

MULTICHANNEL MESSAGING SYSTEMS AND METHODS

ABSTRACT

Techniques for managing client profiles in a central communication platform providing communication between an organization and a plurality of clients using separate messaging applications are disclosed. An exemplary method comprises receiving a set of client information from a user of a second unit of the organization, wherein the set of client information comprises a second communication channel identifier; generating, based on the set of client information, a second client profile; comparing the second communication channel identifier with one or more existing communication channel identifiers of the communication platform; based on the comparison, either associating the second client profile to an existing client, or generating a new instance of a predefined data structure corresponding to a new client and associating the second client profile with the new instance of the predefined data structure corresponding to the new client.

Fig. 1