



The Essential Guide to

Apple Messages for Business

How Apple's rich messaging improves your customers' experiences and increases your revenue—and how to get started with implementing it.

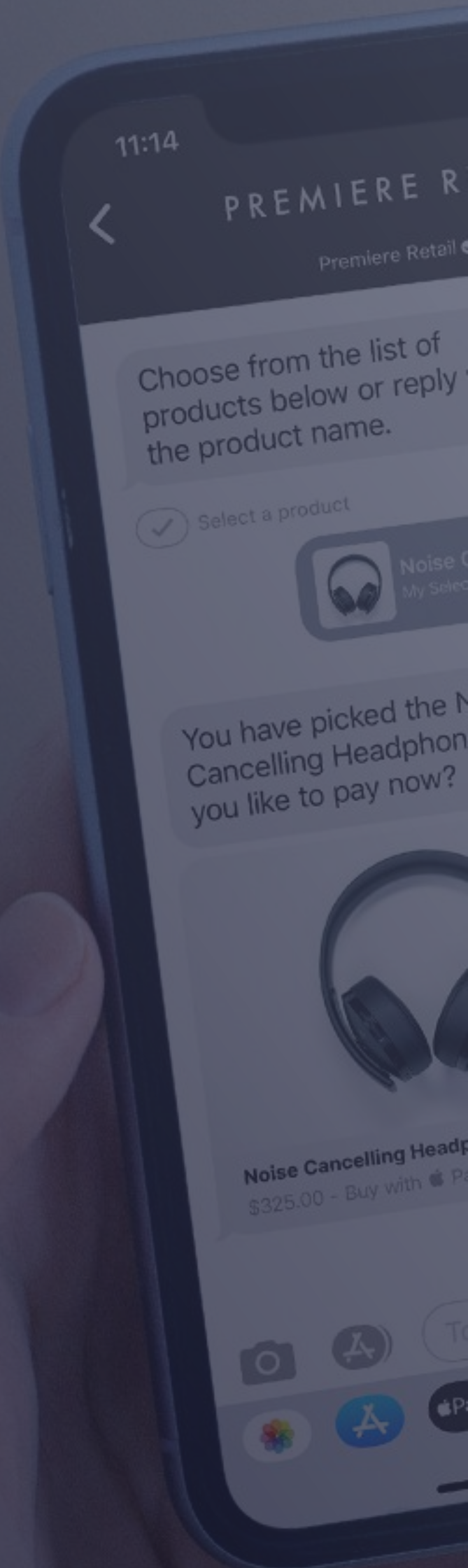


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01

Who is this guide for?

If your current (and future) customers use Apple products to research, make or share their purchases, then this guide is for you.

Nearly 50% of U.S. consumers own an iPhone, and there are more than 1.5 billion active iOS devices in existence.

We created this ebook to help you get familiar with Apple Messages for Business. Our goal is to help you understand the unique features that can boost your business and help you serve your customers better.

Whether your shop is physical or digital, serving your customers when and how they choose gives you a competitive edge. Retailers like [Office Depot](#), [Tailored Brands](#), [Overstock](#), and many more have already discovered that iOS messaging or Apple Messages for Business is becoming the preferred way to have real-time, engaging conversations with their customers.



“Adding support for Apple Messages for Business allows connected customers to engage with businesses in a way that is personal, frictionless, and easy, using the Messages app on iOS.”

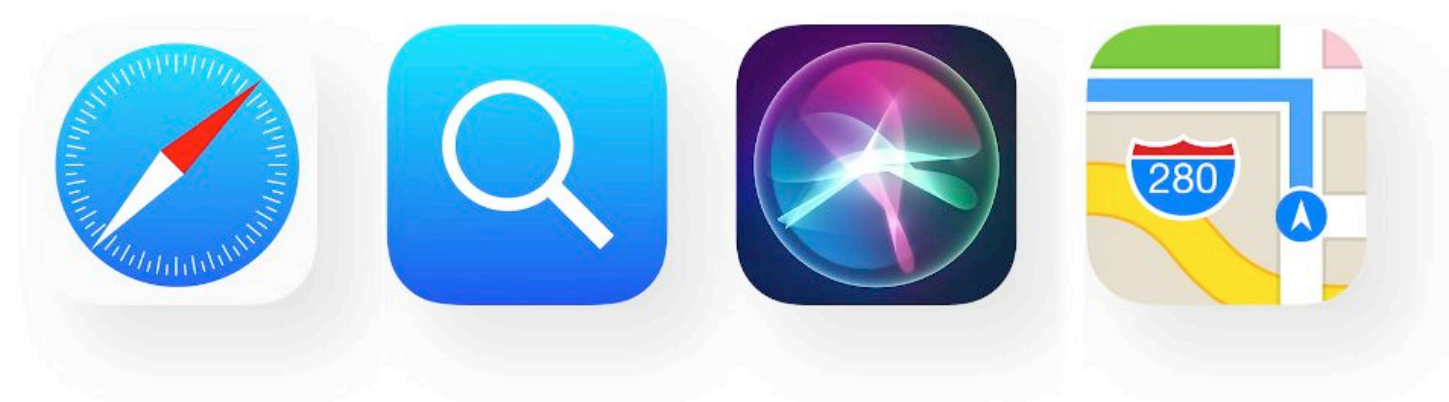
Mike Myer
CEO and Founder, Quiq



02

What is Apple Messages for Business?

Apple Messages for Business makes it easy for consumers to initiate a conversation with a company when searching for a business through Maps, Safari, Search, Spotlight, Siri or even within the business' own iOS app.



For example, customers can ask you a question about a product or service, complete a transaction using Apple Pay, or inquire about their order status.

With Apple Messages for Business, it's easier to reach a live person. And it's more secure than other channels. Your customer is always in control of the info they share with you.

Here's what else sets Apple Messages for Business apart from other messaging channels:

1. Rich messaging, not SMS.

Apple Messages for Business is not SMS. It's a Rich Communication Service, or RCS protocol.

Rich Communication Services messaging is a new way to exchange a text with added functionality. Consider RCS as an upgrade to the simple plain-text format that SMS consisted of during the early years of mobile messaging when 160 characters was the limit.

Many of the functions customers are already using on mobile devices can be integrated into rich communications. For example, two-way interactions with rich communication can include:

- Completing transactions with Apple Pay
- Scheduling appointments and adding them to the customer's calendar
- Using the camera on the customer's device to display the product in their home through augmented reality



02 What is Apple Messages for Business?

Today, rich messaging has dramatically increased in the digital marketplace, particularly in retail, consumer goods, and consumer services. And it's expected that RCS will likely surpass SMS in time as the main protocol for messaging services.

	Include images	Include links	Include videos	Verified sender	Make payments	Share location	Read receipts
RCS	✓	✓	✓	✓	✓	✓	✓
SMS	✓	✓	—	—	—	—	—

2. Only the customer initiates a conversation.

With Apple Messages for Business, only consumers can initiate a conversation with you. They can also end a conversation by deleting it or opting out of additional messages. As a company, you won't be able to see your customers' personal information, like their name or phone number, unless they choose to share it for appointments or deliveries. Once a customer deletes a message thread, you can't contact them again until they start another one.

3. You'll need to integrate live agents.

One of the key benefits that Apple promotes to iOS users is that it's easy to reach a live agent. Having live agents responding to customers is actually a requirement to obtain an Apple Messages for Business account. While live agents are necessary, bots can be incorporated to greet customers, gather customer information—or automate product selection, checkout, and feedback.

4. Pre-installed and no subscription requirements.

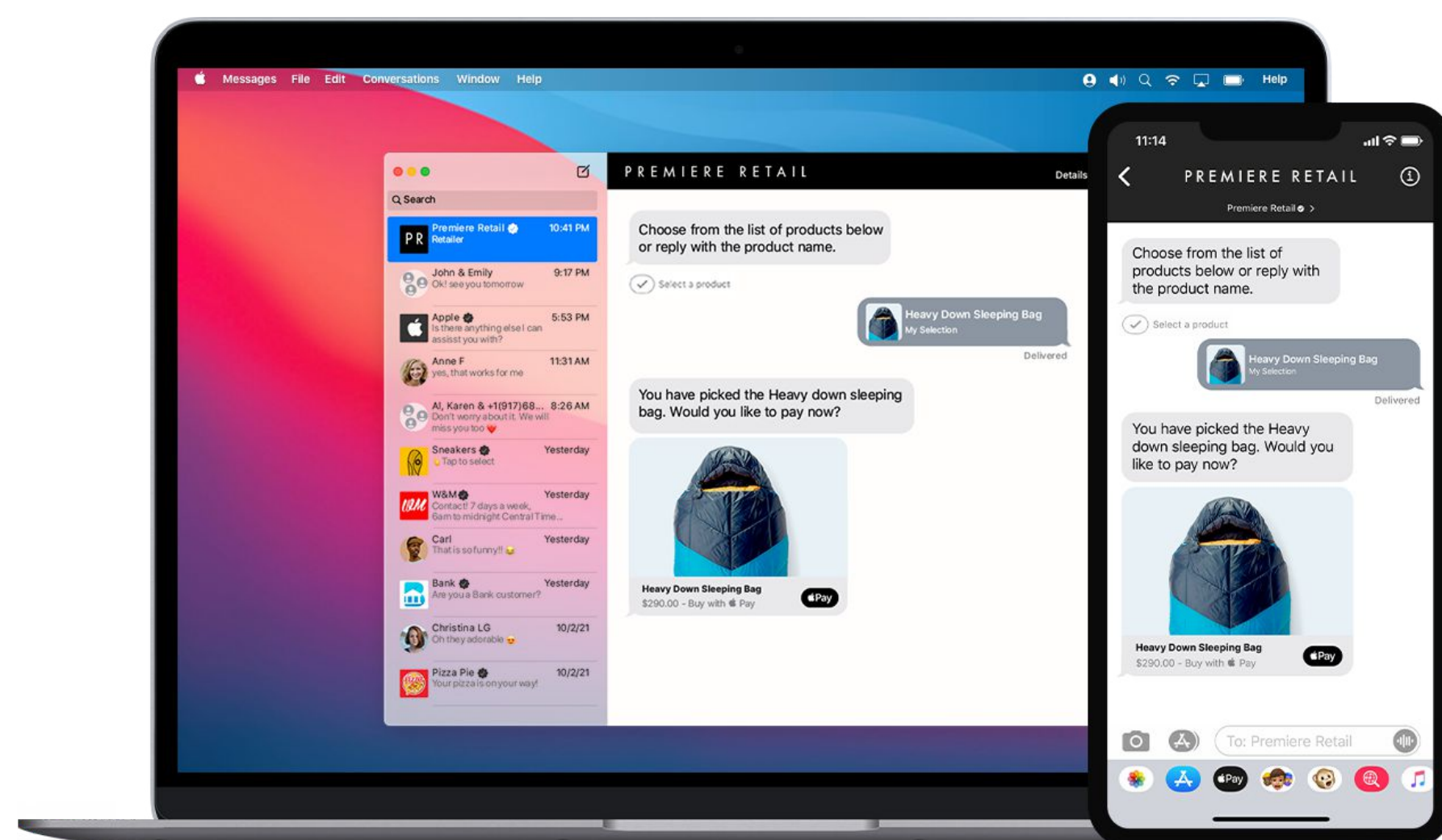
Apple Messages for Business is only available to iOS users who are running iOS 11.3 or later and Mac OS 10.13.4 or later. Since the Messages app and Apple Messages for Business are already configured with the consumer's Apple ID, there's no need for the user to sign up or share personal information again.



03

Why customers love Apple Messages for Business

Apple's pre-installed Messages app is one of the most beloved attributes of iOS products. With 57% of the United States using Messages as their default messaging app, it's not a surprise that so many consumers are engaging with companies through Messages.



In fact, exchanging images, gifs, and videos is second nature to your customers. That's a big reason why today's consumers increasingly prefer to message a business over other forms of communication.

And as mobile adoption and usage continues to grow, savvy businesses recognize that rich communication services like Apple Messages for Business are no longer a nice-to-have. They are essential.

If you were in your customers' shoes, do you really want to call a business, navigate a phone tree, wait on hold, and then have to talk to at least one person to get a question answered?

Not if there's a better way—and there is.

Apple Messages for Business is making it easier for customers to contact businesses from their iPhone or iPad with a simple tap of the "Message" button found in Maps, Siri, Safari, Spotlight, and Search results. It's convenient and personalized.

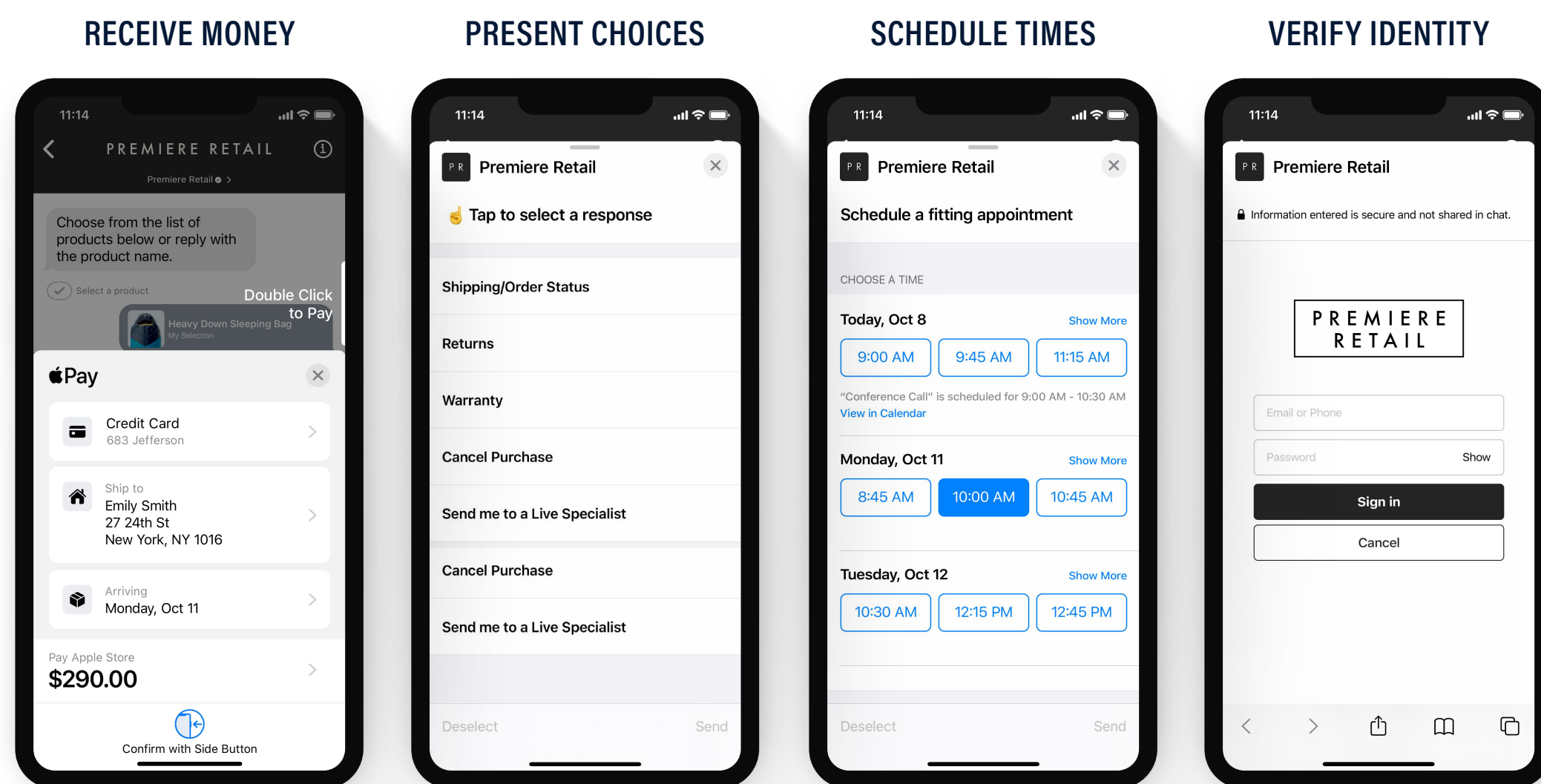


04

Why your business needs Apple Messages for Business today

Apple Messages for Business offers a better agent-to-customer ratio compared with either voice or live chat. By enabling it, you can:

- Resolve calls before they reach your IVR queue.
- Reduce voice support costs by shifting call volume to messaging.
- Enable agents to manage 6 or more conversations at a time.
- Increase customer satisfaction by reducing wait times.
- Deliver better customer experiences with built-in features, such as Apple Pay, list pickers, time pickers, and augmented reality.
- Reduce the time it takes to troubleshoot issues because of the ability to send and receive images. Check out [Brinks Home Security](#) and [Williams Plumbing's](#) success.



Apple Messages for Business simply allows you to accomplish more with customers than you can over the phone. Have you ever tried sending an image over a landline? It's not possible. Or, have you scheduled an appointment over the phone? It's painful.



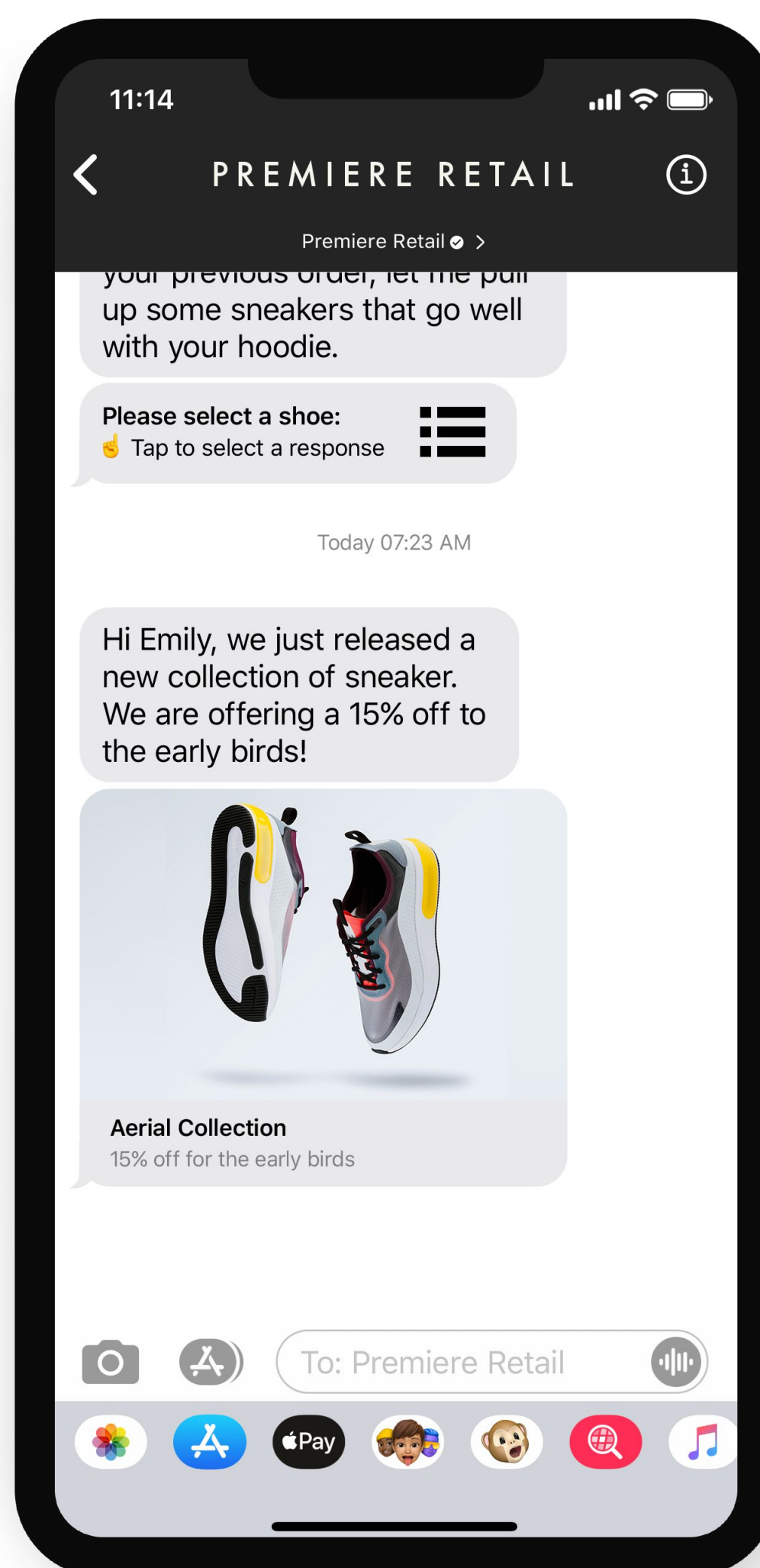
04 Why your business needs Apple Messages for Business today

Bots integration

Bots can act as your frontline greeters for digital conversations. Use them to automate services available to your customers 24/7—like checking order statuses, canceling an order, scheduling appointments, or confirming account balances. Pick Quiq as your MSP and we can work with you to deploy bots across your entire organization.

Rich links

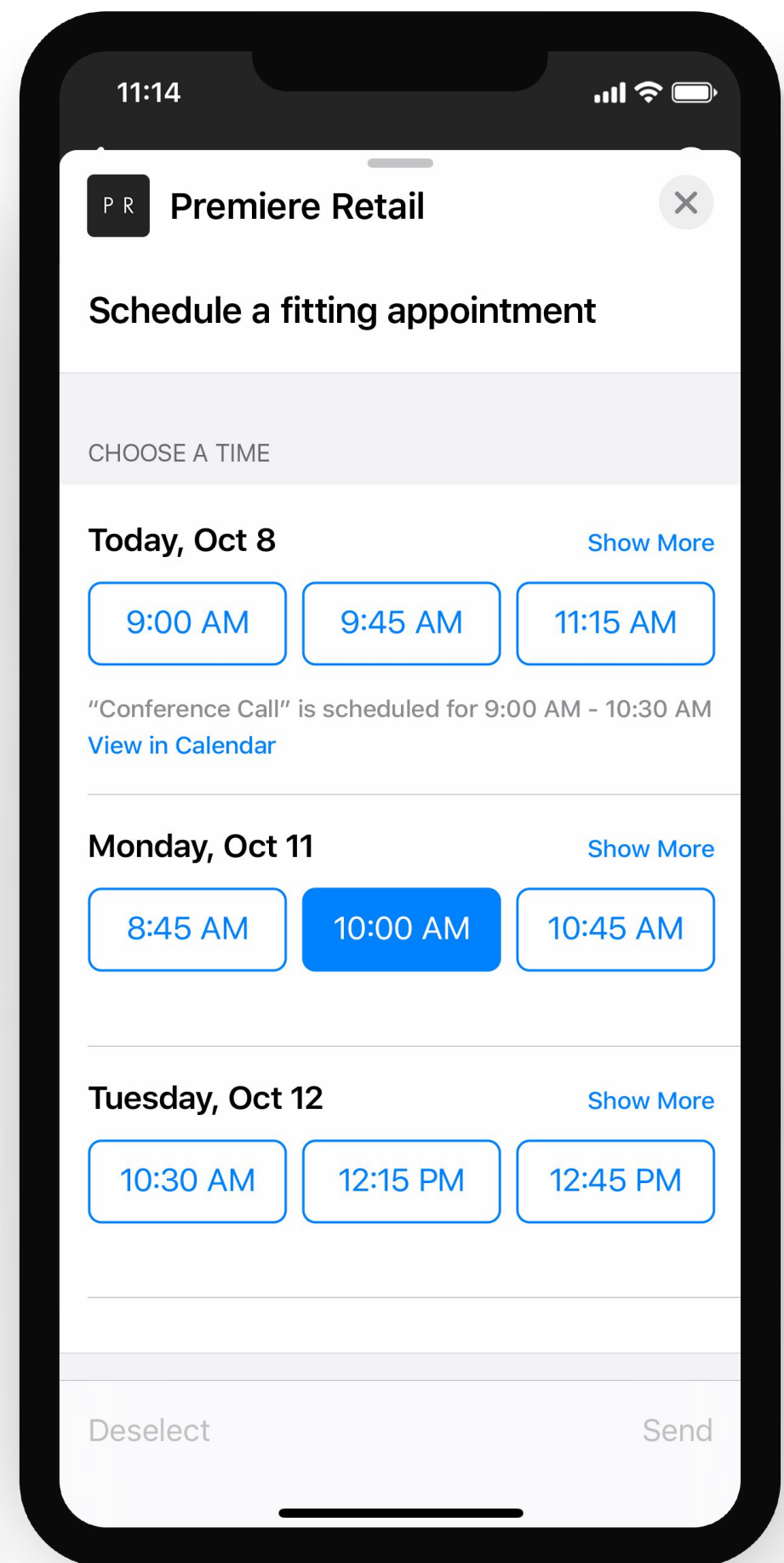
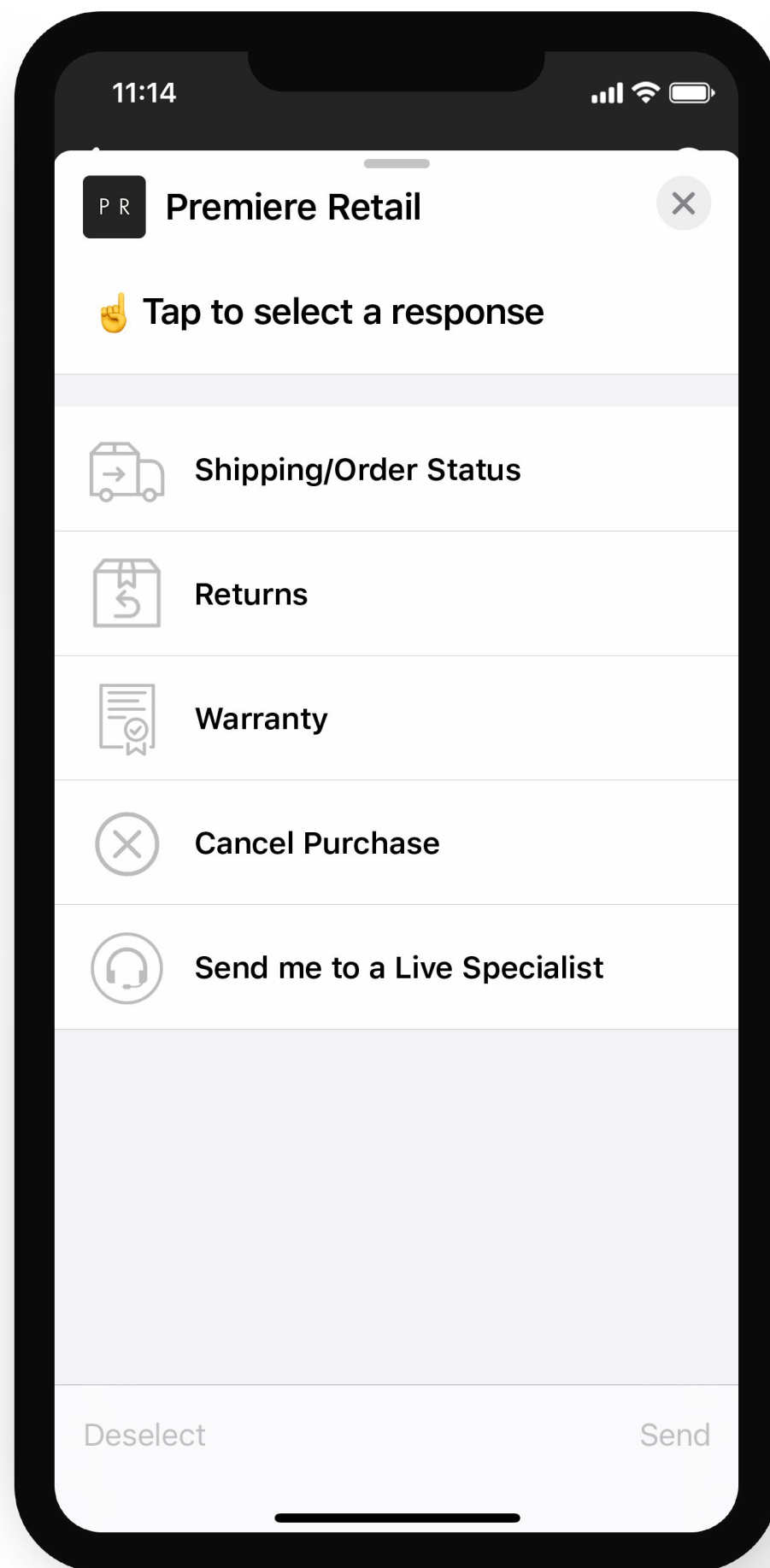
With Apple Messages for Business, you can send rich links to products. **A rich link is a URL that visually displays in the messaging conversation.** Because there is a thumbnail, customers can verify before they are getting information on the item they want before tapping the link. And because the rich link is within the Messages app, your customers can tap it, then easily return to the conversation.



04 Why your business needs Apple Messages for Business today

List and time pickers

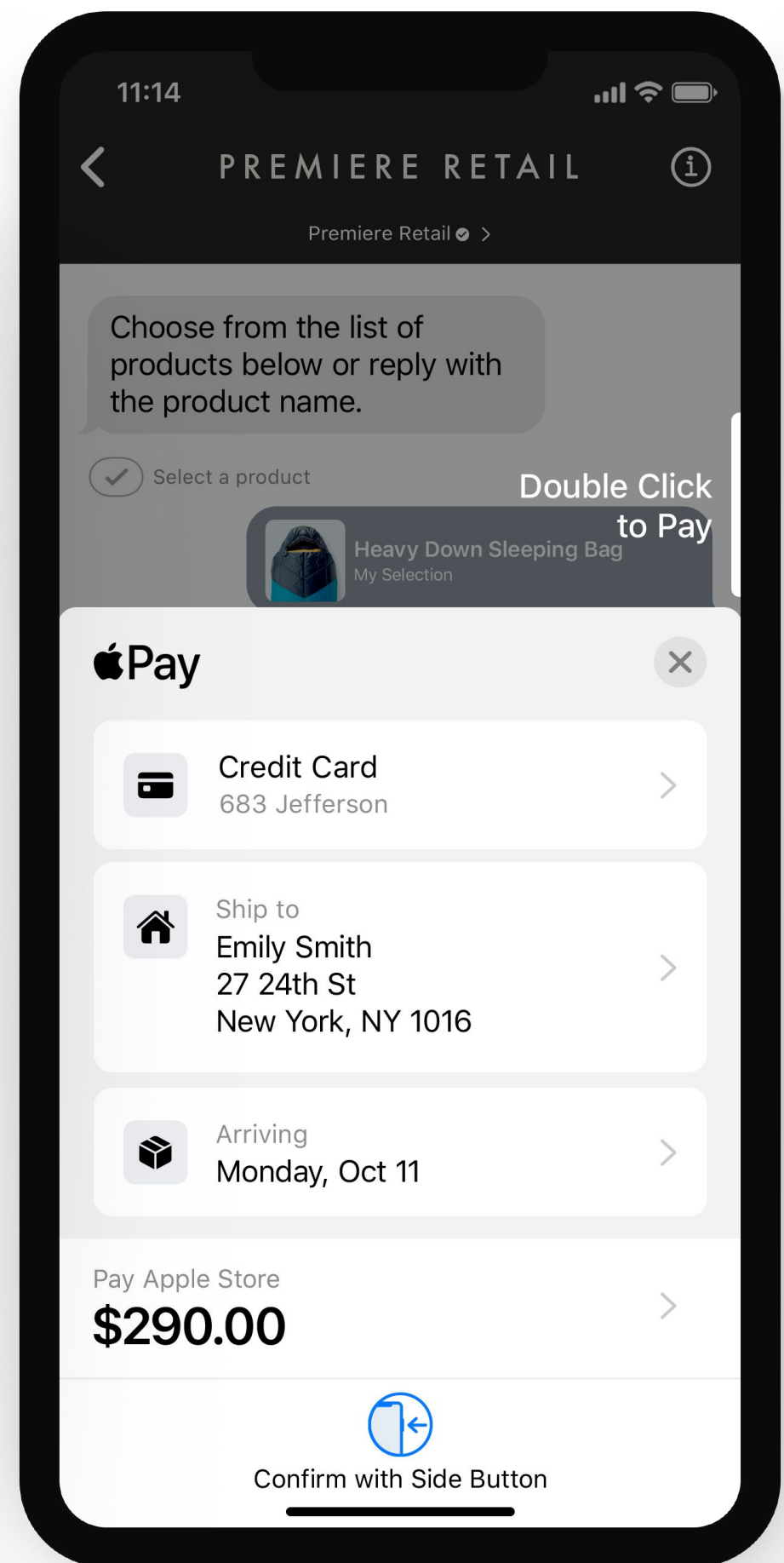
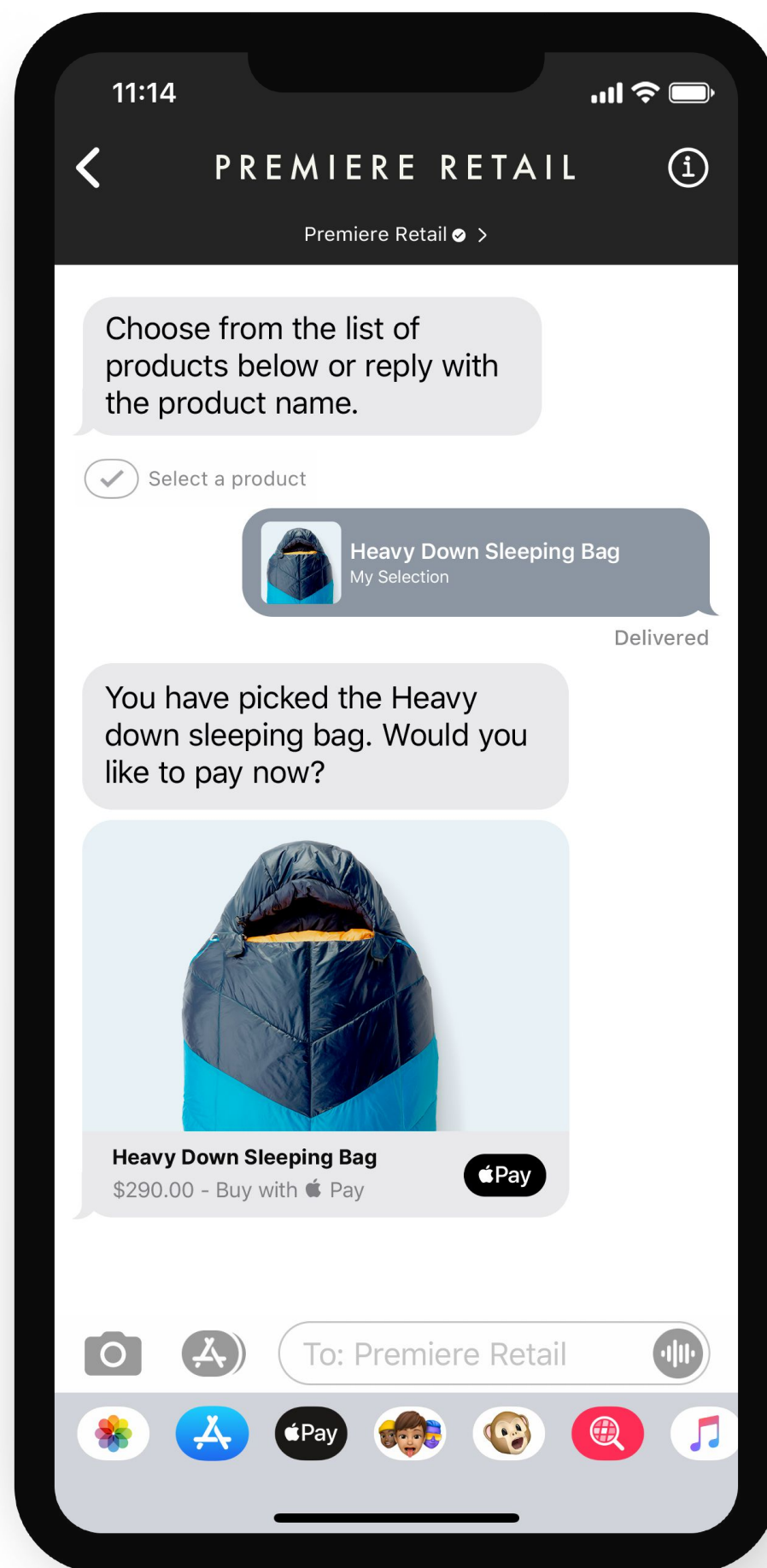
A list picker prompts your customer to select one or more items, such as products or locations. For example, when presenting product options, your list picker could include a color choice section and a size choice section. Similarly, a time picker prompts your customer to choose an available time slot, such as to schedule a meeting or appointment. It even integrates with their iCal to show conflicts and remind them when to leave.



04 Why your business needs Apple Messages for Business today

Payment requests via Apple Pay

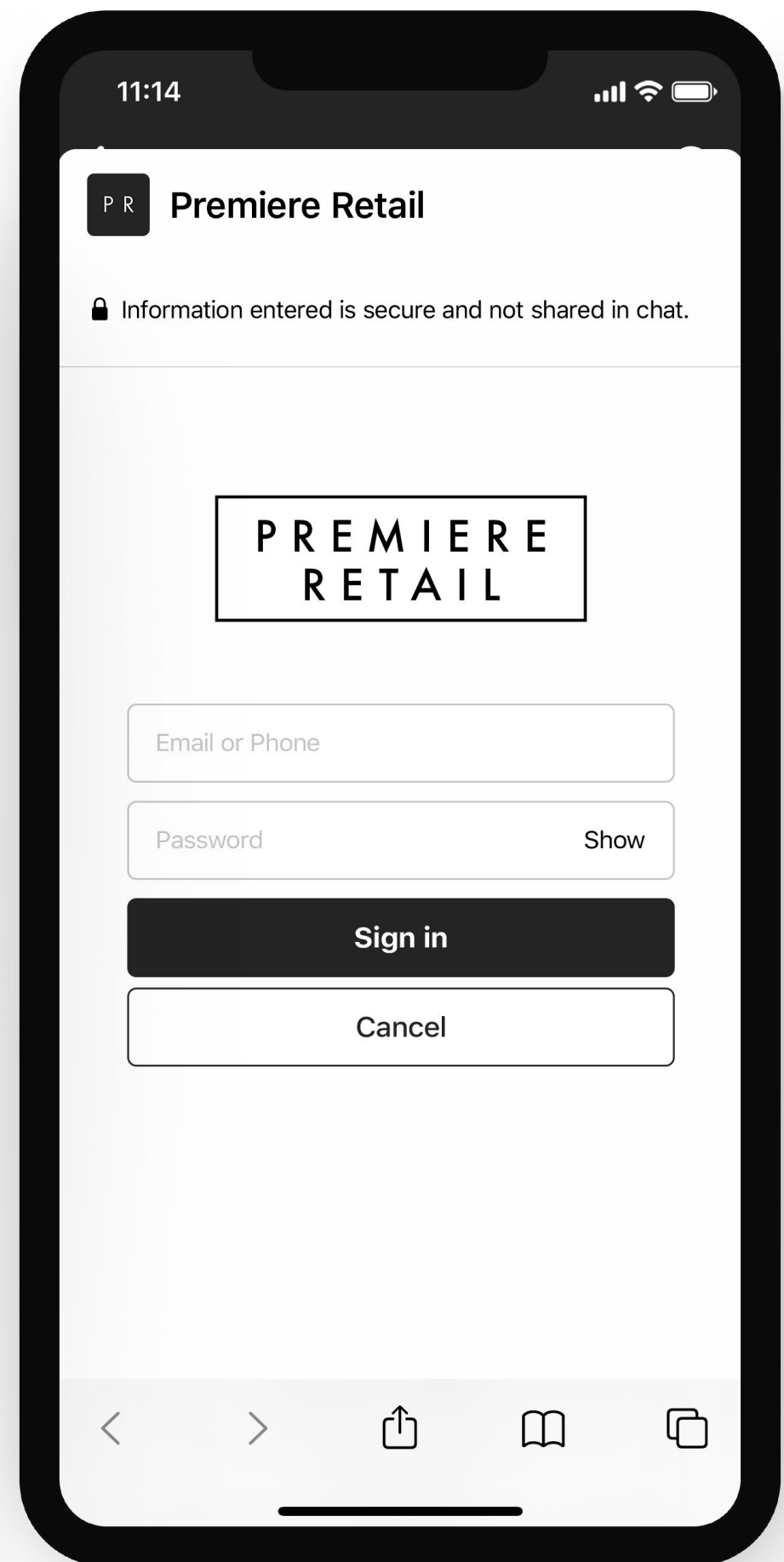
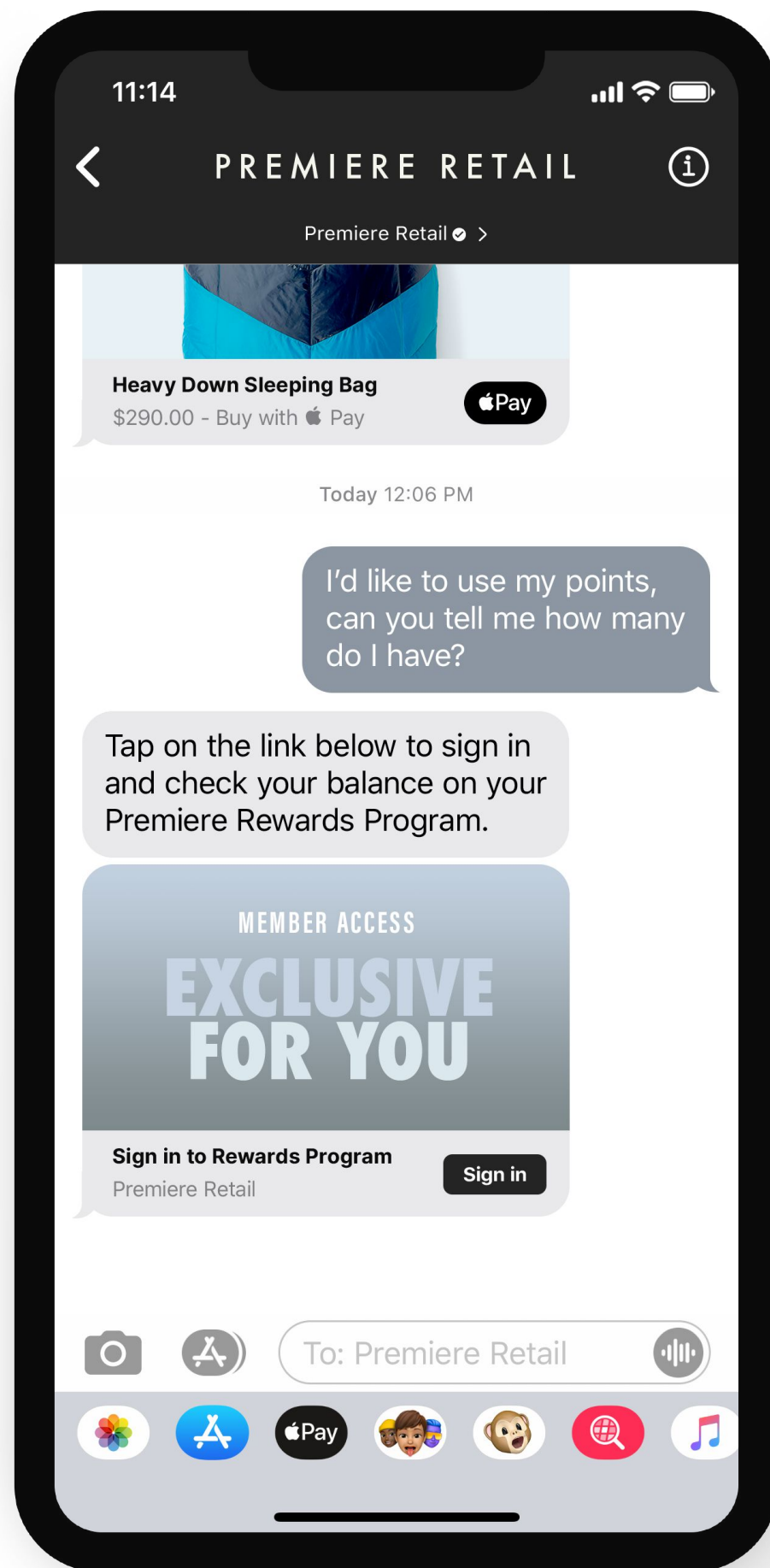
Empower customers to use Apple Pay to quickly and securely pay for products and services without leaving the conversation. A payment request looks like a normal chat bubble, but displays the familiar Apple Pay payment sheet when selected by the customer. After the customer authorizes payment, the payment request chat bubble updates to display that payment is complete.



04 Why your business needs Apple Messages for Business today

Built-in authentication. Secure and encrypted.

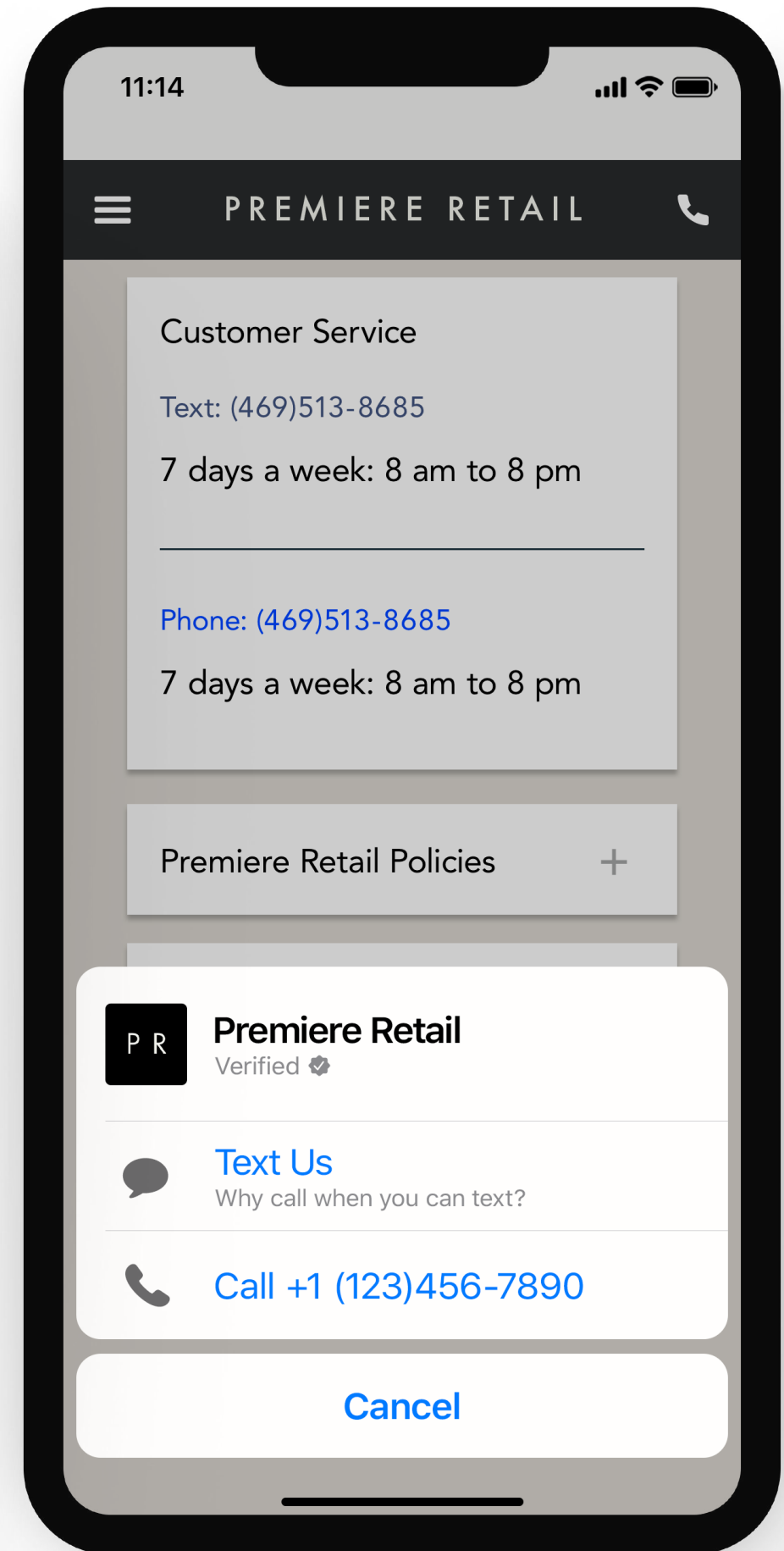
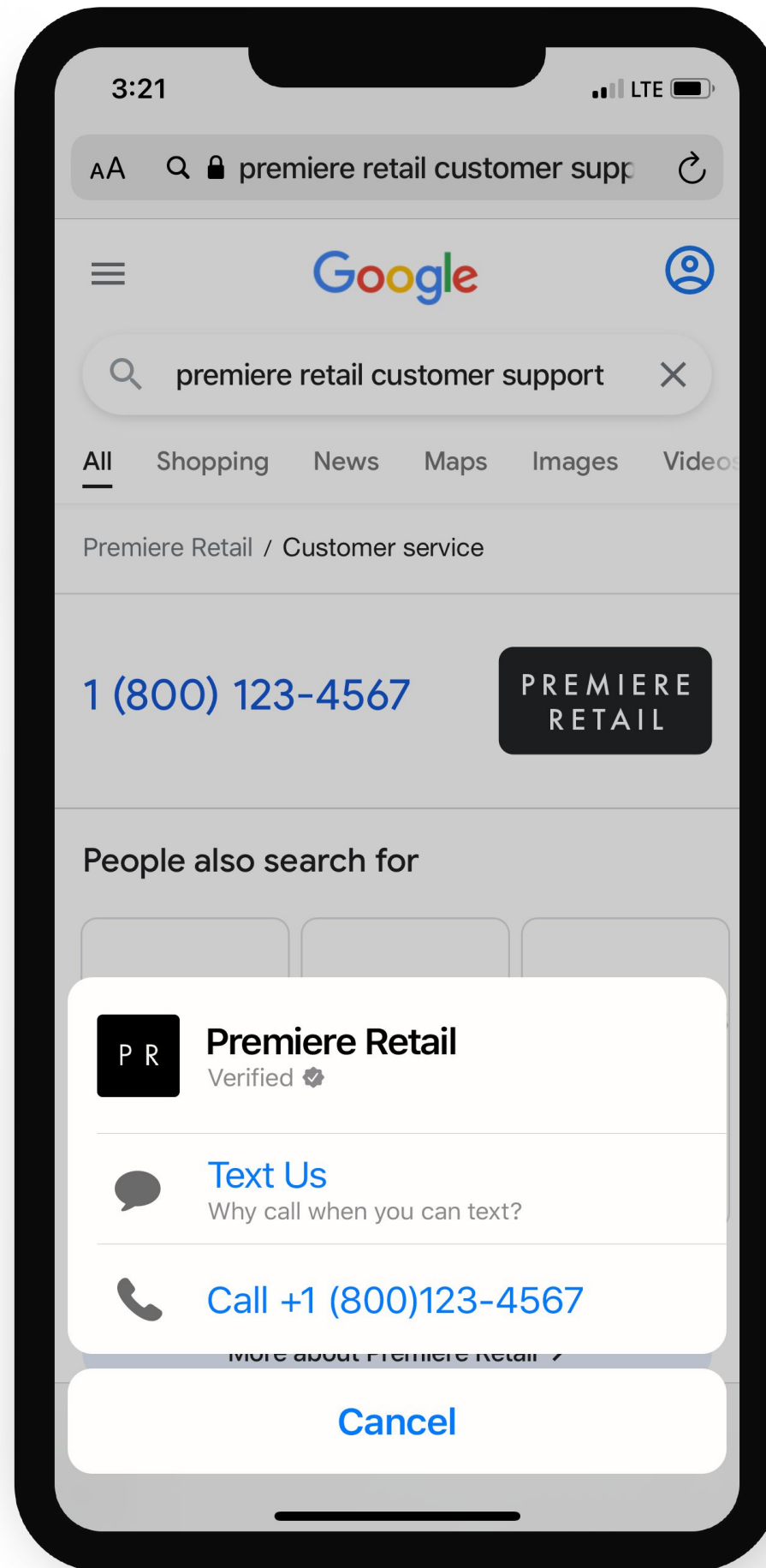
Create a custom experience for your customers with iMessage apps or the built-in authentication for Messages for Business. If your customer does not yet have your app, they can download it directly from within the conversation. In addition, Apple Messages for Business' end-to-end encryption system protects conversations and confidential data. Messages are scrambled when they travel through third-party apps using iMessage.




04 Why your business needs Apple Messages for Business today

Apple Message Suggest

Apple Message Suggest presents customers who have an iPhone with iOS 13 or greater the option to message your company instead of calling whenever they tap a phone number on web pages, social media, and business directories, as well as within your business app. Learn more about it [here](#).

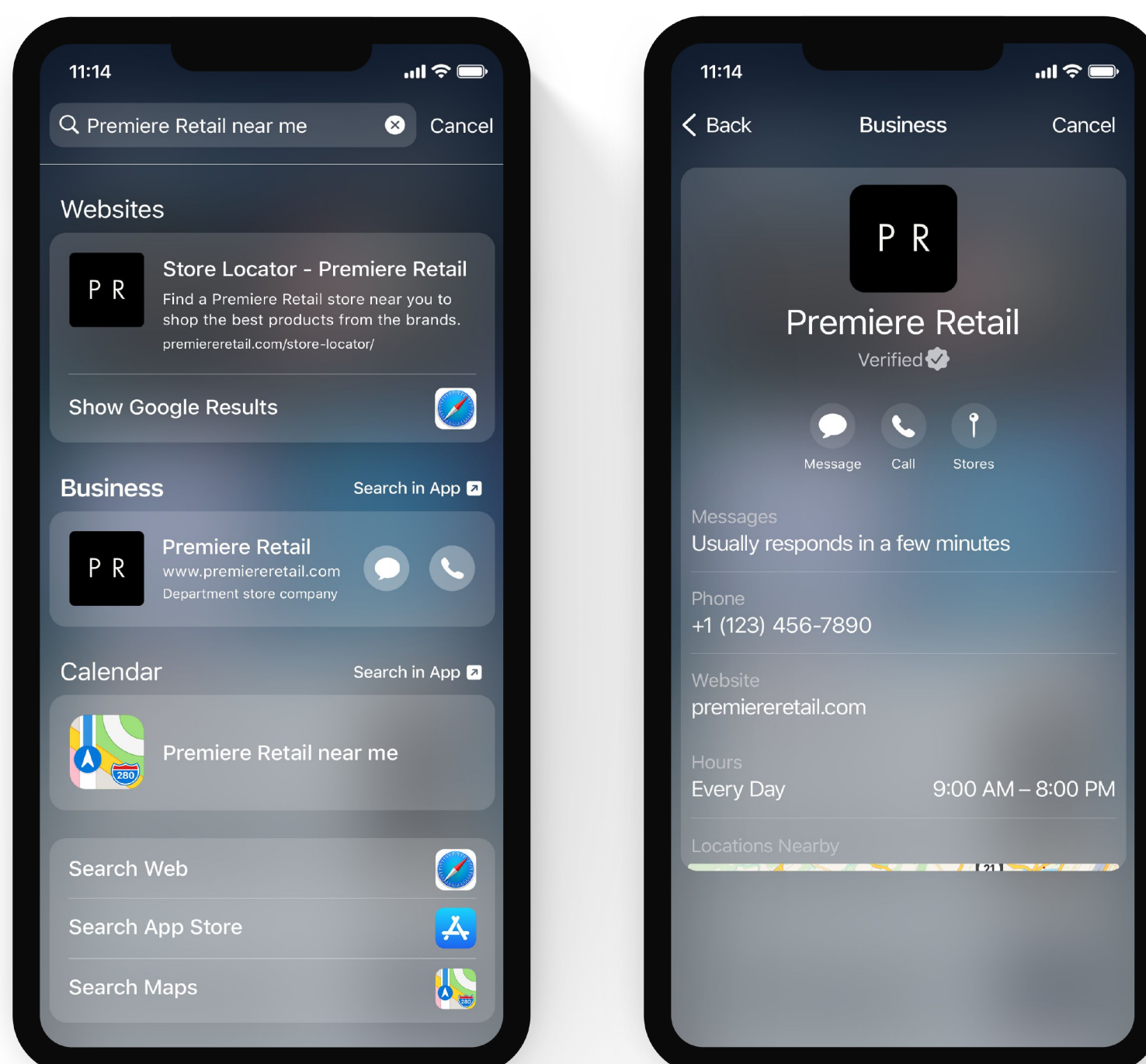


05 From your customer's perspective

Apple Messages for Business presents your customers with a “Message” button or icon . By tapping the “Message” icon, customers can contact you through Apple Messages for Business in the Messages app. And immediately connecting to customers will reduce phone call volume to your contact center.

Let's take a look at an example from your customer's perspective:

1. A **consumer searches for a product** or service using Search, Siri, Spotlight, or Maps on an iOS device. This could be an iPhone, iPad, or on their Mac computer.
2. Depending on how the consumer searches, they'll be presented with information on a company:
 - **If your customer used Search or Safari, results will show Business Cards.** These results present the global contact details for a business, including a logo, phone number, email, website address, and a Messages for Business icon. Tapping on the Messages for Business button begins a conversation with the business in the Messages app.

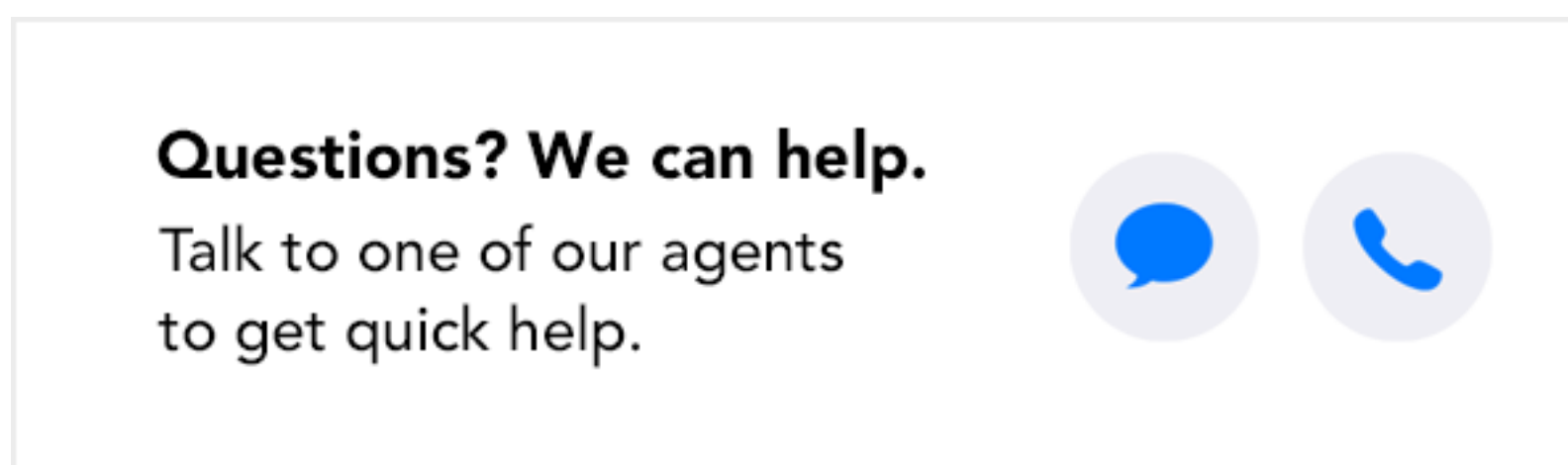


05 From your customer's perspective

- If a consumer uses Maps to conduct a search, results will show a **Place Card**. These results also display a company's name and address, but are tied to a specific location.



- **Note:** you may also share a link for customers to initiate a conversation on your website or via other channels, like email. Consumers can initiate a message in the Messages app by tapping the link.



3. Once a conversation is initiated, **Apple Messages for Business service routes the conversation to a Messenger Service Platform (MSP)** like Quiq.
4. The **MSP aggregates the messages and allows agents to respond** directly from a central workspace to a customer.

If you are interested in taking advantage of Apple Messages for Business and offering messaging to your customers, there are two steps. The first is to identify what Apple calls a Messaging Service Provider (MSP) and the second is to create a Messages for Business account.



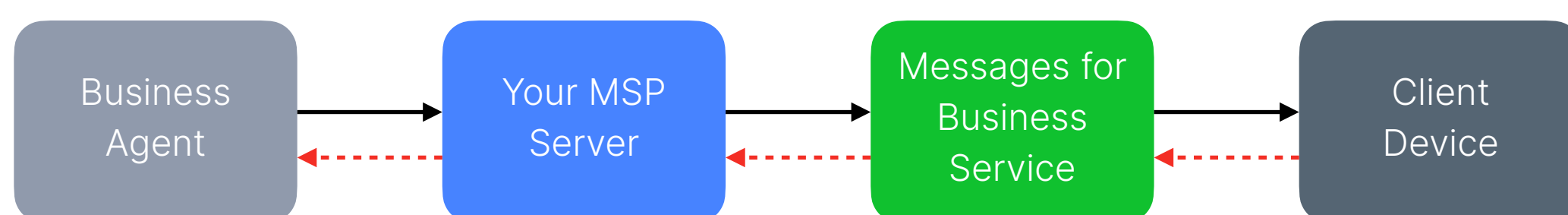
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How to implement Apple Messages for Business

Step 1: Choose your MSP

Apple requires businesses to have a Messaging Service Provider (MSP) before connecting to the Messages for Business service. An MSP provides the essential software and services for your live agents to quickly respond to customer messages sent from Apple devices.

For the efficiency of your business and the productivity of your agents, these customer conversations must come together in one place—otherwise it would be unmanageable.



As an authorized Apple Messaging Service Provider, Quiq is the intermediary between you and your customers' messaging conversations within Messages. We make it simple for you to orchestrate commerce and service conversations involving both bots and humans.

Pick Quiq as your MSP for:

- Consistently jaw-dropping customer experiences via Apple Messages for Business.
- A single, holistic view for agents so they can respond to customer messaging conversations in a timely fashion.
- Improved customer satisfaction driven by prompt responses.
- The easiest way to meet Apple's requirements for an asynchronous messaging platform staffed by live agents during business hours.
- A partner in navigating Apple's process and requirements to set up a messages for Business account.
- Dramatically improved agent performance that can be better monitored and managed.

Interested in learning more about why we're the go-to Apple Messages for Business MSP? Get a [free demo](#).



06 How to implement Apple Messages for Business

Step 2: Create a Messages for Business account with Apple

Apple has a process for registering Messages for Business accounts. After you pick your MSP (if you go with Quiq, we'll walk you through all of this), here's what registering with Apple looks like:

1. Outline why you want to enable Messages for Business for your customers, and how you'll identify and authenticate customers within Messages for Business.
2. Create a high-level plan for how you'll support inbound Apple Messages for Business conversations (this is where your MSP comes in).
4. As part of getting your Messages for Business account submitted, your business will also want to set up an internal testing account with your MSP prior to exposing the functionality to your customers.



07

Final thoughts

Consumers can now shop anywhere, any time—and they expect you to offer them secure ways to do so with your business. If you're a retailer operating in a hyper-competitive market, you need to arm yourself with a messaging tool kit that serves your customers wherever they are.

Apple Messages for Business allows your customers to communicate directly with you using the Messages app. The channel is a high-value, convenient medium to meet customer expectations.

It's not only a better experience for customers—it enables you to connect with them during crucial moments in their buying experience. The asynchronous nature also allows agents to help more customers, reducing wait times and boosting agent productivity.

It's a win-win for you and your customers. And with Quiq as your chosen MSP, implementation and governance are easy.

About Quiq

Quiq is the AI-powered conversational platform enabling businesses to engage with customers across the most popular digital messaging channels.

Quiq is enterprise-grade SaaS software that supports Apple Messages for Business, SMS/text, Google's Business Messages, webchat, Facebook, Twitter, call-to-text, Chatbots, and more. Quiq's Conversational Platform provides the leading solutions for business communications for the world's best commerce and care teams. Quiq for Commerce and Quiq for Customer Care combine features that allow for bots and human agents to help commerce and service teams increase efficiency, drive revenue, and improve customer satisfaction.

Headquartered in Bozeman, Montana, with an office in New York, Quiq is a privately held company backed by Venrock, Next Frontier Capital, Teamworthy Ventures and Foundry Group. Learn more at [quiq.com](https://www.quiq.com).

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