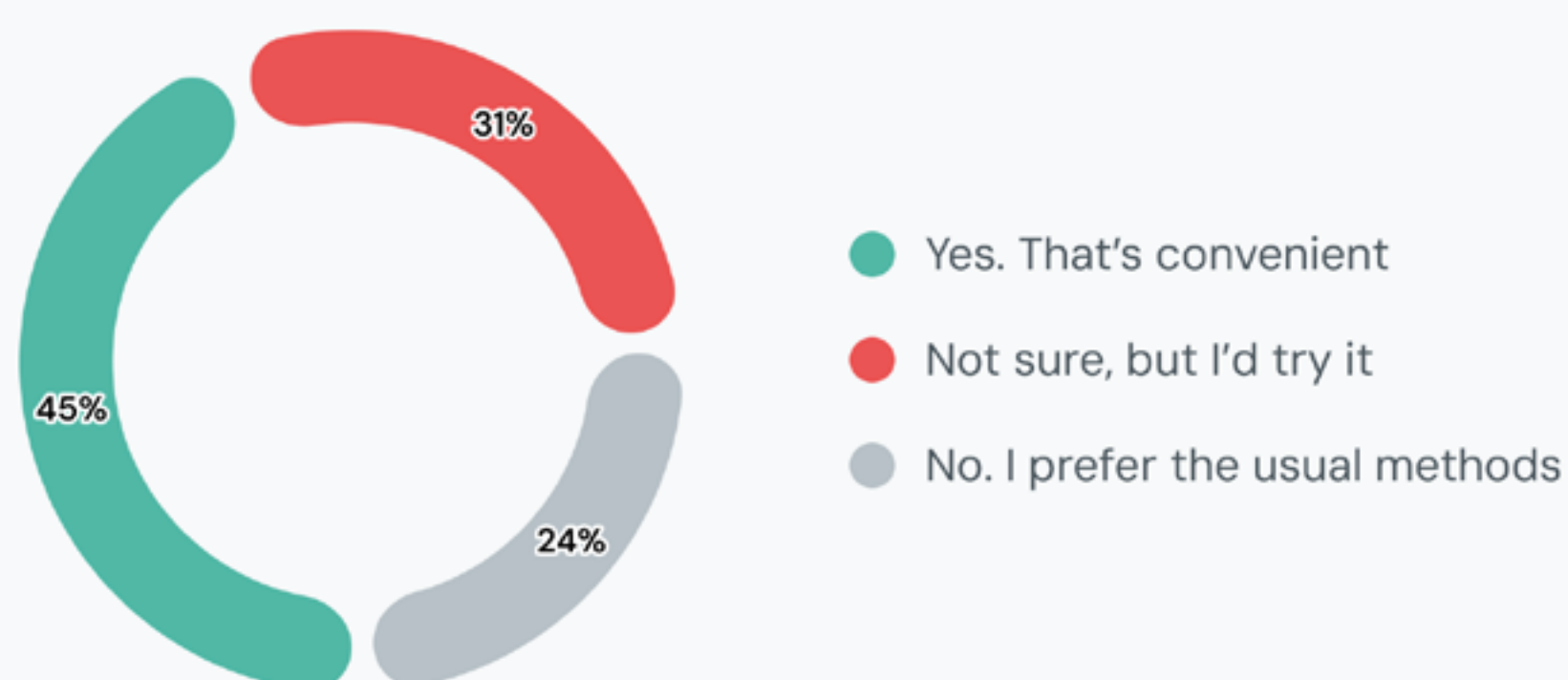
How RCS for Business supports engagement

It's easy to see how the interactive features of RCS for Business make messages more engaging. When all you have is 160 characters with SMS, RCS capabilities open a world of possibilities.

Beyond being more interesting and eye-catching, RCS makes it easier for customers to make transactions like purchases, returns, and exchanges directly from their phone's messaging app. Sinch's research shows many people are interested in doing exactly that.

More than **75% of consumers we surveyed would make returns or exchange a product via mobile messaging**, with 45% answering "Yes" and another 31% willing to give it a try. Those numbers include around 90% of Gen Z and millennial consumers.

Would you take advantage of the ability to make returns or exchanges from your phone's native messaging application?



Most SaaS and technology companies are not shipping physical products like retailers might. However, there are plenty of other situations in which tech companies could benefit from the convenience of using RCS for transactional purposes:

- Renewing or cancelling a subscription for software.
- Upgrading to a higher plan.
- Purchasing credits when they are near a usage threshold.

With the right type of RCS message, you and your users can take care of business with a couple of clicks.

SUCCESS STORY

How EasyPark uses RCS for Business

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. Mobile messaging, including RCS, helps them get the job done.

Head of Product Alex Keynes says the company uses text messaging for multiple purposes, including informational parking reminders. Recently, they began experimenting with RCS 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 RCS experiments in Germany have fared. [Read the customer story](#) and watch a video.



Building on the four pillars of customer communication



Sinch believes in simplifying the complexities of customer communication. That's why we condensed the approach down to four foundational pillars. They help define the customer experience and categorize the types of messages you send:

1. **Engaged communication:** This includes all types of marketing messages, from customer acquisition and conversion to promotional campaigns.
2. **Informed communication:** This involves customer notifications, which include transactional messages as well as account and product updates.
3. **Safe communication:** This primarily entails user verification such as one-time passwords (OTPs), and other messages that protect accounts and customer data.
4. **Happy communication:** These pre- and post-purchase messages are often customer care related, helping to drive satisfaction, loyalty, and customer success.

Sinch surveyed 2,800 consumers around the world to learn more about what keeps them engaged, informed, safe, and happy. Many tech companies are focused on B2B communication. Yet it's worth remembering that, in the end, it's always people driving decisions to purchase, subscribe, or find a new solution. Survey results featured here still reveal big-picture insights into the expectations of real people.

In this chapter, we'll explore those expectations and consider what they mean for communication strategies in the tech industry.

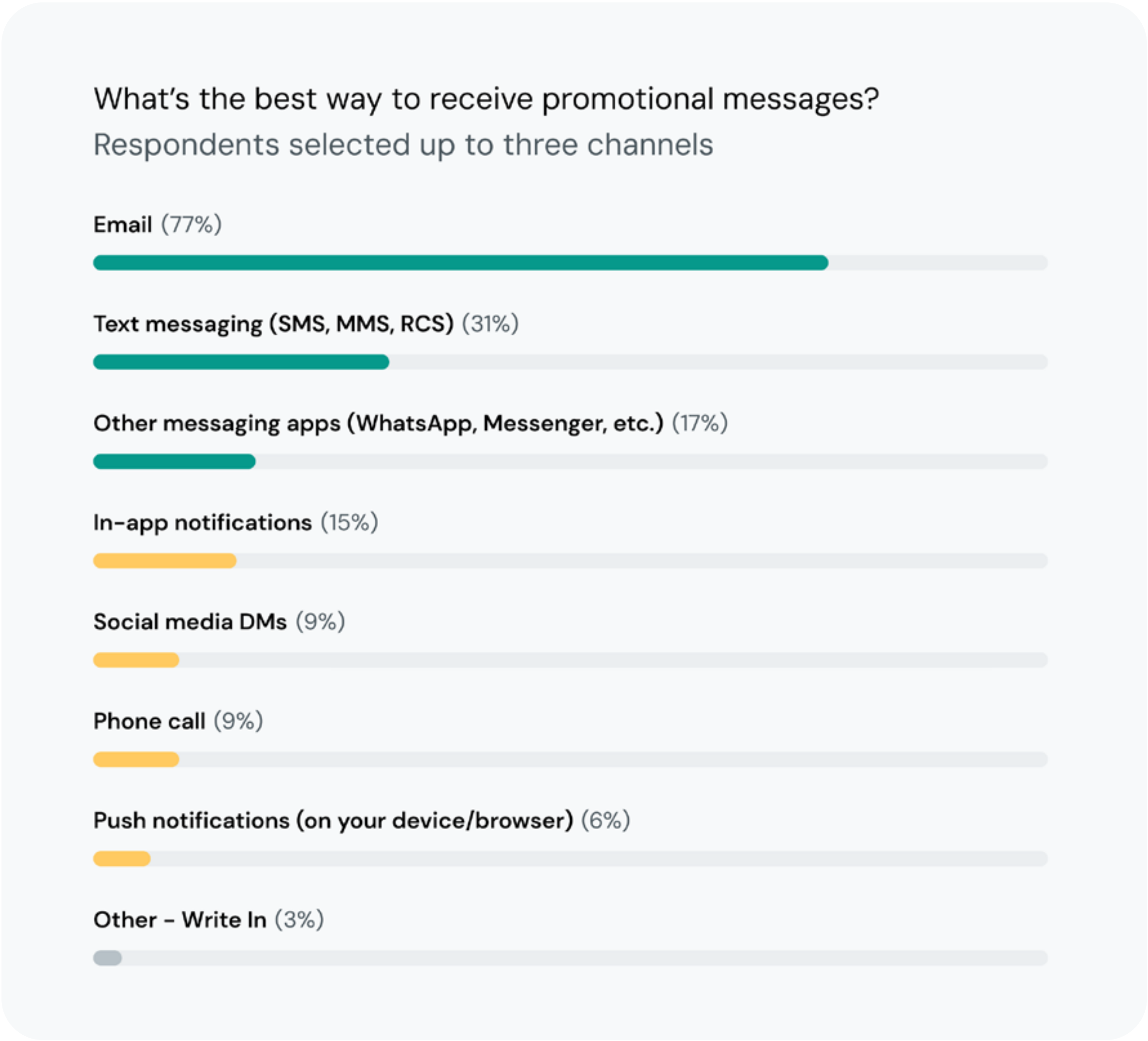


ENGAGED

What people want from marketing messages

Promotions seem to eventually find their way into every communication channel. But where does the typical consumer prefer and expect to receive marketing campaigns?

We asked consumers to select their top three channels for this form of communication. According to the research, **77% of people want promotions delivered to their email inboxes**. That’s followed by 31% who chose text messaging and 17% who chose other messaging apps, like WhatsApp and Messenger.



There was a time when email was the king of all digital communications. People now use it less often for peer-to-peer conversations, and usage of interoffice work email is on the decline thanks to platforms like Slack and Teams.

But email is still a good place to deliver promotional campaigns as well as other sales and marketing messages. Mailbox providers like Gmail even have Promotions folders where those emails are conveniently filtered for users. Email also offers plenty of possibilities when it comes to design and content, which are often necessary for marketing purposes.

The problem is – email inboxes are overcrowded. Plus, email development and deliverability do have certain challenges and limitations to overcome.

Diversifying the mix of channels used for promotional purposes can help you reach and engage with a wider audience. Furthermore, adopting emerging options, like RCS, let's you break through the noise and clutter. RCS for Business offers even more possibilities than email marketing. That includes support for videos, interactivity, and a more conversational experience.

Promotional messaging pain points

In addition to knowing the channels where people want to receive marketing communications, it's good to understand what they *do not* want in terms of promotions.

Sinch's survey results on the frustrations of being at the receiving end of promotions are about what you'd expect. But they are also a good reminder of what to avoid.

We asked respondents to select what frustrates them the most. Here are the four biggest pain points with promotional messages:

41%

say marketing messages are too frequent or excessive.

35%

are frustrated by marketing messages they never asked to receive.

33%

get frustrated with irrelevant promotional campaigns.

29%

say they're annoyed by repetitive offers.

These results point to four aspects of permission-based marketing:

1. Always get explicit consent before you start sending marketing messages.
2. Be mindful about how often you push promotions and to whom.
3. Make your marketing more relevant through list segmentation and personalization.
4. Look for ways to get creative with your offers and messaging so promotions are anticipated and don't get stale.

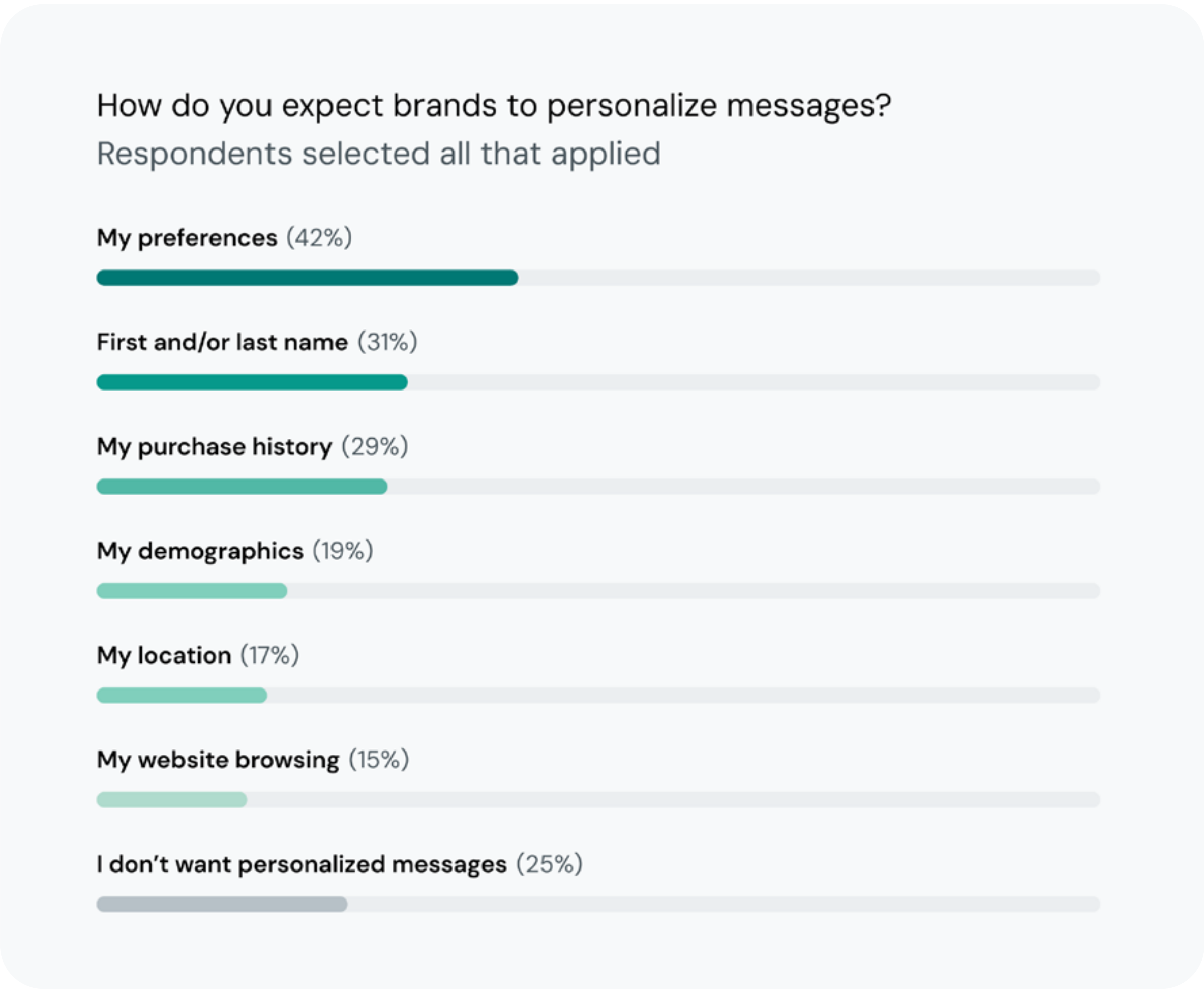
Technology and SaaS companies can make the same mistakes as any other business – whether it's B2B or B2C. Imagine there's a "Golden Rule" of marketing and only send unto others and you'd want others to send unto you.

To make it even simpler – just try not to annoy your customers and contacts.

Personalizing promotional communications

In a world where data is plentiful and algorithms feed our interests and opinions, personalized marketing experiences aren't impressing anyone. They're an expectation.

Our consumer survey confirms this. Inserting a contact's name isn't enough. When we asked people to select all the ways they expect brands to personalize communications, **42% say they're expecting messages personalized to their preferences**. Another 29% think messages should be personalized based on their purchase history.



A SaaS brand or tech company may have far fewer purchases and a longer buying cycle than retailers, for example. However, your marketing will be much more relevant when you communicate with customers based on aspects like their plan, their industry, their job role, and how they use your product.



“Optimization is about enhancing experiences for the average user. Segmentation makes messaging more relevant to certain groups. But personalization is a more intentional approach focused on addressing each customer’s specific needs.”

Jonathan Bean
CMO, Sinch

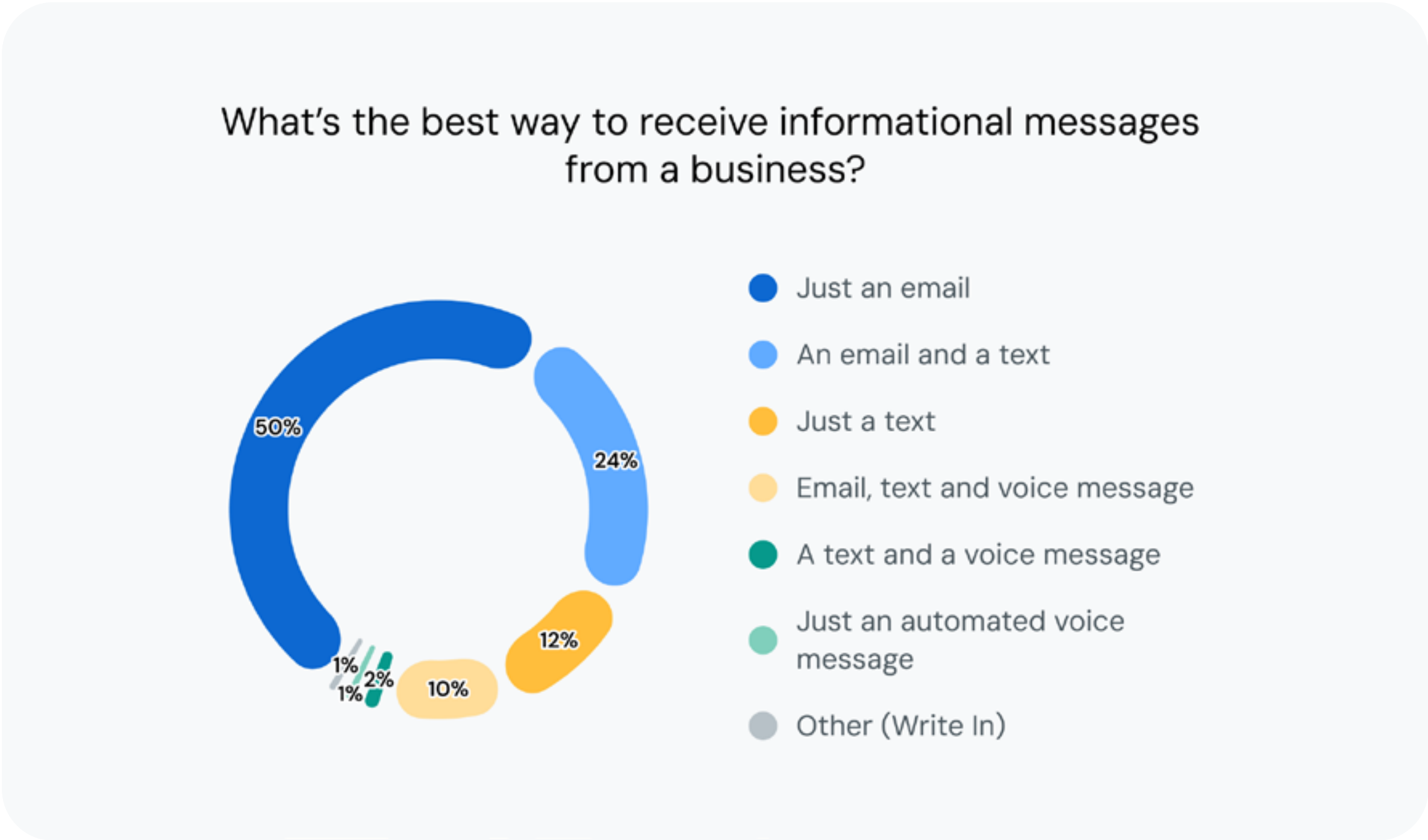


INFORMED

What people want from customer updates

Email, SMS, and voice. Those are the three core channels typically used to keep customers informed. Do people have preferences for customer updates?

Sinch’s consumer survey found 50% of respondents would prefer informational updates delivered via email alone. That’s followed by nearly a quarter of respondents (24%) who want to stay informed through both email and text messaging.



Interestingly, 1 out of 10 survey respondents want informative updates delivered on all three channels, email, SMS, and voice messages.

A separate question found that 58% of respondents want to be able to choose their preferred channel for brand communications. Another 11% want to be able to pick more than one channel.

The truth is, certain channels are the right choice in certain situations.

For example, SMS may be best for order confirmations, programmable voice is ideal for urgent security alerts, and email works well for newsletters and product announcements. A text messaging chatbot can hold conversations as it automatically updates users while a phone call may be the best channel for sensitive situations with important customers.

FRAUD ALERTS

When timely updates are crucial

There’s one type of informational message that also keeps customers safe and most people expect to arrive as quickly as possible: fraud alerts.

[Tech companies are often targets](#) for brand spoofing and phishing scams, especially the big ones. When users fall prey to these scams, it usually means their accounts are compromised and they need to be alerted of suspicious activity or potential fraud.

72% of consumers want to be informed of suspicious account activity and transactions immediately. A combined 87% expect fraud alert messages to arrive within 5 minutes.



Of course, the reason for this need for speedy delivery is that people want to take immediate action if they know something suspicious is happening with their account, especially if it involves money. The speediness of SMS makes a basic text message one of the most reliable ways to deliver fraud alerts. [Two-way SMS](#) can also be used to help resolve these problems via text messaging.

Timeliness in general is vital for delivering informational messages. **More than 19% of respondents expressed frustrations with customer updates that didn’t arrive in time or arrived at an inconvenient time.**

Is important information reaching your customers?

While delivering messages in a timely manner is essential, what happens if your informational updates don't reach people at all? The worst possibility for those notifications is getting blocked or filtered as spam.

That's why retailers must prioritize deliverability on key channels like email and SMS.

Email deliverability

Since around 50% of consumers prefer email for informational messages, avoiding spam and achieving inbox placement should be a top concern. Separate [research from Sinch Mailgun](#) confirms that:

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.

The reason separating promotional and transactional email traffic helps is simple. People are much more likely to report mass marketing messages as spam. That can hurt your reputation as an email sender and lead to transactional emails ending up in the junk folder.

However, if your informational updates come from a different domain, that domain's reputation is also different. This keeps reputations for transactional and promotional emails separate.

SMS deliverability

While email providers will filter messages into a spam folder, mobile carriers may block your SMS messages or flag them as spam if you're not careful.

SMS is often the fastest and most reliable way to deliver information to customers. But none of that matters if the message never reaches people.

Tips to improve SMS deliverability:

- **Use a provider with direct carrier connections** to ensure your messages travel through the most efficient and compliant routes
- **Avoid link shorteners and spammy language** that can trigger carrier filters.
- **Maintain clean contact lists** by regularly validating numbers and removing inactive ones.
- **Follow carrier and regional compliance rules** to avoid filtering or blocking.
- **Monitor delivery reports** to spot issues quickly and keep performance high.
- **Avoid grey routes** and suspiciously cheap SMS rates.

Deliverability isn't just a technical metric. It's a customer experience issue. Ensuring your SMS messages get through means customers stay informed, supported, and confident in your brand.



Learn more about deliverability

Explore Sinch Mailgun's [State of email deliverability](#) report to find out what it takes to reach the inbox.

Check out Sinch's advice on [mastering SMS deliverability](#) to make sure your text messages reach recipients too.

SAFE

How communications protect your customers

The days of using nothing more than a username and password to login are long gone. SaaS and technology companies know this better than anyone.

Additional measures, such as one-time passwords (OTPs), multi-factor authentication (MFA), phone number lookup, and flash calls, help authenticate contact information and verify users before providing account access.

Sometimes, the verification process requires a little extra work for users. But Sinch’s research found most consumers understand the need for it. Likewise, we know that security and privacy are top concerns for tech companies as well.

Here are several key findings from the research:

49%

of **consumers** say user verification methods make them feel safer.

27%

of **consumers** call user verification processes a “necessary inconvenience.”

85%

of **tech respondents** say they are concerned about meeting privacy regulations like GDPR and CCPA.

41%

of **tech respondents** say security and data privacy compliance are a top customer communication challenge.

Digital customer communication is a key line of defense against bad actors who want to gain access to your platform and your customers’ sensitive data. Phishing, smishing, and vishing are significant problems. Thankfully, your communication strategy can ensure email, SMS, and voice messages keep people safe.

Flash calls for fast and efficient verification

Sinch pioneered a groundbreaking form of user authentication that requires nothing more than a missed phone call. It's known as a [flash call](#), and it may provide your healthcare organization with an opportunity to improve efficiency and streamline 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 Suiker explains](#) how this patented Sinch innovation works.



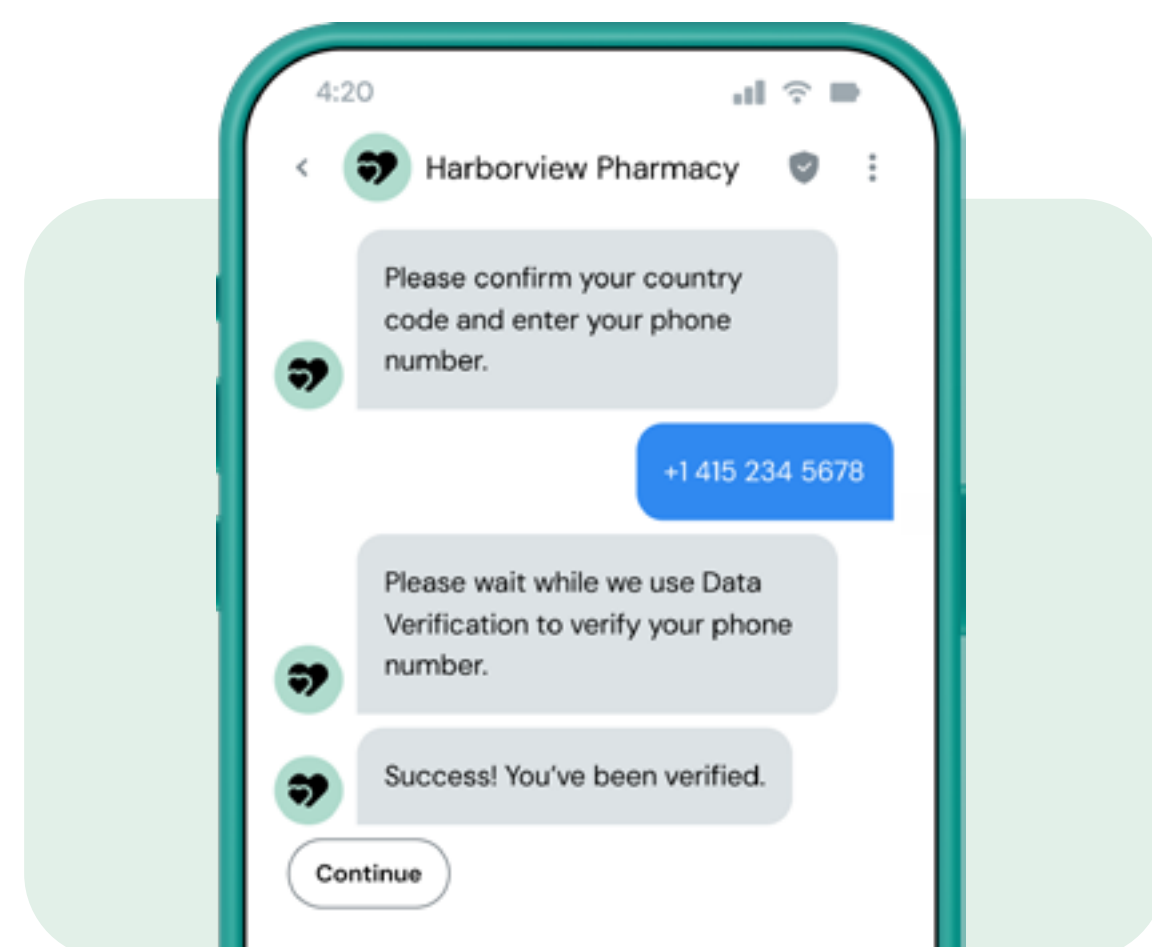
"Flash Call® is an SMS OTP alternative. It works by sending a missed call to an end user, and instead of the one-time code being in the payload of a message or voice call, it's actually in the calling party of that missed call. The application that's authenticating you can process that incoming call,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

Lee Suiker

Head of Authentication, Sinch



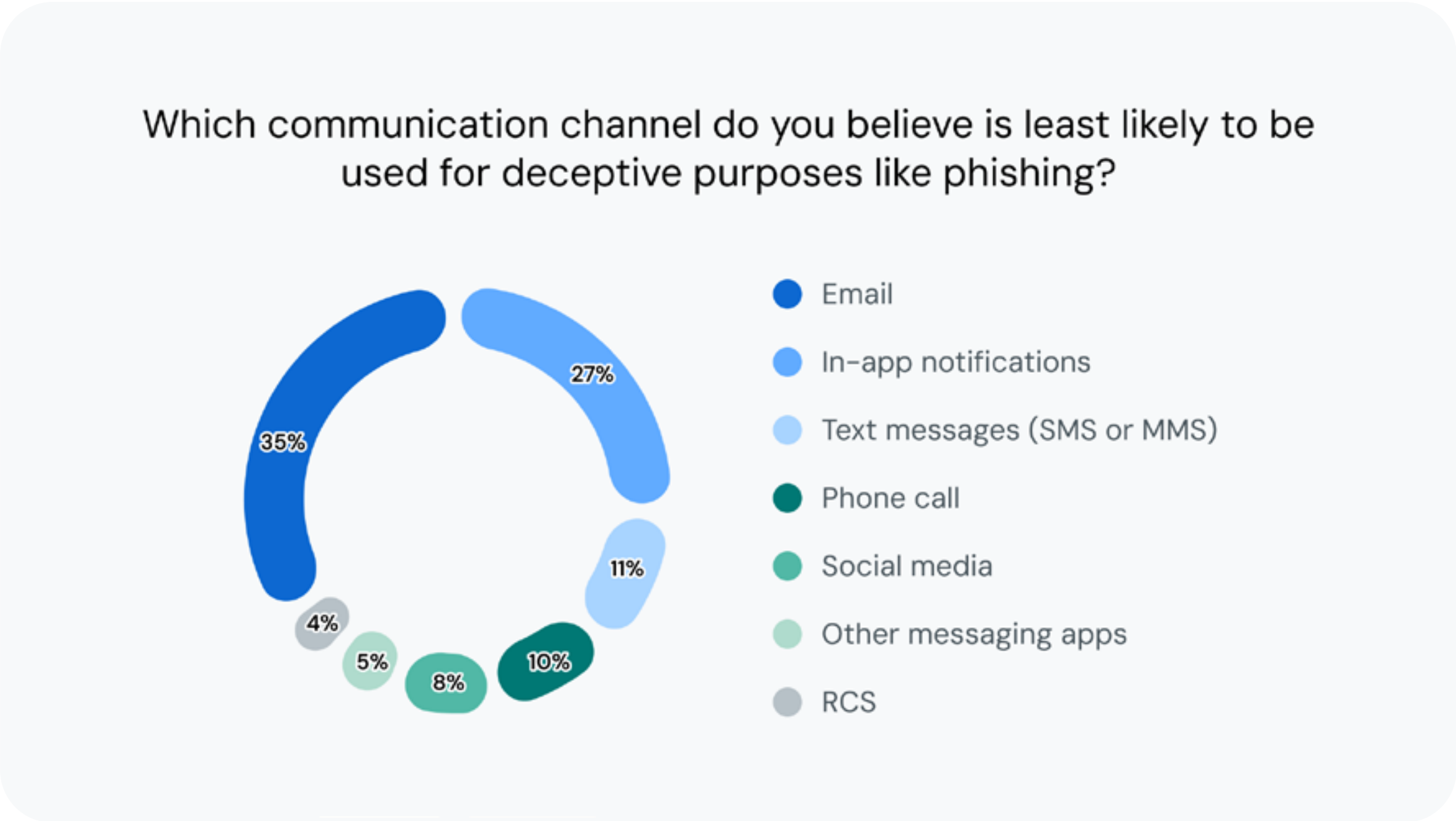
SMS prices have been on the rise. For larger companies, the cost of texting OTPs adds up quickly. [Sinch Flash Call®](#) helps control those costs. That's because the missed call doesn't carry any mobile terminating costs.



What do consumers believe is safe?

While **there is no communication channel that is 100% safe** from bad actors, we asked consumer survey respondents to select the channel they believe is an unlikely place to encounter phishing scams.

Sinch’s research found 35% of consumers believe email is the channel least likely to be used for phishing. That was the most popular selection. Unfortunately, the opposite is true. **Email is perhaps the most popular threat vector among bad actors.**



Around 27% of consumers chose in-app notifications, which are certainly safer. However, in-app messages are only available once you’re logged into the platform. Account verification through OTPs and other methods is still needed to keep your customers safe.

Only 4% of people chose RCS messages as a channel that’s unlikely to be used for phishing. However, the **brand name, official logo, and checkmark** that appear on messages from companies with a verified RCS agent make those communications extra trustworthy and especially hard to use for brand spoofing.

Here are some survey findings that reinforce the fact that RCS is one of the safest and most trustworthy ways to communicate with your customers:

59%

of consumers found the RCS experience to be more trustworthy than SMS when receiving a passcode for account access.

79%

of consumers say official logos and checkmarks on mobile messages make them feel safer.

42%

of tech respondents believe improved security is one of the biggest benefits of RCS for Business messaging.

31%

of tech respondents call increasing trust a significant benefit of RCS for Business messaging.

What's certainly true is that RCS can make the native messaging app a much safer place for people to interact with your brand. So, in addition to keeping people safe, RCS also makes it easier to engage with users and keep them informed, which leads to happier customers.

Make the email inbox a safer place

Bad actors love using email for deceptive and malicious purposes. Thankfully, email authentication practices can protect your users and make the email inbox safer.

Mailbox providers like Gmail, Yahoo Mail, and Outlook also want to protect their users from malicious messages. Tech brands that use email for marketing and informational messages can help them by using strong email authentication protocols.

There are three essential protocols that are used to verify the legitimacy of bulk email senders:

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

Using these DNS records effectively protects your customers as well as your brand's reputation. Plus, most senders are required to use all three if they want to reach the inboxes of major mailbox providers. Email deliverability expert Jonathan Torres from Sinch Mailgun explains the basics of [how email authentication works](#).



"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."

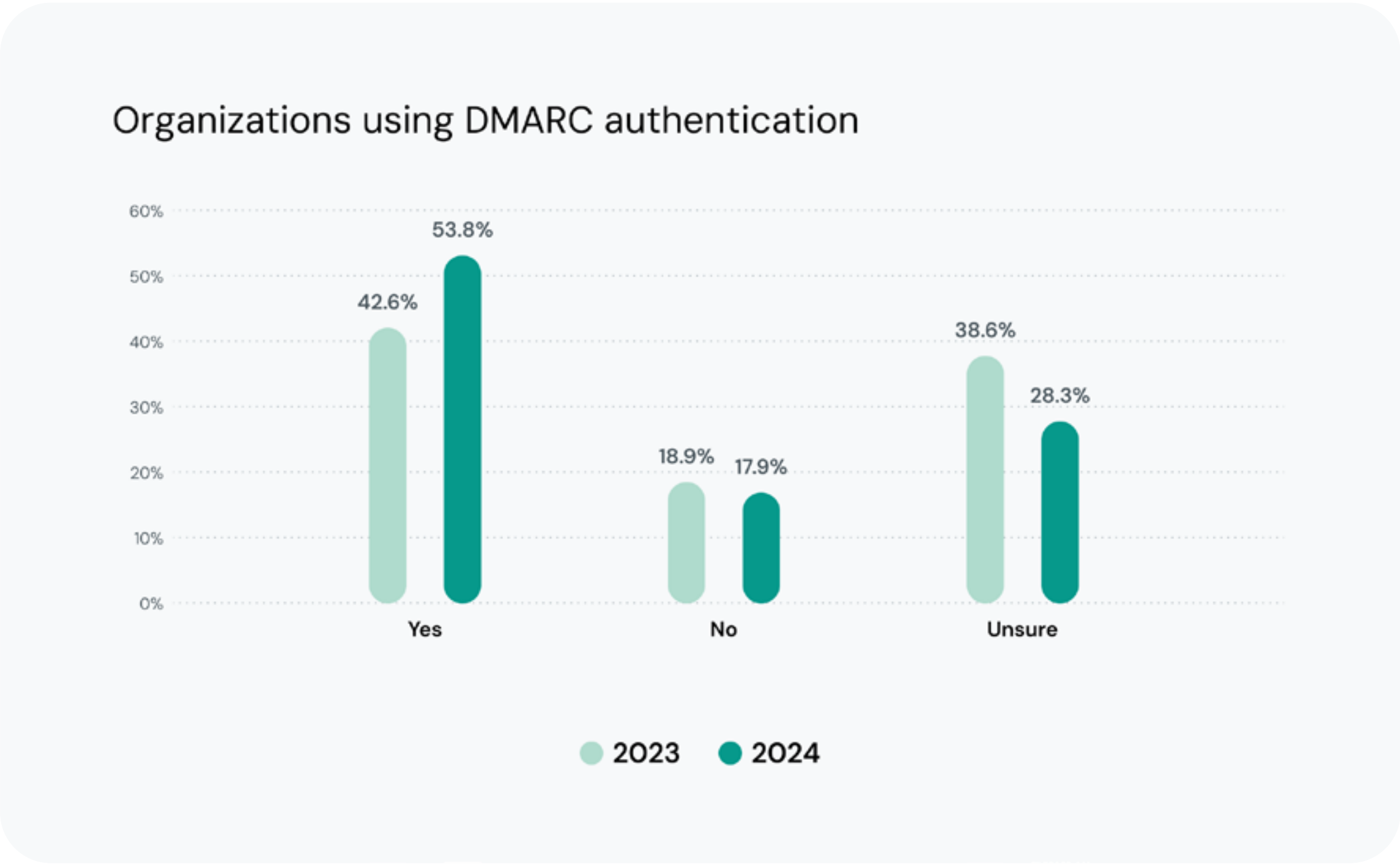
Jonathan Torres
TAM Manager, Sinch



Most organizations are already using the SPF and DKIM protocols. However, there's been a push for more senders to adopt DMARC and enforce it with a policy that either quarantines or rejects messages that fail authentication.

DMARC is the most effective way to thwart phishing attempts known as brand spoofing. This is when a bad actor sends emails impersonating a recognizable brand in an attempt to acquire sensitive information from victims.

Sinch Mailgun’s [State of email deliverability](#) report found that new sender requirements from Google and Yahoo in 2024 lead to an uptick in DMARC adoption. In 2024, more than half of senders (54%) said they were using DMARC while 28% were unsure and 18% have not adopted the email specification.



DMARC is one of the best ways to make sure that email can continue working as a trusted customer communication channel. Get more insights and advice on [implementing DMARC](#) from the email experts at Sinch Mailgun.

HAPPY

Deliver satisfaction through support communications

You need clear, responsive, and helpful communications to provide reliable customer care. For many SaaS companies, this includes supporting users with onboarding and ongoing customer success strategies.

Troubleshooting technical issues is one of the main reasons people contact customer support. That's regardless of the industry, but it's even more important for tech companies to offer helpful technical support.

44%

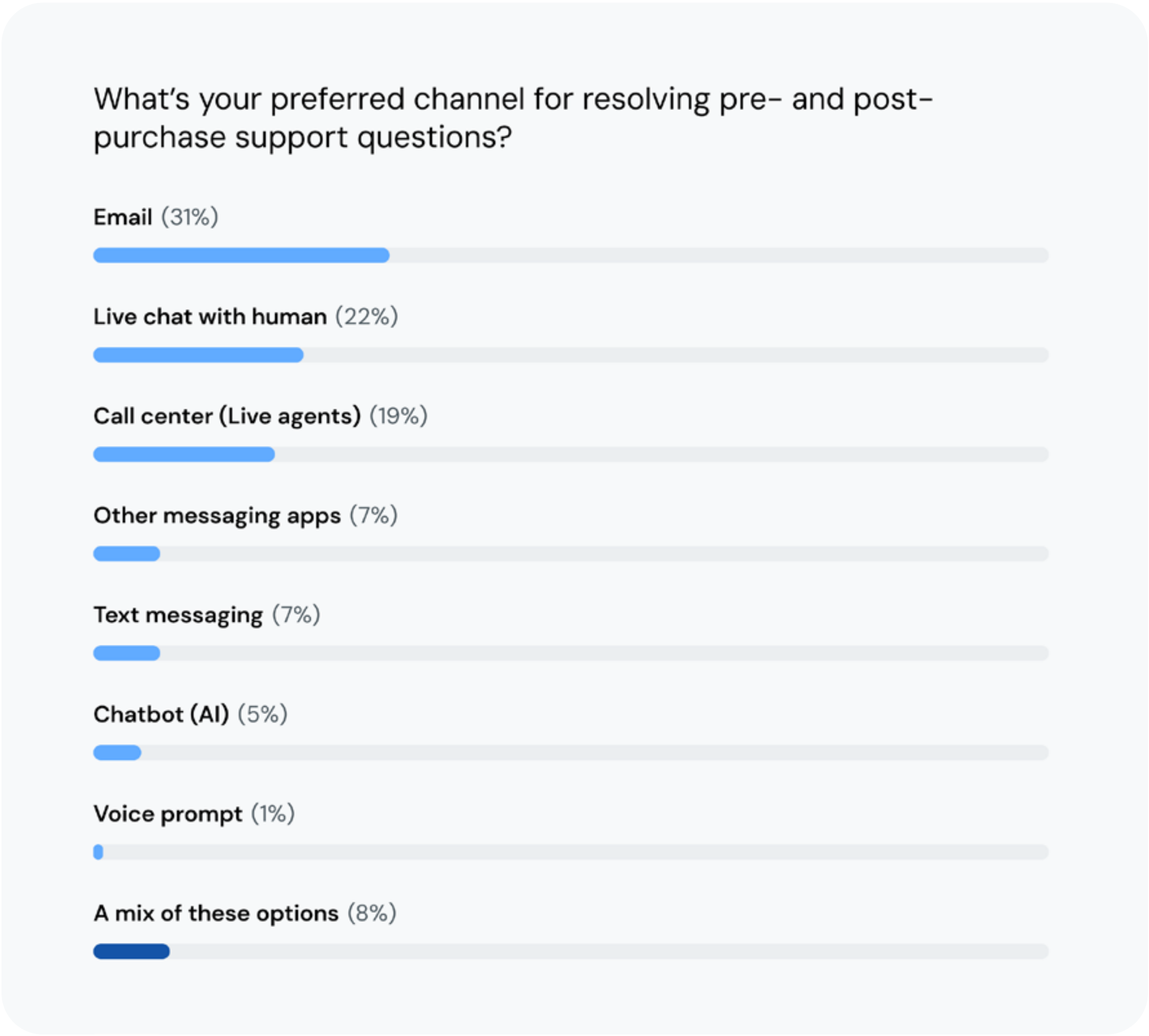
of survey respondents say they typically contact customer service to get **technical support** (top option).

36%

of respondents use customer support to get **trustworthy advice**.

Support conversations can happen on chatbots, messaging, email, in-app notifications, and voice. But how do people prefer to resolve pre- and post-purchase needs that involve customer service?

While our consumer survey found email still tops the list, less than a third of respondents chose it this time. **Many consumers indicate they want to work with real humans when they have questions.** The research shows 22% of people prefer chatting with a live agent while 19% would prefer reaching out to a call center with a person on the other end of the line.



Around 8% of people want a mix of channel options when communicating with customer support to find answers. That reflects the reality of the situation, especially when dealing with a complex customer service issue.

Support conversations often take place on more than one channel. What starts with a chatbot interaction could move to a phone call and end up being resolved over email.

Connected communications are key for support

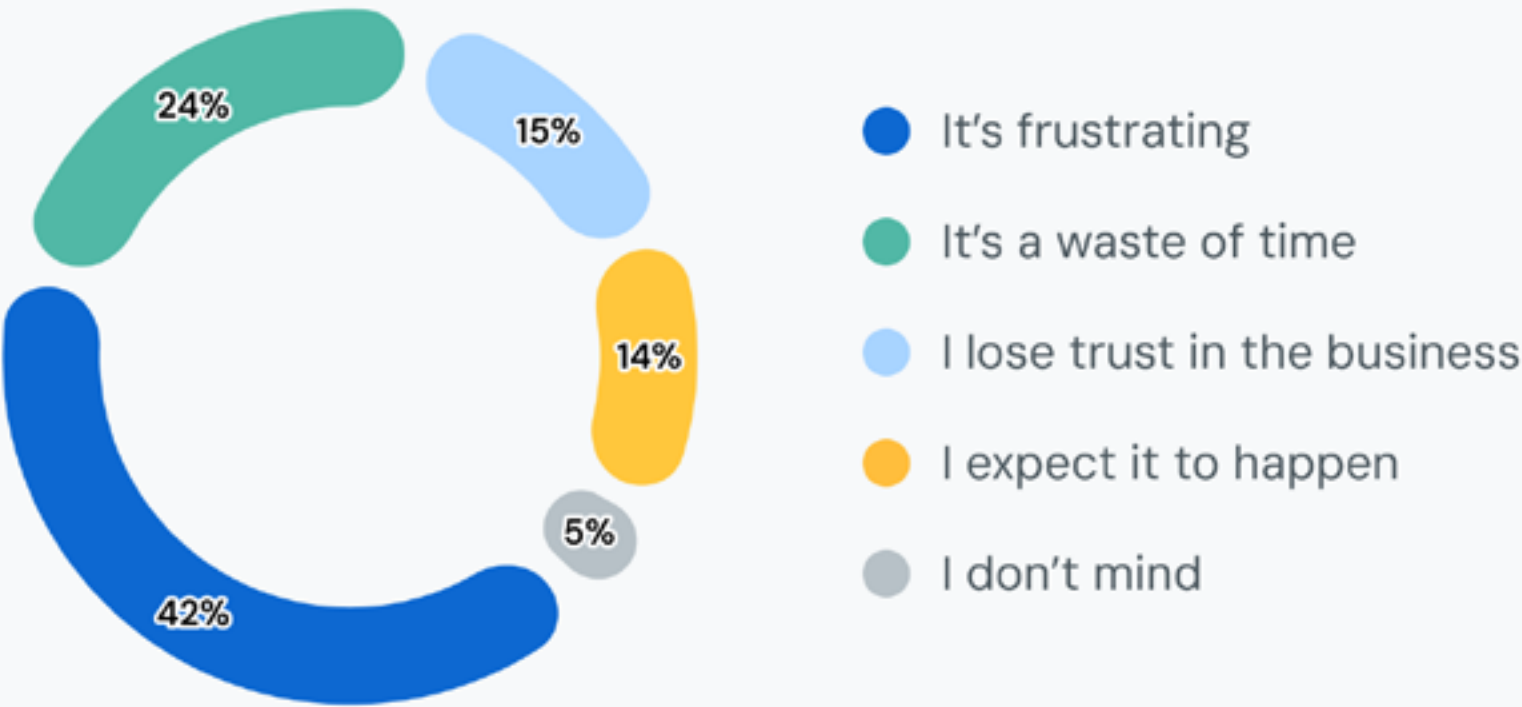
When your customers have these multichannel support experiences, it’s much better if important information travels between those channels. When it doesn’t, people end up having to repeat their problem and answer basic questions over and over again. That *does not* make them happy.

Our survey found a combined **81% of consumers have a negative reaction to repeating themselves during support conversations with support:**

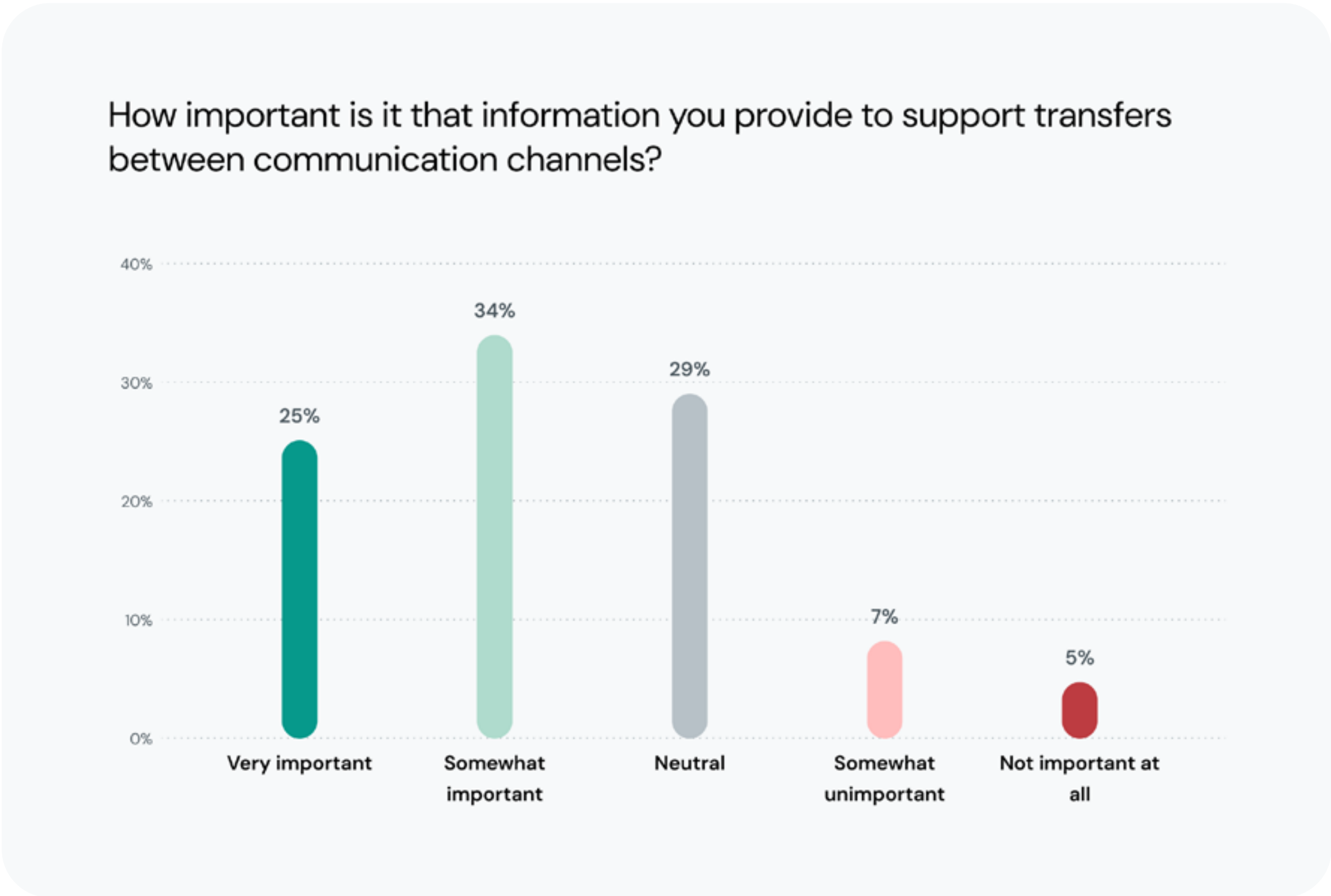
- 42% said it’s frustrating.
- 24% said it wastes their time.
- 15% lose trust in the business as a result.

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, a combined **59% of consumers indicated it’s very or somewhat important that information they provide flows between channels**, like live chats, email, text, and voice. Only 12% indicated this was not important to them.



In our first chapter, we found that 71% of technology respondents claim their communications channels are connected to support the customer experience. That means that many tech brands are in a good position to provide omnichannel support.

If your strategy lacks this kind of connection, that’s where a [Communication Platform as a Service \(CPaaS\)](#) solution is often the answer. A CPaaS solution can provide omnichannel support as customer information transfers seamlessly between channels and representatives. For example, [Contact Pro from Sinch](#) is built to enable cohesive communication across email, SMS, mobile messaging apps, chats, and the voice channel.

Sinch CTO Brett Scorza explains why those connections are essential.



“As the number of interactions between consumers and companies grow, there’s massive volumes of data. So, companies need to think about how to leverage the data they have and collect to make meaningful insights that make engagements with customers better.”

Brett Scorza
Chief Technology Officer, Sinch



SUCCESS STORY

Omnichannel solutions for MarTech customers

SAP Emarsys is an omnichannel customer engagement platform designed to help businesses deliver personalized interactions across various channels. They needed a messaging partner that could quickly and reliably deliver enterprise-scale campaigns across SMS, RCS, WhatsApp, and more.

That's where [Sinch's Conversation API](#) comes into the story. SAP Emarsys integrated the power of personalization with mobile messaging to give its users the power to connect with their customers in meaningful ways on preferred channels.



"With SAP Emarsys, brands can leverage the data for personalization. Then with Sinch as a strong partner for message delivery, we can make sure they can do that in a reliable, scalable way...

We use Sinch for their reliable global network and relationships with all major telecommunication companies. They demonstrated that they can deliver millions – even billions – of messages for our customers."

Lucas Bergström

VP ISV Partnerships, SAP Emarsys



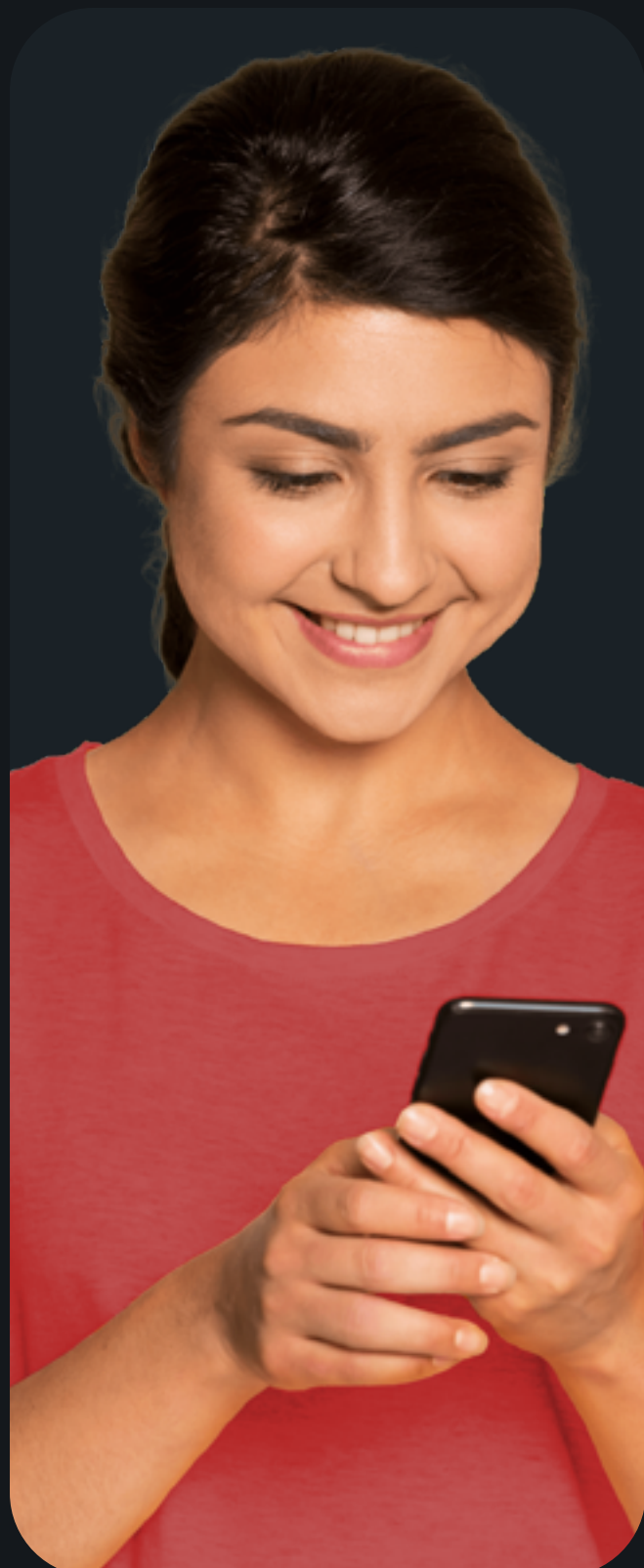
Get the rest of the story

Discover the ways brands use SAP Emarsys and the Sinch integration to provide a personalized omnichannel experience. Watch a video with Lucas and find out how a famous guitar company could deliver ideal customer communications when you [read the full customer story](#).

CONCLUSION

The state of tech communications

Make every message matter with Sinch



In the fast-paced world of tech and SaaS, speed and precision are paramount. Your users expect relevant updates, secure interactions, and support that adapts to their needs.

At Sinch, we help tech companies scale smarter with communication that's fast, flexible, and built for growth. With the most complete messaging, email, voice, and verification stack on the market, we make it easy to engage users, reduce friction, and build lasting loyalty.

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

sinch.com

Table of content 





Engaged

Fuel adoption, activation, and retention with automated communication flows across every stage of the user journey. From onboarding emails to WhatsApp product nudges and in-app triggers, Sinch helps you deliver the right message at exactly the right time.



Informed

Keep users looped in with real-time updates that drive clarity and reduce support load. Whether it's status alerts, subscription renewals, or release notes, Sinch makes it easy to inform your users on the channels they actually use.



Safe

Security and trust are non-negotiable. That's why Sinch offers robust identity and verification tools, including OTPs, flash call verification, email validation, and number lookup, so you can fight fraud, stay compliant, and safeguard user experiences without slowing them down.

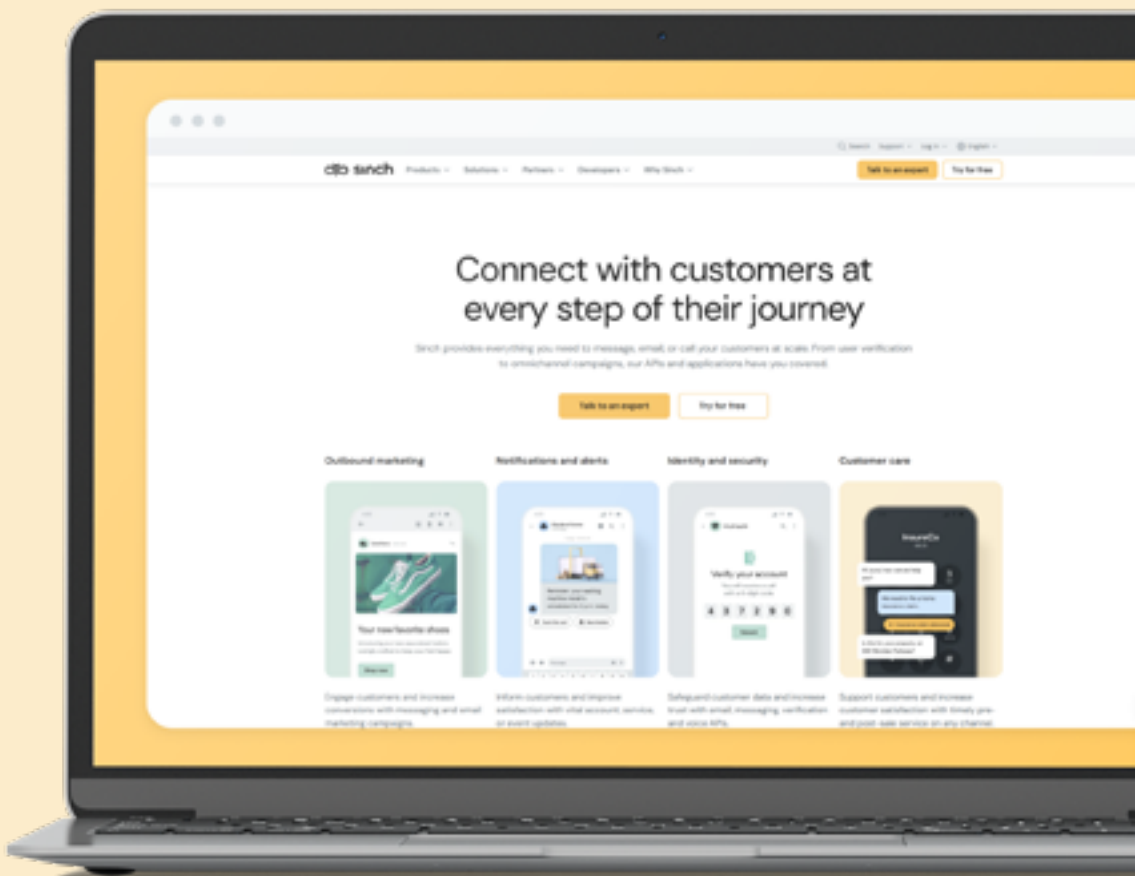


Happy

Provide world-class support that scales with your growth. Sinch helps you deliver fast, intelligent service with tools like AI-powered chat, two-way messaging, and integrated voice. That means your team can resolve issues faster and your customers stay satisfied.

Make every message to your users count.

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



About the survey

Sinch fielded this research with two separate surveys in January and February of 2025. It included a global consumer survey and an industry survey covering tech respondents.

The consumer survey consisted of 2,800 participants from 12 countries. The industry survey 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): 0.4%	1965–1980: 27.1%
United Kingdom: 9.1%		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%		

Tech industry 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%



Sinch is pioneering the way the world communicates. More than 150,000 businesses – including many of the world’s largest tech companies – rely on Sinch’s Customer Communications Cloud to improve customer experiences through mobile messaging, voice, and email.

Sinch has been profitable and fast-growing since it was founded in 2008. It is headquartered in Stockholm, Sweden, with shares traded at NASDAQ Stockholm: XSTO: SINCH. Learn more at sinch.com.

