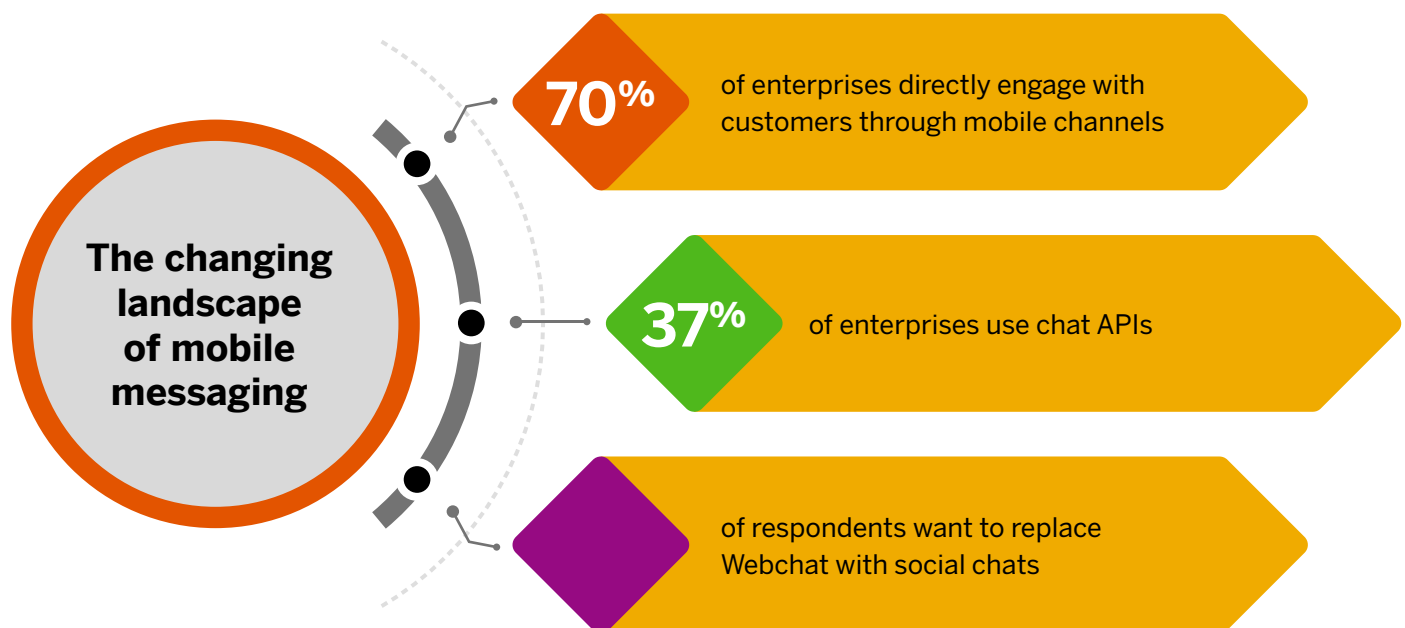# SAP Digital Interconnect

One messaging API to connect with customers across multiple channels

SAP Social Channels 365

The number of social chat applications is growing rapidly. Billions of people use these free or low-cost apps on their mobile devices to communicate with friends, colleagues, and businesses. To reach and engage customers, enterprises must **communicate with them at the right time, using the right channel.** Depending on your customers' needs and preferences, it may be better to select SMS, in-app push, or social media channels for a specific message. Yet not all messaging solutions are flexible enough to support multichannel digital communications.

The changing landscape of mobile messaging

70% of enterprises directly engage with customers through mobile channels

37% of enterprises use chat APIs

of respondents want to replace Webchat with social chats

Consumers want orchestrated, contextual engagements through channels that they prefer. Yet not all messaging solutions are flexible enough to support multichannel digital communications.

API economy trends

3000% growth of new apps developed with APIs in the last three years

250% growth for top performing API platforms

Faced with diverse applications and user preferences, it can be difficult to create an optimum user experience. Each social channel comes with its own API and connectivity protocols, complicating the management and effectiveness of mobile messaging.
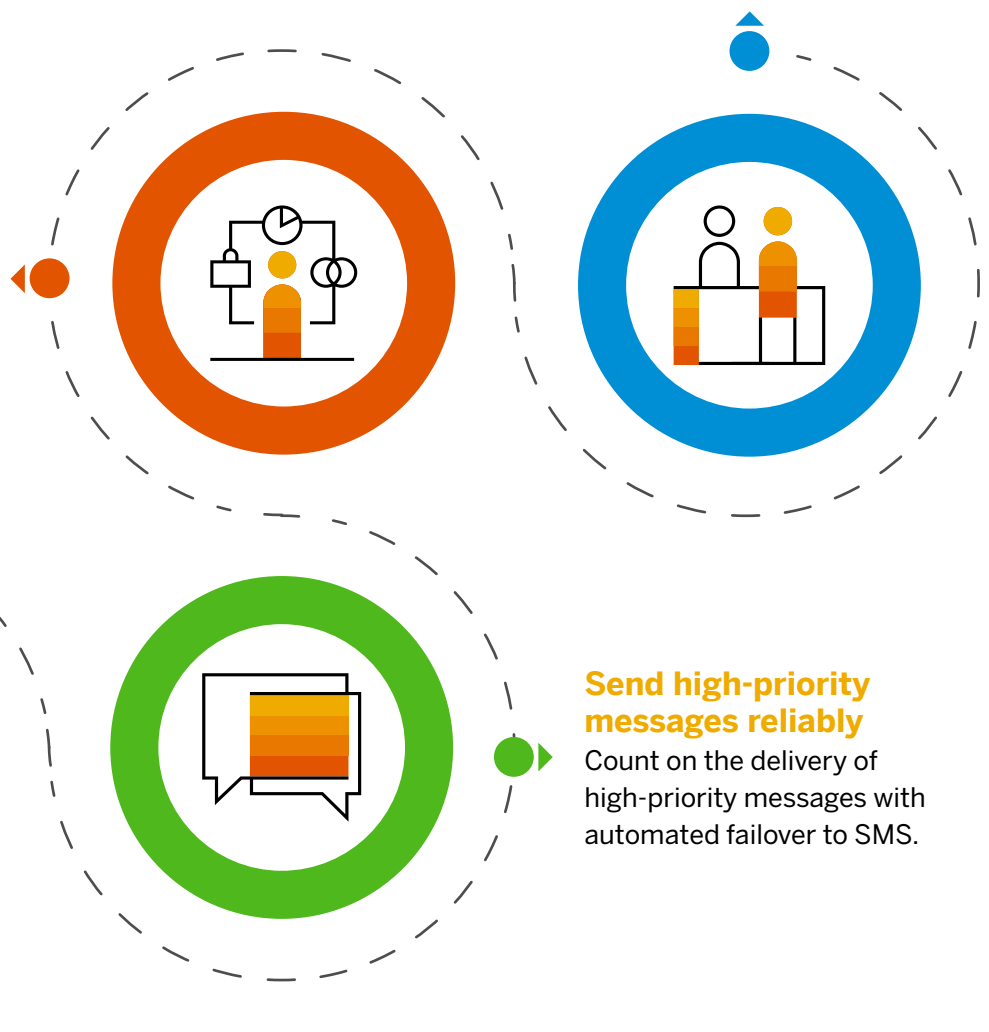
SAP Social Channels 365

SAP Social Channels 365 mobile service uses a single API and connection to integrate multiple channels. Enterprises of any size and type can send the right messages, at the right time, using the channels preferred by customers or most appropriate for the message.

Market to customers using their preferred channels
Meet their multichannel goals through a simple cloud-based multichannel API.

Support customers with two-way engagement
Enable responsive communications that streamline customer support, boost satisfaction, and honor user preferences.

Send high-priority messages reliably
Count on the delivery of high-priority messages with automated failover to SMS.

Maximize return on your messaging activities
Take the next step beyond SMS by using social channels to engage with customers.

@SAPInterconnect   www.sap.com/digital-interconnect   SAPDigitalInterconnect@sap.com