

CLAIMS

WHAT IS CLAIMED IS:

1. A method, comprising:

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.

2. The method of claim 1, wherein determining that the first messaging platform is unavailable and generating a list of prioritized alternative messaging platforms is done on a real time basis.

3. The method of claim 1, the method further comprising:

receiving input at slidable elements on a user interface to define one or more time periods to send the message;

determining that the message will not be received at the first messaging platform within the one or more time periods; and

dynamically modifying the one or more time periods in accordance with when the first messaging platform is available.

4. The method of claim 1, the method further comprising defining a lookback period, wherein the message is designated as non-responsive when no response from the user is received within the lookback period.

5. The method of claim 1, further comprising:

displaying an option on a user interface for selecting a preferred messaging platform as the first messaging platform;

prioritizing the first messaging platform above other messaging platforms; and

reprioritizing the list of prioritized alternative messaging platforms based on determining the first messaging platform is unavailable; and

in subsequent messages, dynamically lowering the prioritization of the first messaging platform based on a model that predicts unavailability of the first messaging platform.

6. The method of claim 1, further comprising reprioritizing a pool of agents to respond on a real time basis when a list of prioritized alternative messaging platforms are reprioritized.

7. The method of claim 1, further comprising:

displaying an option on the user interface to define a receiving window, wherein the receiving window defines a range of times in which the message can be proactively sent and wherein the receiving window excludes certain time periods; and

sending the message to the specific customer within the receiving window.

8. The method of claim 1 wherein a receiving window is defined on a real time basis.

9. The method of claim 1, further comprising:

determining that the response from the specific customer includes an opt out request; and

prohibiting future messages from being sent until the specific customer sends a request to opt in.

10. The method of claim 8, wherein the opt out request is determined on a real time basis through natural language processing.

11. The method of claim 1, further comprising:

determining, from responses across the group of potential customers, a response rate, a success rate, and an opt out rate associated with each message across the two or more messaging platforms; and

displaying the response rate, the success rate, and the opt out rate on a user interface over a period of time.

12. The method of claim 1, wherein an application programming interface integrates with third party software to initiate the conversation between the specific customer and the agent within the particular messaging platform, and wherein the application programming interface outputs to the third party software one or more reporting metrics based on the conversation.

13. A computer-implemented system, comprising:

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.

14. The computer-implemented system of claim 13, wherein determining that the first messaging platform is unavailable and generating a list of prioritized alternative messaging platforms is done on a real time basis.

15. The computer-implemented system of claim 13, wherein the operations further include:
receiving input at slidable elements on a user interface to define one or more time periods to send the message;

determining that the message will not be received at the first messaging platform within the one or more time periods; and

dynamically modifying the one or more time periods in accordance with when the first messaging platform is available.

16. The computer-implemented system of claim 13, wherein the operations further include:

displaying an option on a user interface for selecting a preferred messaging platform as the first messaging platform;

prioritizing the first messaging platform above other messaging platforms; and

reprioritizing the list of prioritized alternative messaging platforms based on determining the first messaging platform is unavailable; and

in subsequent messages, dynamically lowering the prioritization of the first messaging platform based on a model that predicts unavailability of the first messaging platform.

17. 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 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.

18. The non-transitory computer readable storage medium of claim 17, wherein determining that the first messaging platform is unavailable and generating a list of prioritized alternative messaging platforms is done on a real time basis.

19. The non-transitory computer readable storage medium of claim 17, wherein the operations further include:

- receiving input at slidable elements on a user interface to define one or more time periods to send the message;

- determining that the message will not be received at the first messaging platform within the one or more time periods; and

- dynamically modifying the one or more time periods in accordance with when the first messaging platform is available.

20. The non-transitory computer readable storage medium of claim 17, wherein the operations further include:

- displaying an option on a user interface for selecting a preferred messaging platform as the first messaging platform;

- prioritizing the first messaging platform above other messaging platforms; and

- reprioritizing the list of prioritized alternative messaging platforms based on determining the first messaging platform is unavailable; and

- in subsequent messages, dynamically lowering the prioritization of the first messaging platform based on a model that predicts unavailability of the first messaging platform.