Based on LivePerson and IBM’s joint work at world-leading brands, our combined offering marries the best-in-class AI of Watson and the world’s leading business-to-consumer messaging platform to connect AI to care and digital operations.

The launch of Apple Business Chat and Google RCS Business Messaging enables users to communicate and transact with brands directly from their phones without a dedicated mobile app.

Together, we can transform customer care, simultaneously reducing costs and delighting consumers.

IBM Cognitive Customer Care
By 2022, the average person will have more conversations with bots than with their spouse.

Gartner
Hey, please pick up milk on your way home.

Sara, what is that sushi roll we order from Happy Fish?

What time will you be here? The res is for 8.

Hey Rob. My flight lands at 4.30. I should be there by 6?

Consumers drive the shift to conversational

Messaging is used for 9/10 conversations on their phone, especially to get things done.

18 OF THE WORLD’S 22 MOST POPULAR APPS INCLUDE MESSAGING
The big players are disrupting the way brands communicate with consumers

- **Apple Business Chat → 1.1 Billion Devices**
- **WhatsApp for Business → 1.8 Billion Users**
- **RCS for business → Replacing SMS**
- **GMB Messaging → Enriching the #1 Search Engine**