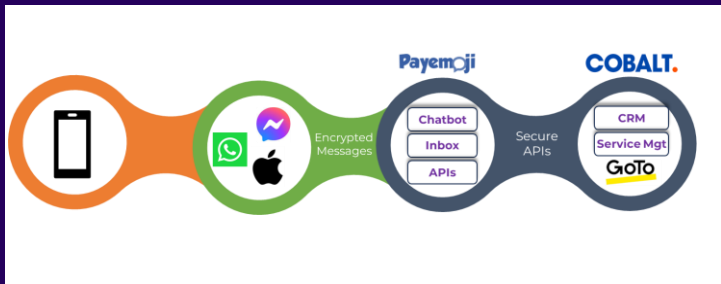


// Cobalt an IT Service Management Company powers up customer engagement with OMNI Channel Messaging and secure integration to their Goto CRM

Challenge for Cobalt's Business

Cobalt is one of Ireland's leading infrastructure and managed service providers. Cobalt manage and support customers across 25 countries in Europe, and are passionate about customer engagement, always ensuring a flexible and friendly approach. According to Statista **'85% of customers would prefer to message a business, rather than use email or phone calls'**. Cobalt looked to augment their customer engagement with everyday messaging apps like WhatsApp in a safe and secure fashion. The challenge for Cobalt was how to introduce an OMNI channel messaging engagement in a timely and cost-effective manner, while also securely connecting to their existing IT service management system Goto.



The Payemoji solution

In order, for Cobalt to ensure their service remained at the highest quality when introducing OMNI channel messaging, all engagement with their customers must be captured in their Goto CRM and IT service management system. The Payemoji service provided Cobalt in just a few weeks a scalable best in class OMNI channel messaging service to their customers. Payemoji provided local mobile virtual numbers, web widgets and QR codes to allow Cobalt customers to engage easily through messaging apps like WhatsApp on their phones. Payemoji co-designed a message concierge to allow customers to self-serve common problems. A unified inbox, allowed Cobalt's agents to see all conversations and respond to customer queries when needed. Payemoji integrated through secure APIs into Cobalt's IT service management system Goto, so all customer conversations are accessible and recorded with tickets.



'Cobalt is passionate about serving our customers, and in their preferred channel. Payemoji in just a few weeks rolled out an OMNI channel messaging service, with integration to our Goto CRM and IT system. Our customers love the more personal interaction with us'

Seán Burke – Founder & CEO

OMNI channel benefits to Cobalt

- Known sender: Business Verified Badge & Visible Check
- Secure and authenticated private communication channel
- Works cross platform, on every phone, every browser
- Easy to Use Interactive Workflows with Rich Media
- Customer self-serve through a message concierge
- Automate any customer journey, No code required
- Conversation History, and easy to find for End User
- Quick Launch from anywhere – Widget, QR, PhoneNum
- Integration messaging to existing Goto CRM

Payemoji Features

- OMNI channel messaging service, using everyday messaging Apps like WhatsApp.
- Customer Call to Action - local mobile number, QR code and Web plugin
- Unified Inbox to allow handoff of customer interactions from chat bot to any staff member
- Message Chatbot – Self serve for customers for common questions
- Automate any customer journey, for fraction of costs and time.
- Powerful Reporting – Business can see all reports in a dashboard
- Integration to IT Service Management and CRM e.g. Goto in this instance.
- GDPR compliant solution, that ensures Privacy, security and data sovereignty for Cobalt clients

Start your OMNI channel messaging use case now with Payemoji