**Smooch** connects business software to worldwide messaging channels to deliver a more human customer experience. They provide the underlying platform that companies such as Oracle, Genesys, Lithium, and Zendesk use to connect all the messaging channels. It's a true omnichannel conversation platform: with a single API, Smooch connects a client's software to any messaging channel, unifying all customer interactions into an omnichannel conversation. They offer a single ID for each individual. In a demo, they showed an individual starting with SMS, on the app: the person can then select Facebook Messenger or any other social platform. From mobile, they are then taken to Facebook Messenger and can continue with the message. The entire conversation is recorded and the person can move from channel to channel.

Smooch connects quickly to channels and standardizes them. They charge monthly or annual support and license fees, as well as usage-based messaging fees. In addition to customer service platforms, some end-user brands choose to integrate directly with Smooch and then connect Smooch to their existing customer engagement platform Some end-user brands are on the platform and offer a direct messaging service through Smooch. Many software providers are rolling out new omnichannel messaging solutions built on Smooch. They are moving toward becoming the broker of messaging across the world's unique and siloed messaging platforms. Warren Levitan, CEO, provided additional details.

*In what ways can businesses reduce the complexity of omnichannel messaging?*

Brands focused on customer experience have long been committed to being where their customers are, but with the rise of messaging and proliferation of non-standard channels we have passed the tipping point of being able to manage all the channels through siloed platforms.

To make the complexity of omnichannel communications manageable, businesses require a helpdesk or contact center platform that unifies all their communications into one agent interface. Email, SMS, RCS, web chat, mobile in-app chat, Facebook Messenger, Apple Business Chat, WhatsApp —the list goes on — all need to be viewed simply as "messages" to the business, requiring no change in agent behavior or bots to handle.

*Why is it critical for organizations to maintain a unified view of customers across touch points?*

The channels consumers choose to engage on today are highly context-driven. When on a business' website, a web messenger is the logical place to engage. But if a business needs to follow-up with me after a chat on their website, I want them to message me on a mobile channel, such as WhatsApp. Two channels, one conversation.

Now imagine a month later I see an ad on Facebook from the business for a new product that addresses the need I previously inquired about on the web site, and then learned via WhatsApp was not yet available. I click on the Messenger ad (a click-to-message ad!), end up in Messenger and ask: "So is this product now in stock?" Same conversation, three channels. And if the product is complex in nature, and I want to quickly connect by phone to ask a technical question that is easier to address live, we are now up to four channels within one conversation.

This is what modern communications look like. Without a unified view of customer conversations across channels, the business would be missing the necessary context to serve me properly and frankly some of these very natural and expected experiences wouldn't even be possible.

*How does your solution enable companies to simplify messaging development and support emerging messaging channels?*

Smooch has integrated and aggregated all the world's leading messaging channels into a single unified conversation pipeline. Within that pipeline, we normalize all conversation data into a standard format that can be ingested by any customer engagement software that a business uses — contact center, helpdesk, CRM, live chat and social support platforms.

Whatever channels a customer chooses to use, Smooch will associate with that user and unify into one conversation stream inside the business's software. When the business responds, Smooch not only routes the message to the customer's preferred channel (or multiple channels), but Smooch also translates the formatting and presentation of the message to optimize it for wherever the user reads it. Smooch is pre-integrated with and counts leading customer engagement platforms as customers, from Zendesk and Lithium to Genesys and Oracle.

*What differentiates your solution from other omnichannel messaging solutions available on the market?*

It's easy to confuse a multichannel solution with omnichannel solutions. Multichannel is simply being where most customers already are; that's table stakes. Omnichannel allows context to follow users across any channel they choose to use. The reality is there are few truly omnichannel platforms available, and to the best of our knowledge, none in the world other than Smooch has unified 18 independent communication channels in this way.