

SYSTEMS AND METHODS FOR A PROACTIVE TWO-WAY CONVERSATION

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] The present application claims the priority benefit of U.S. Provisional Patent Application No. 62/948,673 filed on December 16, 2019, the disclosures of which is hereby incorporated by reference in its entirety for all purposes.

FIELD

[0002] The present disclosure relates generally to systems and methods for facilitating messaging between customers and brands. More specifically, techniques are provided to deploy a framework to assist brands in obtaining responses from customers on a proactive basis.

SUMMARY

[0002a] According to a first aspect of the present disclosure, there is provided a method, including: proactively sending a message, wherein when the message is received, the message initiates a conversation with a user across a first messaging platform; dynamically determining that the first messaging platform is unavailable; dynamically generating a list of prioritized alternative messaging platforms based on determining that the first messaging platform is unavailable; selecting a prioritized second messaging platform from the list of prioritized alternative messaging platforms; dynamically modifying the message in accordance with standards associated with the prioritized second messaging platform; receiving a response after sending the modified message, wherein when the response is received on the prioritized second messaging platform, an agent is selected from a pool of agents to respond, wherein the agent responds on the second messaging platform when the second messaging platform is available.

[0002b] According to a second aspect of the present disclosure, there is provided a computer-implemented system, including: one or more processors; and a non-transitory computer readable storage medium including instructions that, when executed by the one or more processors, cause the one or more processors to perform operations including: proactively sending a message, wherein when the message is received, the message initiates a conversation with a user across a first messaging platform; dynamically determining that the first messaging platform is unavailable; dynamically generating a list of prioritized alternative messaging platforms based on determining the first messaging platform if unavailable; selecting a prioritized second messaging platform from the list of prioritized alternative messaging

platforms; dynamically modifying the message in accordance with standards associated with the prioritized second messaging platform; receiving a response after sending the modified message, wherein when the response is received on the prioritized second messaging platform, an agent is selected from a pool of agents to respond, wherein the agent responds on the second messaging platform when the second messaging platform is available.

[0002c] According to a third aspect of the present disclosure, there is provided a non-transitory computer readable storage medium comprising instructions that, when executed by one or more processors, cause the one or more processors to perform operations including: proactively sending a message, wherein when the message is received, the message initiates a conversation with a user across a first messaging platform; dynamically determining that the first messaging platform is unavailable; dynamically generating a list of prioritized alternative messaging platforms based on determining the first messaging platform if unavailable; selecting a prioritized second messaging platform from the list of prioritized alternative messaging platforms; dynamically modifying the message in accordance with standards associated with the prioritized second messaging platform; receiving a response after sending the modified message, wherein when the response is received on the prioritized second messaging platform, an agent is selected from a pool of agents to respond, wherein the agent responds on the second messaging platform when the second messaging platform is available.

[0003] Various embodiments of the disclosure are discussed in detail below. While specific implementations are discussed, it should be understood that this is done for illustration purposes only. A person skilled in the relevant art will recognize that other components and configurations can be used without parting from the spirit and scope of the disclosure. Thus, the following description and drawings are illustrative and are not to be construed as limiting. Numerous specific details are described to provide a thorough understanding of the disclosure. However, in certain instances, well-known or conventional details are not described in order to avoid obscuring the description. References to one or an embodiment in the present disclosure can be references to the same embodiment or any embodiment; and, such references mean at least one of the embodiments.

[0004] Reference to “one embodiment” or “an embodiment” means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the disclosure. The appearances of the phrase “in one embodiment” in various places in the specification are not necessarily all referring to the same embodiment, nor are separate or alternative embodiments mutually exclusive of other embodiments.