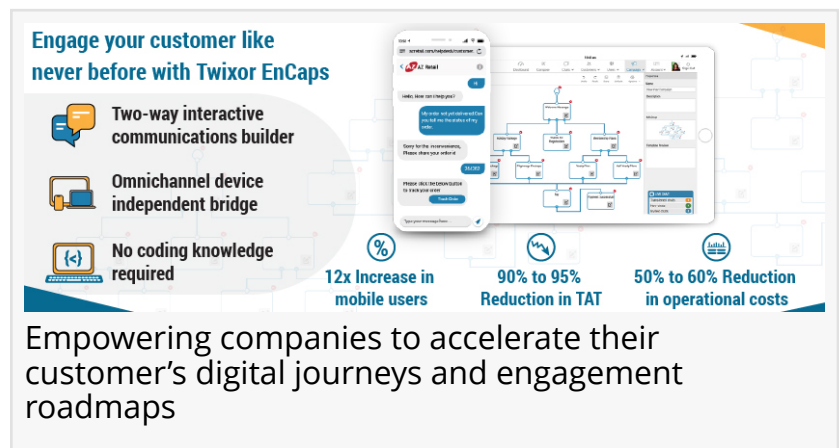


Twixor Launches EnCaps The New Way To Build Conversational Messaging That Works

Twixor Launches EnCaps, the new visual "interactive" communications builder to create world class dynamic customer communications in matter of minutes.

SINGAPORE, SINGAPORE, December 18, 2018 /EINPresswire.com/ -- Twixor, the leading "interactive" customer messaging provider, launched Twixor EnCaps, a visual "actionable" communications builder that makes it faster than ever to create new customer experiences across any communication channel, be it via SMS, Whatsapp, Web Browser Widgets (Timeline), Social Media Channels, Email or Chatbots.



Engage your customer like never before with Twixor EnCaps

- Two-way interactive communications builder
- Omnichannel device independent bridge
- No coding knowledge required

12x Increase in mobile users

90% to 95% Reduction in TAT

50% to 60% Reduction in operational costs

Empowering companies to accelerate their customer's digital journeys and engagement roadmaps

In a recent Vanson Bourne survey of 6,000 consumers, 9 in 10 said they prefer to interact with businesses through messages. Gartner predicts that customer service requests over messaging apps will surpass those over social media by 2019.*

As customers demand easy access to business through a growing range of channels, companies can potentially lose business if they cannot adapt quickly.

With its recent SaaS launch, Twixor EnCaps is addressing this very need, being able to extend simple messaging into full-fledged engaging conversations. With Twixor EnCaps, brands and enterprises can engage with their consumers in a wide variety of ways through well structured and choreographed interactions, Natural Language Processing(NLP) interactions or even with agent-driven interactions.

Use cases for lead generation, [dynamic customer engagement](#) & retention, productive feedbacks & hassle-free surveys can be configured in a matter of minutes instead of weeks.

Here's a quick look.

Twixor has a track record of enabling global fortune 500 companies in building meaningful "actionable" customer communications. With its SaaS launch, Twixor EnCaps opens up the capability to a wider variety of an audience to build and scale their business through interactive communication. This SaaS launch benefits the enterprises with best of both worlds: the flexibility of creating dynamic communications, with the speed of a packaged solution.

Ashok Anand, the CEO of Twixor stated, "With Twixor EnCaps, brands are now armed with the power of creating engaging communications, faster with ease using our intuitive simple drag and drop interface. This combined with a library of omnichannel widgets will also allow for easy handling of the intended communication flow. We expect brands and enterprises alike, to shift the way they reach out to consumers from ads, social media, etc to conversational "interactive" engagements. We are excited to see the wide variety of customer conversation use cases that

Marcom teams across brands will build using EnCaps."

With Twixor EnCaps, businesses can now

- Build engaging customer experiences faster
- Have a library of widgets that allow for building communication flows.
- Improve agility to iterate on experiences as customer needs the change
- Supreme scalability and reliability to grow with the business
- Allows businesses to focus on building great experiences rather than on unnecessary infrastructure

Twixor EnCaps unlocks the creativity of the business to connect with customers in new ways much faster than before, thus reinventing customer engagement.

Get your 60 days [free trial here](#).

About Twixor

Twixor is driving the future of enterprise communications, enabling them to embed "bi-directional" actionable messaging as part of their customer engagement initiative. It enhances last mile communications through Progressive Web Apps (PWA) capsules powered by its own BPM engine which brings enterprise back-office into play thus enabling organizations to reinvent how they engage with their customers

For more information, [click here](#).

*Source: Vanson Bourne research, Gartner

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