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Userlike Launches Beta of *Messenger Channels*: One Hub to Serve Them All

German business software provider Userlike launches the trial phase of its Messenger Channels. With this, the company aims to transition from a tool for website support to a comprehensive solution that covers Facebook, WhatsApp, Telegram, and SMS service.

Cologne, July 19th 2016. Userlike announces the launch of its *Messenger Channels* for beta testing. Companies are invited to join the beta phase, which will be running over the following two months.

The *Messenger Channels* are built so that businesses can deliver service over the most common mobile messenger apps. So far, these channels include Facebook Messenger, WhatsApp, Telegram, and SMS. Timoor Taufiq, co-founder and CEO: "Messenger apps have become the standard for private communication, and now their creators are slowly opening the doors for business to consumer communication as well. This is good news for consumers and businesses alike because it will make customer service both better and as cheaper."

With the Facebook Messenger Channel, businesses can connect their Facebook fan page with Userlike to answer Facebook messages from the Userlike Chat Panel. With WhatsApp, Telegram, and SMS, customers can add the business as a contact and receive service to their smartphones.

Userlike thus moves away from being a tool for website support only. Taufig: “We believe websites and web support will stay as important as ever, but we foresee a future in which they play in harmony with these messengers. With our *Messenger Channels*, we’re taking a step in that direction. Don’t just keep your customers on your website – bring them back.”

One of the beta testers is Livecrowd, a Dutch company specialized on messenger based customer service for high crowd events. CEO Arwind Gajadien shares his experience with Facebook and WhatsApp: “People love these channels because they’re so convenient. You don’t want people to download yet another app; you want them to use what they’re already comfortable with. We often hear how much people appreciate our service and how convenient it is compared to email or contact forms.”

Companies interested in joining the *Messenger Channels* beta can reach out to the Userlike support team.

About Userlike

Founded in 2011 in Cologne, Germany, Userlike is on a mission to break down the communication barriers between businesses and their customers. Help your customers – when it matters, where it matters.

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