MetriNote: *Metrics-Based Strategic Advice*
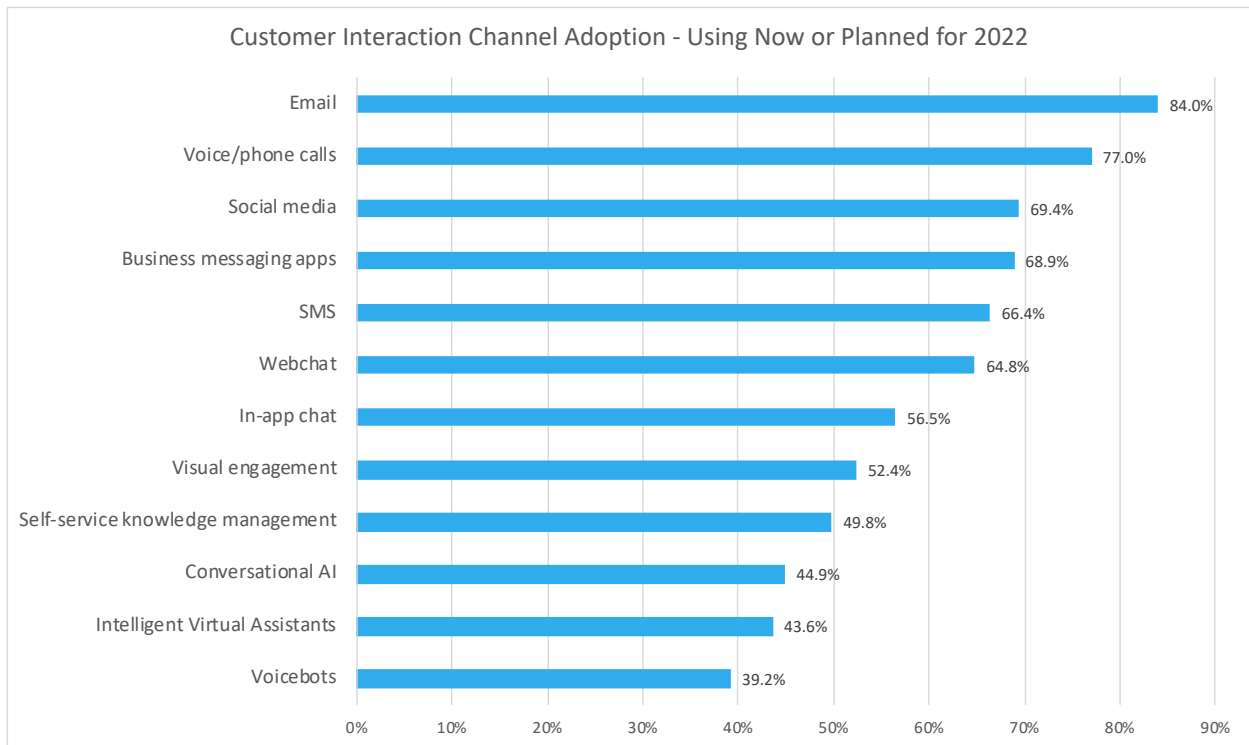
LeapXpert Integrates Consumer Messaging into Microsoft Teams

What's the news?

Sept. 12, 2022 – LeapXPert, a provider of secure business communications, has [announced](#) that Leap Work for Teams is now generally available in the Microsoft Teams Store. Leap Work provides integration between Microsoft Teams and consumer messaging services including SMS, WeChat, and WhatsApp for one-to-one and group chats. The service also allows escalation of a chat into a phone call for those using Teams Phone System. Leap Work stores chat interactions to support compliance requirements and also provides security controls including data leak prevention, scanning of messaging for malicious content, and other policy-based controls.

What do our metrics say?

Metrigy continues to track the growing importance of consumer and business messaging apps for B2B and B2C engagement. Our *Customer Experience Transformation 2022-23* global research study, based on data gathered from 724 end-user organizations, found that business messaging and SMS are among the most adopted customer engagement channels, trailing only email, voice calls, and social media.

Customer Interaction Channel Adoption - Using Now or Planned for 2022

Channel	Adoption
Email	84.0%
Voice/phone calls	77.0%
Social media	69.4%
Business messaging apps	68.9%
SMS	66.4%
Webchat	64.8%
In-app chat	56.5%
Visual engagement	52.4%
Self-service knowledge management	49.8%
Conversational AI	44.9%
Intelligent Virtual Assistants	43.6%
Voicebots	39.2%

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What's Metrigy's take?

True omnichannel customer engagement means meeting customers, be they consumer or business, where they are rather than forcing them to use your preferred channels. LeapXpert's offering enables companies to engage with external customers, as well as business partners, on the consumer services they are likely already using, including WeChat, WhatsApp, and SMS messaging. LeapXpert's offering allows companies to securely support messaging on these services while also meeting enterprise compliance, governance, and data retention requirements, all while enabling those using Microsoft Teams as their enterprise messaging app to stay within their primary user interface.

What does Metrigy recommend?

Those who are currently using Microsoft Teams as well as allowing employees to use consumer messaging services, often without security, governance, or compliance controls, should evaluate LeapXpert for its ability to establish security and compliance control over external messaging. Consider as well other messaging security and compliance offerings, as well as direct federation through Microsoft Teams Connect as part of your overall strategy for secure B2B and B2C messaging.

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Metrigy

ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.