

Airy to Provide Clients with a New Customer Messaging Channel: Google's Business Messages

Airy is one of the first messaging partners on the market to offer Google's Business Messages.

San Francisco, CA, June 25, 2020 - Airy, the international provider of automated messaging solutions, announces today the availability of Google's Business Messages for its global client-base. Airy is part of an initial group of companies to integrate with Google's Business Messages.

Today's consumers increasingly prefer messaging for customer support, instead of picking up the phone or writing an email. Indeed, the immediacy and convenience of chat lead to an overall smoother customer experience. Google's Business Messages, integrated across participating businesses on Google Maps and Search, help consumers reach out to the brands they are interested in with a single click or tap of the finger.

Google's Business Messages are complemented by Airy's customized, automated FAQs, so that brands can provide accurate answers without human interaction on their side. If a customer's request is more unique, the conversation is seamlessly transferred to a human support agent. The consumer is then notified once an answer arrives, even after he or she has left the chat.

"We're pleased to have Airy integrate with Google's Business Messages, whether helping connect customers to a live agent or through interactive, automated replies," says Rob Lawson, Partnerships Manager at Google. "Ultimately, it's about helping businesses better help their customers, and we're excited to see how Airy's use of Business Messages will impact both brands and consumers," he adds.

At present, brands cannot implement Google's Business Messages directly, but need to work with a Google partner, such as Airy.

Airy has already helped several leading brands adopt Google's Business Messages. Patrons of the San Francisco seafood restaurant Scoma's, the 65th largest restaurant in the United States by revenue, can now reserve tables and order pickup through Google's Business Messages. Guests of the Komische Oper, Berlin's second largest venue by tickets sold, can now ask questions directly via Google Maps before visiting. TEDI, one of the major European discount retailers, has connected 1687 store

locations and received many pre-purchase inquiries in the first week, often related to product availability.

Since 2015, Airy has been working with major global players across 12 industries to take their customer support and marketing to the next level, based on an organic fusion of Automations and human interaction. As an official Google and Facebook partner, Airy has built a messaging platform that helps businesses connect with - and delight - their customers instantly, reducing support ticket volume and increasing CSAT scores quarter over quarter.

To find out more about setting up Google's Business Messages, visit the [Airy website](#).