SAP Digital Interconnect

**One messaging API to connect with customers across multiple channels**

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.

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