

T Business

CEE MESSAGING TRENDS:

THE YEAR OF CONVERSATIONAL
REVOLUTION

Evolution and revolution



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MARKET GROWTH TRENDS



166%

INCREASE in Europe's RCS traffic
after Apple begins support



376%

RISE in WhatsApp
traffic in Greece



47%

INCREASE in messaging
in Poland



530+

BILLION mobile messaging
channel interactions
across the globe



CENTRAL EUROPE OVERVIEW

Channels	Countries	Verticals
RCS - 167% (CEE Average)	Poland - 47%	Retail & eCommerce - 52% (Poland)
WhatsApp - 68% (Poland), 367% (Greece), 625% (North Macedonia)	Greece - 19%	Healthcare & Fitness - 59% (Poland)
Viber - 26% (Greece), 33% (Czech Republic)	North Macedonia - 0.8%	Transportation & Logistics - 31% (Greece)
SMS - 33% (Poland), 12% (Greece), 7% (North Macedonia)	Croatia - 30%	Finance & fintech - 67% (Poland)
Email - 268% (Poland SMBs)	Hungary - 36%	-

47%

36%

30%

0.8%

19%

INTRODUCTION



MARKET TRENDS



Infobip analyzed several global customer engagements for its 2025 Messaging Trends Report—offering a comprehensive view of how business messaging is evolving across industries and regions. As one of Infobip's trusted partners, Deutsche Telekom is proud to have contributed to this milestone through its customer interactions powered by Infobip's solutions.

These interactions include everything from delivering vital verification codes and notifications to rich two-way marketing messages and conversational interactions orchestrated by AI. Teaming up with Infobip on this report, we narrowed the scope of the findings from their global analysis to uncover deeper regional insights—shining a spotlight on the Central and Eastern European (CEE) region, with a particular focus on Greece, Poland, and North Macedonia. Breaking the stats down by country, vertical, use case, and channel has allowed us to identify how brands are refining their communication strategies and see past the AI hype to

harness the technology in practical, safe, and effective ways. We're seeing more sophisticated applications for conversational experience, with mature businesses incorporating AI to support cohesive conversations across channels and use cases.

Conversational experience has moved from being a buzzword to becoming CXaaS (conversational experience as a service), where investment in the right technologies is vital to provide the mature experiences customers expect.

Brands that are lagging may be using multiple channels, but without strategic integration and synchronization, they struggle to deliver consistent and high-quality customer experiences.

The most disruptive trend in 2024 was the phenomenal growth of RCS messaging, after Apple began supporting it on its devices in September. Although this trend was global, it took off in some regions in a big way.

We hope the analysis in this report will help businesses like yours develop their messaging strategies to forge closer relationships with end users and customers.

POWERING THE FUTURE OF BUSINESS MESSAGING: INSIGHTS FROM DEUTSCHE TELEKOM

Igor Marušić, Head of CPaaS Business Development B2B Europe, shares how Telekom positions its communication platform as the future of business communication.

Communication platform adoption is rising across Europe and beyond. What trends are you seeing in the market right now?

Globally, we're seeing a shift from transactional to conversational messaging, and communication platforms for businesses are at the heart of this. In Central and Eastern Europe, for example, RCS, WhatsApp, and Viber are seeing massive growth. Customers expect to interact with businesses the same way they message their friends: instantly, naturally, and across channels. At the same time, AI is playing a larger role, powering chatbots, personalizing customer journeys, and improving automation. Communication platforms for businesses meet these messaging trends head-on, giving businesses the agility to evolve with customer expectations.

Telekom has partnered with Infobip to power this platform. What made them the right partner?

When we evaluated potential partners, we were looking for more than just a strong platform; we wanted strategic alignment to meet today's messaging trends. Infobip has been named a Leader in the Gartner® Magic Quadrant™ for CPaaS for the third time in a row. But beyond recognition, we saw an obvious match, since Infobip shares our focus on innovation, omnichannel experience, data security, and long-term scalability. Their platform isn't just robust and flexible; it also integrates seamlessly into our wider portfolio, helping us to offer reliable, enterprise-grade solutions with minimal complexity for our customers.

Can you explain that in more detail? How does the Communication Platform fit into T Business Europe's broader offering?

Sure! Our product portfolio is built around enabling digital transformation—from connectivity to collaboration and cybersecurity to cloud. Our communication platform for businesses complements all of that. It helps businesses not only reach their customers but actually engage with them in a way that builds loyalty, drives sales, and improves support. Whether you're integrating it into a contact center or launching a simple marketing campaign, it scales to meet customer needs in today's messaging trends. And because it's all backed by our infrastructure and local expertise, customers know they're in safe hands.

What would you say to businesses considering investing in a communication platform right now?

Don't wait. Customer expectations are evolving fast, and the companies that invest now will be the ones leading tomorrow's messaging trends. A communication platform for businesses isn't just about sending messages; it's about building lasting customer relationships through smart, connected conversations. Best of all, it works for everyone—from small stores to large enterprises. With Telekom and Infobip, you're not just choosing a platform, you're choosing a partner that's ready to help you grow.

We didn't just choose the leading communication platform; we chose the one that perfectly complements our mission to be the digitalization partner for every business."

Igor Marušić, Deutsche Telekom Europe



POWERING EUROPE'S MESSAGING REVOLUTION: MIRZA BUKVA ON OPERATOR PARTNERSHIPS AND PLATFORM INNOVATION

Mirza Bukva, EMEA Director of Operator Partnerships at Infobip, shares insights on the rapid evolution of messaging in Europe and how operators and businesses can capitalize on the conversational revolution in the region.

Europe is seeing explosive growth in rich messaging channels. What are the key trends driving this transformation?

The numbers speak for themselves. For example, we've seen a phenomenal 167% increase in RCS traffic across Central and Eastern Europe, with markets like Greece showing 367% WhatsApp growth and Poland leading with a 47% overall increase in messaging. This isn't just about technology adoption—it's the third generation of CPaaS unfolding across Europe. We're democratizing global communications and digital interactions through the power of our platform, enabling businesses of all sizes—from SMEs to large enterprises—to change customer relationships for the better and drive growth.

How is Infobip helping European operators and enterprises capitalize on these rich messaging opportunities?

Our comprehensive RCS Business Messaging Solution and strategic partnerships with companies like Deutsche Telekom enable operators to monetize these channels effectively. The platform brings together advanced analytics and generative AI within our rich SaaS portfolio, providing a comprehensive solution for both digital transformation and conversational experiences. Whether you're a Polish bank leveraging our 59% messaging growth in the finance sector or a Greek healthcare provider utilizing our omnichannel capabilities, we're the one communication platform for everyone.

What unique challenges do European operators face with evolving regulations, particularly around SMS fraud prevention?

Europe is actively developing regulations to combat SMS fraud, including essential developments around message filtering, anti-phishing technologies, and artificial traffic inflation. While effective fraud prevention technologies are available, implementation has to comply with regulatory requirements. That's where our expertise becomes invaluable. Infobip actively collaborates with telcos and regulatory bodies to refine these regulations and provide enhanced security and privacy protection for all stakeholders, both end-users and telcos.

How critical are strategic partnerships like your one with Deutsche Telekom in Europe's messaging evolution?

Strategic partnerships are absolutely essential. Our collaboration with Deutsche Telekom is the perfect example of how we work together to create solutions rather than simply providing services. We didn't just choose a leading communication platform; we chose the one that perfectly complements our mission to be the digitalization partner for every business.

What role will AI and automation play in shaping Europe's messaging landscape?

AI is changing everything. We're using our AI Hub to help European businesses create seamless end-to-end conversational experiences across the customer journey. Businesses across Europe are showing a real appetite for integrating AI-driven solutions that consumers trust. Whether it's agentic AI for complex customer interactions

or generative AI for personalized marketing campaigns, we're helping companies shift toward intuitive two-way interactions through the channels customers use with their families and friends.

What should European operators and businesses prepare for as messaging evolves?

The future is about real omnichannel orchestration. Beyond just being present across multiple channels, that means syncing data and communication across platforms to provide consistent, seamless experiences. European businesses need to invest now in platforms that unify SMS, RCS, WhatsApp, Viber, and emerging channels. They should focus on building CX maturity through cohesive conversations across channels and use cases. The businesses that embrace this conversational future now—powered by AI, secured by robust partnerships, and delivered through comprehensive platforms like ours—will lead Europe's digital transformation and drive unprecedented customer loyalty and growth.

Mirza Bukva,
EMEA Director of Operator
Partnerships at Infobip



A woman with long dark hair, wearing glasses and a dark green button-down shirt, is looking at a tablet computer. She is standing in a modern office or tech environment with blue and white geometric patterns on the wall. A large, bright pink graphic element is on the left side of the image, partially overlapping the text.

SPOTLIGHT ON CENTRAL AND EASTERN EUROPE

MESSAGING VOLUMES ACROSS CEE CONTINUE TO RISE

Poland, Greece, and North Macedonia are all shifting toward omnichannel engagement.

Poland remains the regional messaging powerhouse, recording a **47% year-on-year increase** in interactions. Growth was seen in both SMS (33%) and RCS (100%), reflecting a healthy mix of traditional and rich messaging. Across industries, retail & eCommerce (51%) and Healthcare & Fitness (59%) saw the biggest jumps.



North Macedonia is emerging as a fast-growing challenger. While total messaging volumes remain modest, the market saw explosive **WhatsApp growth of 626%**, primarily driven by the country's finance and retail sectors. Gains in SMS (7%) and Viber further highlight the country's strong messaging culture and appetite for multichannel engagement.



Greece continues to grow steadily, with overall messaging **volumes rising 19%**. While Retail & eCommerce led by volume, Transportation & Logistics (31%) and Healthcare & Fitness (42%) were the fastest growing sectors. On the channel side, WhatsApp traffic surged 367%, and Viber usage grew 25%, reflecting a growing appetite for conversational CX. SMS also remains resilient, up 12% YoY.



STRONG MOMENTUM IN OTHER CEE MARKETS

As CPaaS adoption continues, Poland, Greece, and North Macedonia are setting the pace, while neighboring markets show strong potential for expanding rich, conversational engagement.

Czech Republic SMBs leaned into messaging in the Retail & eCommerce (+33%) and Logistics (+113%) sectors.



Hungary saw Retail & eCommerce messaging volumes rise by 83%.



Croatia saw 118% messaging growth in Finance & Fintech.



4 KEY MESSAGING TRENDS IN CEE



POLAND

Leading in volume and diversity

Strong growth across **RCS (100%)** and **SMS (33%)**, with the **finance and fintech** industry leading the charge with a 59% increase in messaging.



GREECE

Rapid rise in rich messaging
Significant jumps in **WhatsApp (+367%)**, **Email (+32%)**, and **Viber (+25%)**, while **healthcare and fitness** dominated usage, up 61%.



NORTH MACEDONIA

A high-growth challenger
WhatsApp spiked by 625%, led by the **retail & eCommerce** sector with a 27% increase.

59%

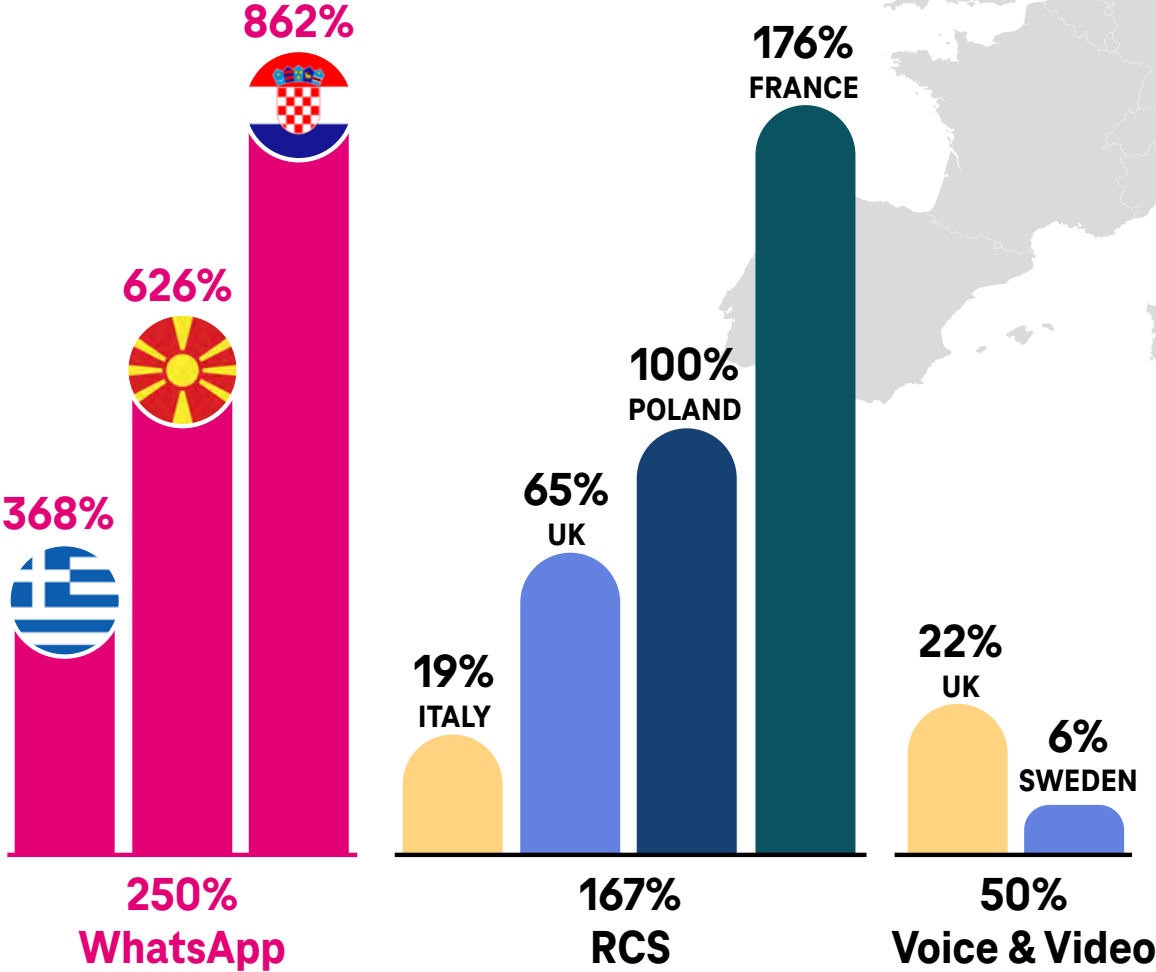
Poland

36%

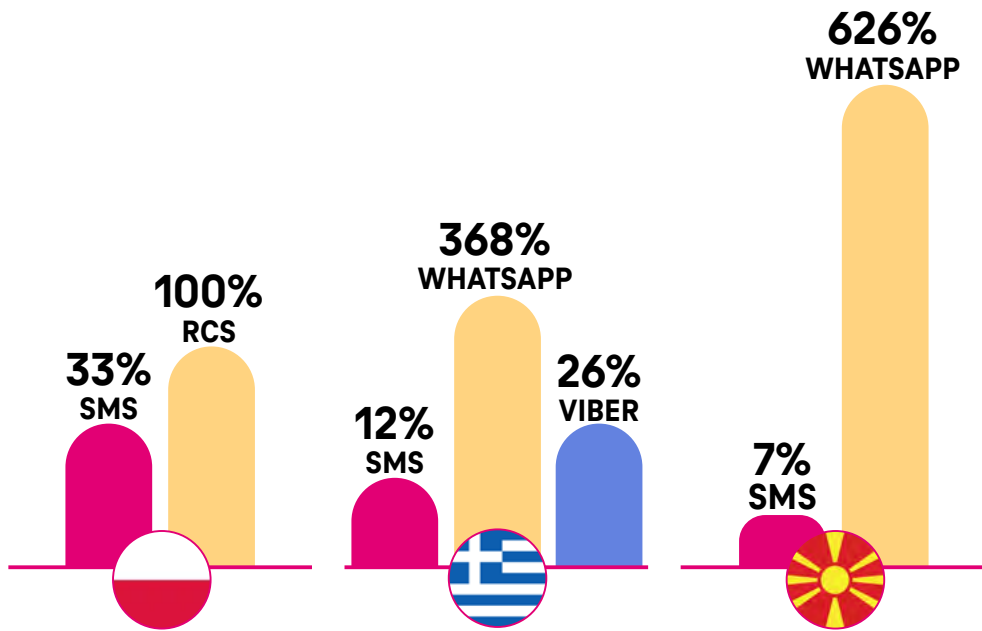
Greece

Finance and fintech dominate industry messaging
Significant YoY growth across multiple countries, including **Poland (59%)**, and **Greece (36%)**.

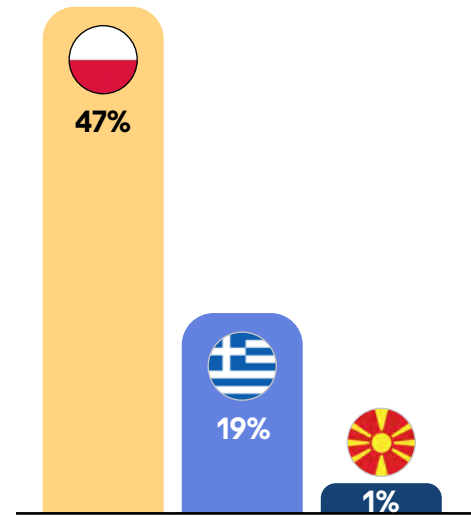
BIGGEST CHANNEL GROWTH



BIGGEST CHANNEL GROWTH PER COUNTRY



ALL SEGMENTS



TOP INDUSTRIES: ALL MARKET SEGMENTS

SMBS
31%



Retail & eCommerce



Finance & Fintech

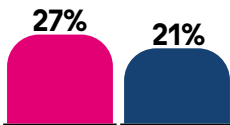


Healthcare & Fitness

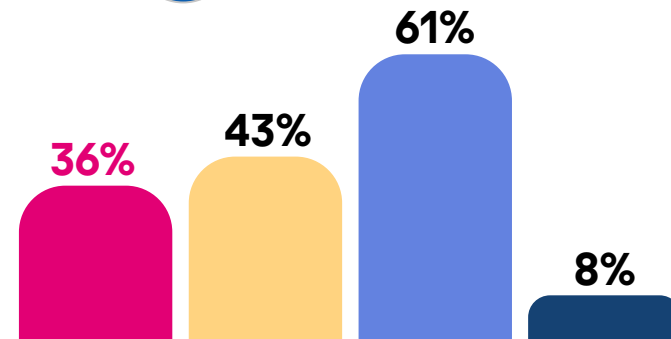


Transportation & Logistics

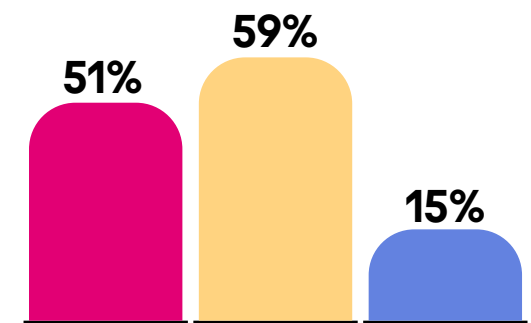
 **NORTH MACEDONIA**



GREECE



POLAND



CHANNEL ANALYSIS AND CX MATURITY



MORE GROWN-UP CONVERSATIONS

In previous reports, Infobip tracked the development of conversational experience and how this trend was changing the communication style and the mix of channels brands use to interact with their customers.

Messaging channels natively supporting two-way interactions that blend emotional empathy with intelligent technology like **WhatsApp, Messenger, Viber**, and **RCS** are becoming far more widely used and accepted for business communication. This trend started with customer support but has now also spread to marketing, and we're now seeing signs that people are expecting the same approach for transactional use cases, too.

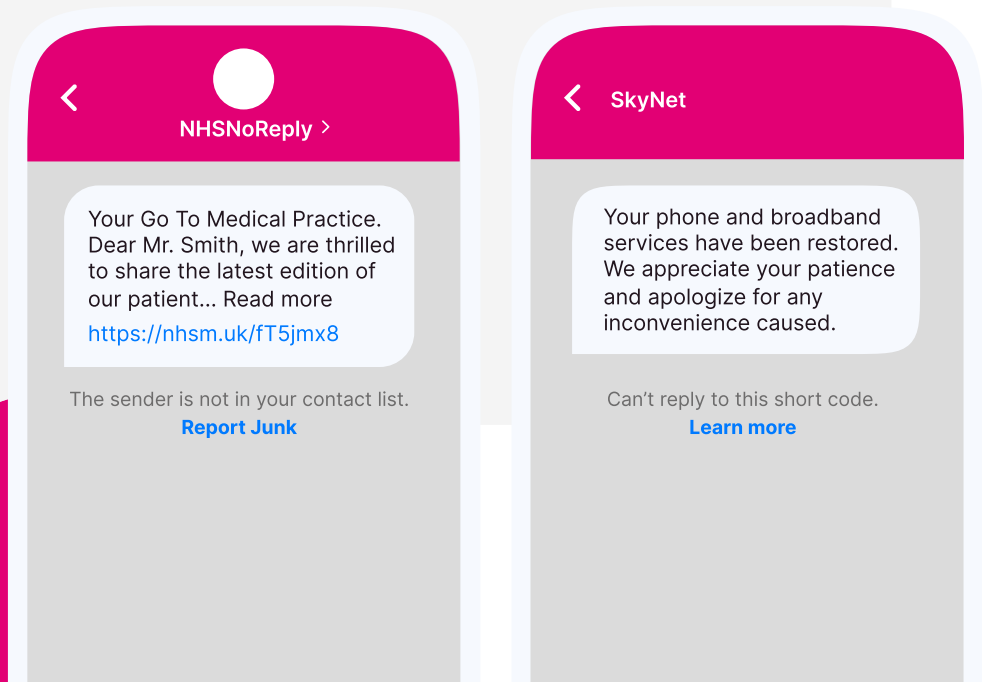
MUTING CONVERSATIONS IS NOT HOW YOU MASTER CX.

We've all had the experience of receiving a message from a business, usually a notification or update, that we want to reply to with a question or query, but we can't respond **on that channel**.

This doesn't make for a good customer experience, which is why brands are now evolving their conversational messaging strategies to include notifications, reminders, and transactional updates.

Even if customers can't reply directly to an SMS notification, you can at least route them to a channel where they can get quick, contextually literate help.

This is where brands with **high CX maturity** can differentiate themselves.



MEASURE THE CX MATURITY OF YOUR BUSINESS—TAKE THE ASSESSMENT.



Conversation AI assistant

Good morning, Jane! Get ready for your 2 PM appointment. Bring an umbrella, there's a chance of 🌧️

High CX maturity means cohesive conversations across channels and use cases

In 2024, Infobip conducted [in-depth research](#) into the CX maturity of 206 global enterprise businesses in retail, finance, telco, and healthcare.

The research showed that, on average, the brands displayed slightly above **mid-level CX maturity**.

Infobip also found that only **33%** of the enterprise brands using multiple channels strategically integrated them and kept them in sync. This means that two-thirds were struggling to offer consistent, seamless, high-quality customer experiences. Interestingly, despite the low level of channel integration, **80%** of brands claim to have an omnichannel strategy. However, proper channel integration is a core aspect of any consistent omnichannel strategy.

This shows that although most brands are adopting a **multichannel approach**, many are missing the opportunity to enjoy the benefits of true omnichannel communication that would put them well on the path to CX maturity.

THE 7 COMMUNICATION HABITS OF HIGHLY EFFECTIVE BRANDS

1. They get omnichannel

Effective channel usage plays a major role in a brand's maturity. An effective omnichannel strategy means that customers always feel informed, have their channel preferences respected, and can resolve queries and issues quickly and easily.

Brands with high CX maturity utilize a strategic mix of traditional email, SMS, and digital channels like Instagram, RCS, and WhatsApp. They can choose the best channel for each use case and even take individual customer preferences into account.

Email, SMS, RCS, WhatsApp

2. Personalization is more than a gimmick

Brands that value customer experience know that people now expect more than **'Dear [First.name]'** and **'We hope you enjoyed receiving your [LastproductBought]'**. Infobip's [research into the communication preferences of different generations](#) clearly shows that newer generations of consumers expect brands to know them and adapt their messaging accordingly, considering offer, message, and channel. Businesses with high CX maturity can do this consistently, cohesively, and effectively.

Adapt messaging, High CX maturity

3. They use data effectively

We all know that businesses have to use data effectively. It's what drives the personalization that customers expect and the operational efficiency required to stay competitive in today's markets. Brands with high CX maturity have evolved, so their data is an asset in all business areas. They've removed internal data silos to ensure all their messaging channels are in sync, leading to consistent and effective customer experiences.

Personalization, Internal data silos

4. They prioritize meaningful conversations throughout the customer journey

Going a step further, removing data silos means the conversational approach to customer interactions can be applied to more use cases and throughout the customer journey. After a person becomes a customer by making a purchase, they don't want to just be dropped into a 'post-purchase workflow' where the business stops interacting with them.

Brands at the higher end of the CX maturity scale can support cohesive conversations across channels and use cases throughout the customer journey.

Customer journey, Cohesive conversations across channels

5. They are flexible and agile

Messaging volumes aren't constant throughout the year. In every industry, there are predictable peaks and troughs. But there are also spikes you can't anticipate, for example, geopolitical events, announcements from competing brands or industry influencers, or the release of a groundbreaking new technology.

Mature brands can effortlessly scale messaging volumes without impacting deliverability rates or latency. By leveraging integrations and trusted technology partnerships, they can adopt new channels quickly and are always looking to improve and refine their messaging.

Geopolitical events, Mature channels

6. Security is non-negotiable

Customer privacy and data security remain constant in an effective omnichannel strategy that matches the right message with the best channel. By combining the latest authentication techniques and channels with two-way encryption, brands with high CX maturity can mitigate the risks of fraud and unauthorized access.

Two-way encryption

7. They use AI as an effective tool

Brands with high CX maturity have learned how to use AI effectively to improve their customers' lives, often without them even noticing. For example, many businesses are deploying intelligent chatbots, automating back-office operations to speed up tasks, and using agentic AI to make instant decisions backed by data. All these examples help expedite processes like credit applications and even optimize entire supply chains. Crucially, customers should never feel like they are being palmed off to an AI that can't help them. They should always be able to interact with a person when they need to.

AI, Intelligent chatbots, Agentic

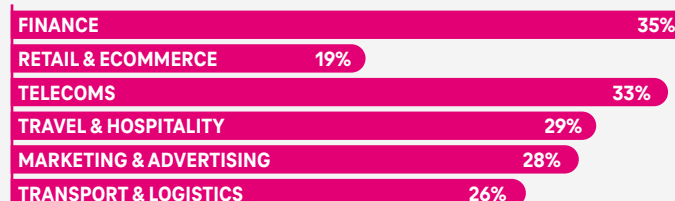
Measure the CX maturity of your business—take the assessment.

[Click here](#)

OMNICHANNEL ADOPTION TRENDS

Businesses across the globe are rapidly embracing omnichannel strategies to meet evolving customer expectations. On Infobip's platform, the number of organizations using more than two communication channels grew significantly in 2024. This major trend reflects Europe's appetite for richer, more connected customer experiences—particularly in fast-growing retail, finance, and logistics sectors.

Based on Infobip's analysis, the industries across the globe most likely to use three or more channels are:



WHAT CHANNELS ARE BRANDS WITH HIGH CX MATURITY USING?

The differences in the popularity of a particular channel can be huge between regions and even between countries in the same area. Savvy businesses lean on the expertise of local staff and platform providers to ensure they're using the channels with the highest penetration in the region. This ensures the highest delivery rates and engagement for key messages.

Across almost all industries globally, the most used combination of channels is **SMS and the most popular chat app in the region**. The channel mix also differs between European regions. In Western Europe, businesses combine SMS with WhatsApp, while Eastern European countries like Ukraine and Croatia prefer to combine it with Viber.

Brands rush to add RCS to their omnichannel arsenal

Europe saw strong RCS growth in 2024, with total traffic reaching over 186 million messages—up from just under 70 million in 2023. This represents a 166% year-on-year increase, accelerating adoption across the region.

Although it hasn't made it into any of the top three channel combinations, RCS has made huge ground in 2024. It's now in the top 10 list of omnichannel combinations in every industry we track, having been outside the list for every vertical in last year's analysis.

Leveraging the strengths of both channels gives brands full coverage of transactional and promotional use cases:

- SMS for short-form text notifications
- RCS for rich media promotional messages, authentication, and two-way conversational support

This shows that many brands have gone beyond experimenting with RCS as an additional channel and have fully incorporated it into their communication strategies. Considering that, in most markets, the majority of RCS messaging growth was in the final quarter of 2024, we predict a real shake-up to the omnichannel combination stats over the following year.



CONVERSATIONAL MARKETING

Globally, Infobip has seen a **30% increase** on its platform in brands orchestrating conversational marketing interactions with their customers.

Their channel of choice? WhatsApp! 2024 was a pivotal year for this popular messaging app. With 41% interaction growth, SMS and email have become the top channels for conversational marketing use cases.

This makes WhatsApp the top channel for **Conversational Marketing, Conversational AI, and Conversational Support**.

Getting conversational with LAQO insurance

As Croatia's first fully digital insurance provider, LAQO is redefining customer support through innovation and seamless digital experiences. To address the need for personalized and always-available assistance, LAQO partnered with Infobip to launch "Pavle," an AI-powered

assistant accessible 24/7 via the WhatsApp Business Platform. With Pavle, customers can instantly get answers to their insurance questions, resolve general queries, and even file accident claims—while always having the option to connect with a live agent for more complex needs. The AI assistant streamlines the process, handling 30% of customer interactions, speeding up claim resolution within 24 hours, and freeing human agents to focus on challenging cases and welcoming new customers. Central to Pavle's success is its ability to interact naturally in Croatian, delivering consistent, reliable information while maintaining an engaging personality that matches LAQO's brand. This automated, multilingual support optimizes resources and operational efficiency. It helps LAQO deliver fast, intuitive, and user-friendly digital customer journeys, raising the bar for what European insurance customers can expect.

CONVERSATIONAL AI (ANSWERS)



TELEGRAM
13%

Channel and use-case diversification

After several years of strong growth in WhatsApp chatbot interactions, many brands are diversifying their channel mix to include other conversational channels.

WHATSAPP
5%

Podravka
GRUPA

An AI assistant promoting healthy eating

Podravka, a Croatian multinational food company, created a conversational chatbot that can understand and anticipate the needs of its customers, send accurate nutritional information, and even educate users on healthy recipes.

[Read the full story.](#)



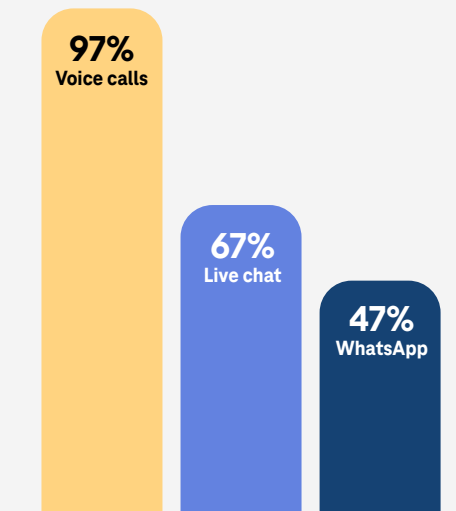
CONVERSATIONAL SUPPORT



We can also clearly spot the trend of channel diversification when digging into the data for conversational support use cases, as there is significant growth in both automated chatbot interactions and two-way customer-to-agent conversations.

This tells us that brands have realized people are happy to deal with chatbots when they add value, but also want to be able to interact with a human when necessary.

Customer-to-agent interactions increased on the following channels:



THE RCS EFFECT

CROATIA:
4,811%
YOY

POLAND:
100%
YOY

GERMANY:
3,604%
YOY

The dominant RCS narrative in 2024—both globally and across Central and Eastern Europe (CEE)—was, without doubt, one of growth.

Exponential RCS growth is now a defining trend in the region. As carrier support and enterprise adoption expand, many brands in Poland, Greece, and North Macedonia are embracing RCS for everything from retail promotions to banking notifications.

While 2023 saw impressive gains, performance in 2024 surpassed expectations, with RCS messaging in the region more than doubling in many markets. For example, Poland (+100%) and Croatia (+4,810%) saw huge increases, with Poland establishing itself as a CEE leader for RCS business messaging.

RCS usage has grown more than **nine times** in some CEE countries since 2022. In Western Europe, Germany also recorded staggering growth of +3,603%.

THREE MAIN FACTORS DRIVING THE RISE OF RCS

Jelena Mijuskovic
Cloud Customer Engineer—
Data & AI at Google

“Infobip has a background in building and deploying chatbots and integration systems. That’s why we believe Google Cloud and Infobip can work together to leverage the potential of our machine learning platform, Vertex AI, to offer end users the best possible machine learning systems.”

Tips and tricks for a
successful GenAI strategy

[Find out more.](#)

1. Messaging app features at a lower price

RCS Business Messaging is considered the next step in the evolution of SMS. It’s used for both P2P and A2P communication and combines the reach of SMS through MNOs with the rich messaging features that people enjoy with messaging apps like WhatsApp and Messenger, but at a lower cost.

2. Apple now supports RCS on iOS

[Apple rolled out support for RCS with the release of iOS 18 in September 2024.](#) Now, as a native channel on both Apple and Android devices, RCS Business Messaging has the potential to match the reach of SMS with rich messaging features similar to WhatsApp and other OTT channels.

3. Conversational suitability

With the global trend toward a more conversational style of B2C communication, brands have identified that RCS is perfect for rich, two-way messaging across all stages of the customer journey—particularly in the discovery phase, thanks to the option to include image carousels and videos in messages.

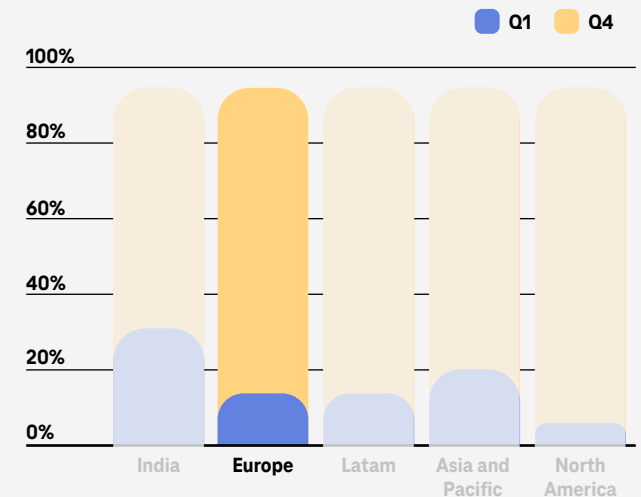
WHAT WAS THE IMPACT OF APPLE'S SUPPORT FOR RCS?

It was exciting to crunch the numbers for the whole year to discover just how much difference Apple's support for RCS would make when it released iOS 18 in September 2024. Even before Apple jumped on the RCS train, the traffic volumes on Infobip's platform in 2023 and the first half of 2024 indicated that brands were investing heavily in the channel.

But just how big would the Apple effect be? Unsurprisingly, it was significant in most regions, but massive in markets with high levels of carrier support for RCS on iPhone. In Poland, Greece, and other Southeast European markets, we measured an immediate and significant uplift in RCS traffic—as previously unreachable iPhone users became addressable overnight. Poland stands out, with a whopping 100% increase in messaging.

The trend is especially evident when we compare European RCS traffic over the first three months of the year with the last three months (after iOS 18 was released in September).

RCS Message Volumes Q1 v Q2 2024



WHY ARE BRANDS INVESTING SO HEAVILY IN RCS?

- RCS delivers improved open and engagement rates compared to traditional SMS, as shown in European pilots and traffic patterns.
 - Major sectors like **retail & eCommerce, telecoms, and finance** now leverage RCS for promotions, notifications, and customer support.
 - Use cases include transactional alerts, marketing journeys, and secure authentication flows.
- Multiple clients and partners experience the “*Wow, this really works*” moment with RCS.

Fewer messages, stronger results

Infobip worked with a top digital agency in France, Digitaleo, whose client, a high-end motorcycle retailer, was looking to boost customer engagement and interest ahead of a flagship store opening.

The agency devised a clever campaign that leaned on the strengths of both RCS and SMS as well as email to reach as many people as possible with personalized messages. The main differentiator was that RCS messages contained image carousels and links to open brochures for detailed information about the motorcycles.

“After recognizing the importance of secure rich messaging, we implemented RCS for Business powered by Infobip to enhance the richness and interactivity of our customer communication. Along with the multimedia capabilities of RCS, our verified sender profile helps us strengthen our brand identity and encourages trust and confidence in our customers, as they always know the messages are from us. We’re excited to explore the potential of RCS with Infobip to create secure conversational experiences for our customers.”

Raz Razaq
Domain Manager, Customer
Contact Experience
Technology, Next

Due to the nature of the campaign, we were able to accurately measure the effectiveness of RCS messages compared to other channels.

- **72% open rate:** Significantly higher than typical email open rates (20–30%) and trackable in a way that SMS open rates aren’t.
- **Fewer messages, more conversions:** Only one-third of the RCS messages were needed to match the same conversions of the SMS campaign.
- **Lower cost per click:** Despite costing slightly more per send than SMS, the cost per click for RCS was **14 times lower**.

HOW ENTERPRISE BRANDS ARE ACTUALLY USING AI



INFOBIP AI HUB: FIRST-YEAR ANALYSIS

From fragmented journeys to connected conversations— how enterprise brands are using AI

Brands across all verticals have had great success building chatbots for individual use cases, but the challenge is to unite these interactions across channels into one cohesive conversational journey.

The emergence of interactive AI has allowed brands to incorporate a whole host of different chatbots and AI algorithms, working together to trigger actions at the ideal points along the customer journey, including in customer service, supporting marketing and sales automation, and operational use cases like scheduling deliveries or managing payments.

In 2023, Infobip released AI Hub to help businesses capitalize on this opportunity by simplifying the process with the help of not only Infobip's technology but also established partnerships with trusted players in the AI space.

They now have a full year's data to analyze how enterprise brands are really using AI, what the most popular use cases are, and what types of queries and transactions AI is helping with.

What is AI Hub?

AI Hub is an Infobip solution that integrates analytics, AI, and GenAI technology into Infobip's core product portfolio. AI Hub enables businesses to build end-to-end conversational customer journeys that add value for customers in all the right places. Infobip collaborated with Microsoft to develop new ways of integrating generative AI within its customer engagement suite to offer more conversational experiences to consumers while reducing the risk of hallucinations. For example, Infobip integrated OpenAI's ChatGPT model through Microsoft Azure OpenAI Service into AI Hub to ensure that the language models are secure, isolated from the outside world, and that customer data is kept safe at all stages of their journey.



5 KEY TAKEAWAYS

HERE ARE THE FIVE KEY TAKEAWAYS FROM INFOBIP'S ANALYSIS OF THE FIRST FULL YEAR OF CONVERSATIONAL INTERACTIONS PROCESSED BY AI HUB, LAUNCHED IN LATE 2023.

1. The learning curve is short

Infobip saw that customers tend to start with a single use case and relatively low volumes. However, as the value quickly becomes apparent, volumes soon increase dramatically. This pattern has been seen repeatedly as new customers come on board.

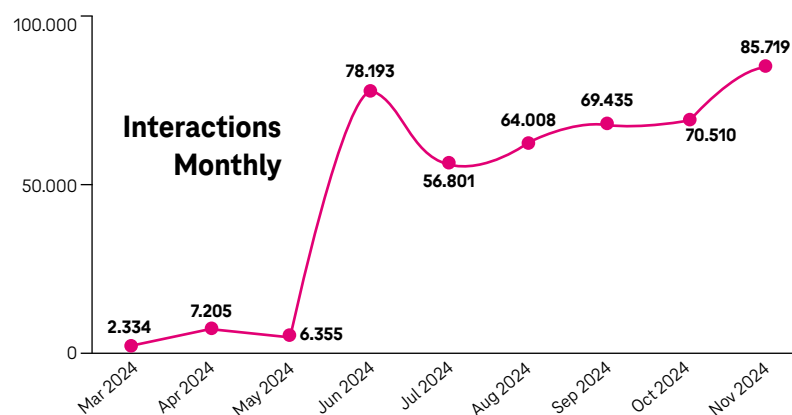
2. Message volumes are highest in the finance and insurance sectors

The banking and insurance industries stand out with the highest number of total interactions. This indicates these industries use AI solutions for front-of-house and high-volume transactional exchanges. This is also a testament to the security provided by AI Hub, as these sectors are known for having some of the strictest security rules when it comes to AI and data processing due to the sensitivity of the personal and financial information they handle.

3. Complexity is high

Analyzing the ratio of prompt tokens, completion tokens, and embedded tokens generated by the AI model reveals that it is handling complex interactions requiring detailed processing. This implies that brands are using AI for more complex tasks than simply answering FAQs and triggering one-off actions. Businesses that were the first to adopt AI Hub are now pushing ahead and creating end-to-end customer engagement journeys using GenAI. For example, many are creating purchase flows that use AI to re-engage with consumers over chat channels to bring them back into the flow.

AVERAGE MESSAGE VOLUMES PER MONTH



AI TERMINOLOGY EXPLAINED

Prompt tokens: These are the pieces of text users input into a language model to get a response. Think of them as the words or characters you type to ask a question or command.

Completion tokens: These are the pieces of text the language model generates in response to a prompt. It's the answer or output you get back from the model.

Embedded tokens: These are the numerical representations of words or characters used by the model to understand and process text. Instead of working with raw text, the model converts words into numbers that it can manipulate mathematically.

4. Rich media interactions peak during sale season

In the retail and eCommerce sectors, interactions that included rich media peaked in November ahead of Black Friday and the sale season. Businesses are using AI to reach customers with marketing messages on channels like WhatsApp and RCS that support image carousels and video.

5. The rate of AI adoption has a regional bias

AI adoption is evolving at different speeds across different regions, but **Europe** is leading the charge with businesses showing a strong appetite for integrating AI-driven solutions and high consumer trust.

hd

Great choice, Jane!

Here are a few ideas on how to make your space attractive and functional at the same time.



Scandinavian Boho

Wooden armchair

[Buy this chair](#)

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Evening to relax

The softest touch of materials

[Buy this chair](#)

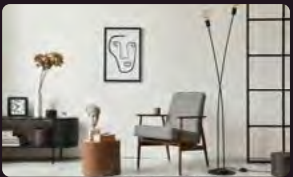
[View details](#)

HOW BUSINESSES ARE USING AI

Building smart and reliable chatbots

Businesses are creating conversational experiences using chatbots and virtual agents that work together across multiple use cases and are trained and limited to the specific client's datasets to increase both the accuracy and relevance of outputs.

 Send Image



Take a look at this elegant grey piece from our new collection 😊

Assisting human call center agents

AI is helping agents be more productive and responsive by providing real-time insights, summaries of previous calls with each customer, and suggested replies appropriate for the specific scenario.



Fraud detection and prevention

Businesses are using AI as a first line of defense to monitor transactions and trigger preventative workflows when potentially fraudulent activity is detected.

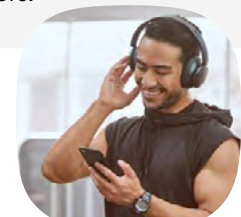


Global Bank

Alert! There is a suspicious activity on your bank account. Was that you?

Marketing campaigns

AI is being used to create and trigger specific campaigns across social media and messaging channels to take advantage of opportunities it has identified that could give the business a tactical advantage over competitors.



Messenger

Hi Mark, your favourite supplements are back! Ready to restock?

SMALL AND MEDIUM-SIZED BUSINESSES (SMBS) ARE SCALING UP DIGITAL ENGAGEMENT



KEY TAKEAWAYS

Across Central and Eastern Europe (CEE), SMBs are using messaging in more sophisticated ways to connect with their customers. In 2024, messaging volumes surged across industries and channels—especially in **Poland, Greece, and North Macedonia**, where smaller businesses are catching up fast with enterprise-level digital maturity.

SMB messaging adoption is growing fast:

EMAIL BY
46%

SMS BY
5% YOY

RCS TRAFFIC
ROSE BY OVER
19,000%

Finance & fintech and healthcare & fitness are the standout verticals, with growth of

42%

**8%
RESPECTIVELY**

32%



North Macedonia recorded one of the most substantial country-level increases in SMB messaging volume—**+32% YoY**—while **Poland** and **Greece** continued to evolve with mixed service-level performance.

5 TOP SMB MESSAGING TRENDS

Digital growth among CEE's smaller financial players

In the SMB segment, finance & fintech stood out for its strong digital shift. SMS traffic rose **20%**, while **email jumped 182%** and RCS by **nearly 940%**—showing that even smaller institutions are embracing richer messaging to support customer acquisition and digital onboarding. In **Poland**, WhatsApp and SMS remain dominant among SMEs, although WhatsApp usage dropped significantly in 2024 as many brands reassessed their mix.

Healthcare & fitness: A quiet digital achiever

SMBs in healthcare & fitness are using messaging to streamline appointment bookings, send reminders, and share health tips. In **North Macedonia**, the rising adoption of chat apps is helping support personalized and low-cost patient engagement. Email grew by **1,495%** in this vertical, signaling renewed interest in longer-form communications and transactional updates.

Channel preferences shifting in Greece and beyond

In **Greece**, SMB SMS usage is pivoting to richer channels like WhatsApp or Viber. However, this could also be a sign of a broader pullback in SMS spending, although WhatsApp adoption is increasing among Greek SMBs in specific use cases. Campaign volumes are also up **241% in Montenegro**, and Viber is posting significant increases in neighboring markets like **Croatia (+67%)** and the **Czech Republic (+65%)**.

North Macedonia: SMB maturity on the rise

Messaging volumes among North Macedonian SMBs grew by **32%** in 2024, with consistent increases across channels. Companies are exploring RCS and WhatsApp for various use cases, including delivery notifications, booking confirmations, and automated customer service for travel, logistics, and small-scale retail.

Omnichannel ambitions on a leaner budget

Small businesses are using messaging to simulate enterprise-level customer service—without the overhead. The rise in automated workflows, multichannel strategies, and targeted messaging shows that SMBs are no longer digital laggards. Instead, they're proving that **scale is not a prerequisite for smart CX**.

ENABLING SMB GROWTH THROUGH MESSAGING: INSIGHTS FROM DEUTSCHE TELEKOM

Anamarija Crnčević, Business Development Manager at Deutsche Telekom, shares her perspective on how SMBs can unlock growth through smart, simple communication—and how Deutsche Telekom is helping them get there.

What unique communication challenges do SMBs face compared to larger enterprises, and how does integrating a conversational communication platform help solve them?

Small and medium-sized businesses need technology that works for them—not the other way around. They have big goals but often lack the large teams and budgets that enterprises enjoy. That's why they need simple, cost-effective tools to help them not only compete at the same level, but also thrive. A conversational platform for omnichannel communication brings all channels into one place, including SMS, chat apps, and email—saving time, improving responsiveness, and delivering great CX without the need for a big team.

How important is it for SMBs to adopt conversational channels like RCS, WhatsApp, or Viber?

It's essential. Customers are already using these platforms in their day-to-day lives, and they expect fast, convenient, and personal omnichannel communication. When SMBs show up in those same spaces, it feels natural. Adding quick replies, images, and buttons makes the whole experience even more fluid because that's how people connect today.

“SMBs don't need big teams or big budgets to deliver great customer experiences—they just need the right tools.”

Anamarija Crnčević, Deutsche Telekom Europe

What are the biggest missed opportunities for SMBs that aren't using omnichannel yet?

The biggest risk is becoming disconnected from customers. Omnichannel helps SMBs build stronger relationships, respond faster, and offer a premium experience. Without it, they could lose customers to competitors offering a more seamless journey.

How does the Deutsche Telekom–Infobip partnership empower SMBs to go digital?

It gives SMBs access to tools that used to be reserved for large enterprises—without the cost or complexity. Our joint offering makes it easy to get started and scale as needed.

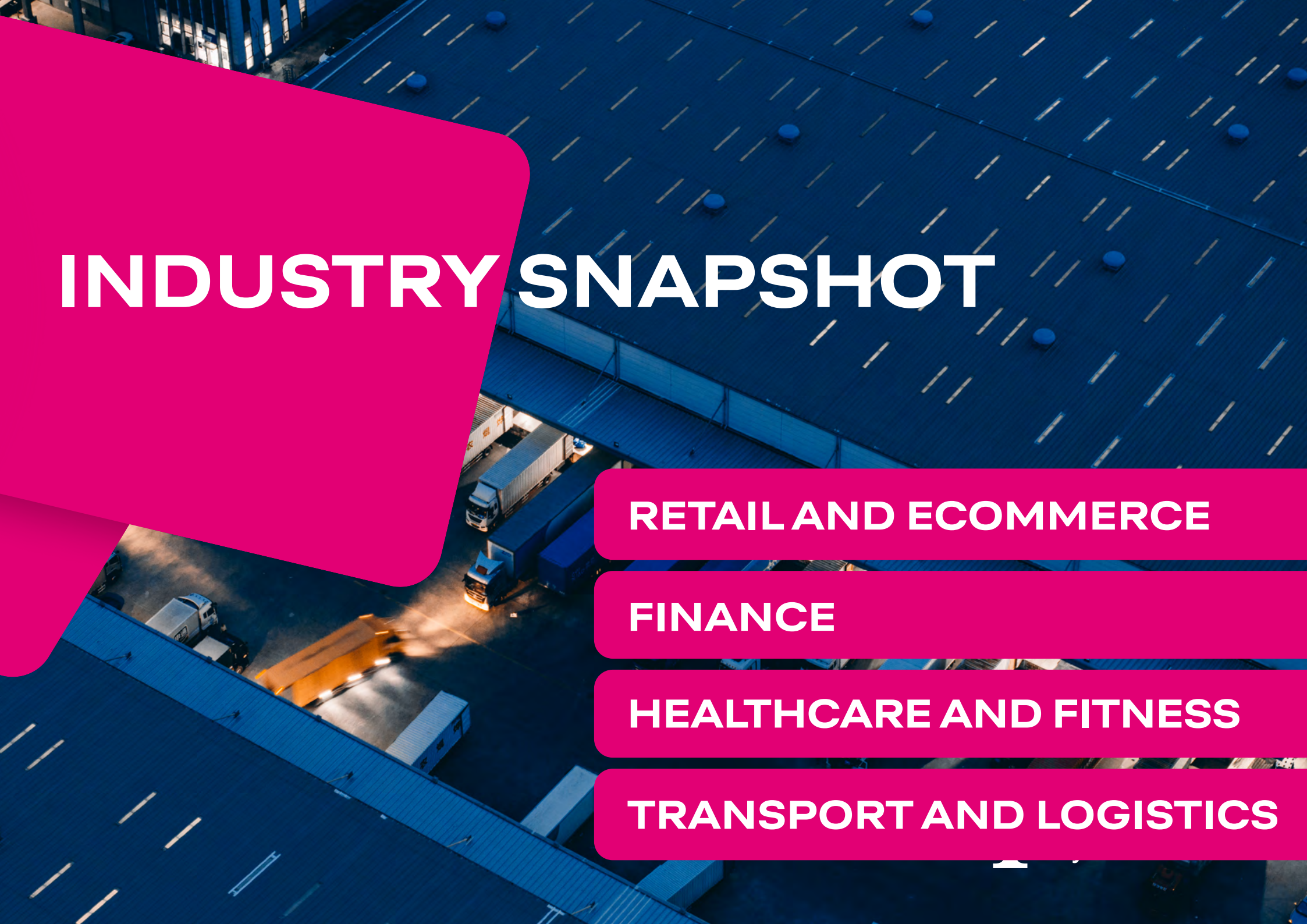
How is Deutsche Telekom making adoption easier for SMBs?

With onboarding support, flexible packages, and no need for a big tech team. Put simply, we offer communication platforms that are ready to go, but still have advanced tools like AI chatbots and contact centers available for when businesses keep growing.

What should SMBs prepare for in the next phase of messaging?

Smarter, more integrated messaging—powered by AI but used thoughtfully. Customers will expect fast replies and personal touches across every channel. The businesses that start now and stay flexible will be the ones that win long-term loyalty.





INDUSTRY SNAPSHOT

RETAIL AND ECOMMERCE

FINANCE

HEALTHCARE AND FITNESS

TRANSPORT AND LOGISTICS

HOW ONE PLATFORM TRANSFORMS COMMUNICATION ACROSS ALL INDUSTRIES: INSIGHTS FROM DEUTSCHE TELEKOM

Agnieszka Chrzanowska, Banking and Insurance Industry Lead for DT Europe, shares how Telekom's communication platform drives engagement and smarter customer communication across key industries.

Can every industry really benefit from a communication platform, or is it better suited to some more than others?

That's a great question, but the answer is really simple: every industry can benefit from business messaging with a communication platform. People's expectations are changing. They now want fast, personal, and convenient interactions, whether they're opening a bank account, filling an insurance claim, or shopping online. Our modern omnichannel communication platform makes that possible by bringing all your channels together in one place, whether you use SMS, email, RCS, WhatsApp, Viber, or social media, and adapting to the specific needs of each industry. No matter your sector, the platform helps you engage more effectively, respond faster, and build stronger, lasting relationships.

Can you share an example of how this looks in banking and finance?

Of course! For banks and financial institutions, trust and convenience are everything. A communication platform helps them automate routine tasks, like sending transaction alerts or loan updates, while also offering secure two-way communication via WhatsApp, Viber, or sending push notifications for more personal interactions. For example, a customer can start a credit application in-app, get real-time updates, and connect to an agent if they have any questions—all in one conversation. This speeds up processes, cuts costs, and boosts customer satisfaction.

How about the insurance sector? What's the biggest advantage there?

Insurance is all about being there when customers need you most. With a communication platform, insurers can automate claims, renewals, and policy updates using rich chat channels and AI chatbots. When needed, conversations can also switch seamlessly to a live agent, with all the context carried over. This means faster answers, less waiting, and higher customer satisfaction. One of our customers found that 90% of queries were being handled in just a few chat messages. That's the kind of convenience today's customers expect.

Retail is another huge area. How do retailers use the platform to boost engagement and sales?

Retail is where conversational commerce really shines. Brands can run social ads that open directly into a chat, answer questions with a chatbot, guide shoppers to check out, and follow up with delivery updates or loyalty offers—all in one flow. We see customers complete purchases inside WhatsApp or Viber without ever switching apps. That means fewer abandoned carts and more loyal shoppers. Plus, with integrated data, retailers can personalize offers and keep the conversation going long after the first sale.



CONTINUE THE INTERVIEW

HOW ONE PLATFORM TRANSFORMS COMMUNICATION ACROSS ALL INDUSTRIES: INSIGHTS FROM DEUTSCHE TELEKOM

What's the biggest advantage of having all these channels under one roof?

It's about being where your customers are, without adding complexity for your team. Instead of juggling separate tools for SMS, chat apps, and email, our platform brings it all together. Businesses can create seamless journeys across different channels, automate routine tasks, and always give customers the option to switch to a real person when it matters. The result is faster responses, lower costs, and most importantly—happier customers. And with data all in one place, companies can personalize every touchpoint, which is a real competitive edge in today's market.

The impact speaks for itself: some of our customers have seen over 100% growth in lead generation, doubled conversion rates, and up to an 80% improvement in customer experience on average.

You mentioned AI earlier. How does a communication platform use AI to help businesses?

AI is the engine that makes conversations faster and smarter. The platform, provided by our partner Infobip, uses conversational AI powered by Gen AI to recognize intent, answer questions, and guide people through processes like buying insurance or applying for a loan. Thanks to AI, it can handle customer interactions 24/7 across all channels. AI also helps analyze large volumes of interaction data to spot trends in customer behavior, identify common issues, and predict churn or upselling opportunities. These insights help businesses continuously improve service quality. Lastly, AI also allows companies to use real-time customer data to personalize messaging across SMS, RCS, email, push notifications, and chat, which drives higher engagement and conversion.

“Every industry relies on clear, efficient communication to build trust and loyalty. Our platform transforms simple messages into meaningful conversations—and conversations into lasting relationships.”

Agnieszka Chrzanowska,
Deutsche Telekom Europe



RETAIL AND eCOMMERCE



 52%

Retail messaging is growing steadily across Central and Eastern Europe (CEE), with Poland leading the way. The traffic increase indicates an ongoing push for smarter digital experiences across chat apps and RCS. Greece also showed strong activity, while markets like Croatia and Ukraine are evolving steadily.

 36%

Key trends include:

- Poland saw a **52%** rise in Retail and eCommerce traffic, one of the largest in the region.
- Greece saw an increase in messaging of **36%** and North Macedonia **27%**.
- Brands are investing in guided shopping and post-purchase notifications via messaging apps.
- Retailers are experimenting with conversational journeys for everything from promotions to personalized support.

27% 

TOP RETAIL TRENDS

SALES SEASONS GOING ONLINE AND GLOBAL

When analyzing messaging interactions in the 2024 sale season, Infobip found two major trends that gained momentum:

- Firstly, many brands that have both a physical and online presence are focusing more on online sales to make their supply chain more efficient and avoid overcrowded stores. It also seems shoppers are more than happy to bag a bargain without leaving home.
- Many European markets are seeing both an Eastward and Westward migration of retail trends. For example, Black Friday and Cyber Monday, which started in the United States, are gaining popularity in various markets, with local retailers putting a unique spin on the events. At the same time, huge retail brands from China, like Temu, are grabbing market share in countries like Poland, Greece, Hungary, and Romania, bringing with them retail practices like app-purchase coupons and gamification that are more common in Asia.

CONVERSATIONAL RETAIL

Conversational retail is growing fast. Brands use chatbots and voice assistants to make shopping faster, easier, and more personalized. Customers can even complete an entire end-to-end transaction without leaving the chat window on their phone.

FAST FASHION, FAST SERVICE

The fashion and accessory sector is leading the way in designing customer experiences that satisfy younger generations' need for speed, including:

- Making it quick and easy for people to find the products they are looking for.
- Using data to make personalized suggestions and offer alternatives.
- Ensuring that the checkout process is as fast and frictionless as possible.
- Next-day or even same-day delivery is becoming the norm, with hyper-accurate notifications to keep excited shoppers informed.

**A SUCCESS STORY
FROM ROMANIA:
FIND OUT HOW EMAG
ACHIEVED ECOMMERCE
SUCCESS WITH AN
OMNICHANNEL RETAIL
APPROACH**

[Read more](#)

AI

FINANCE



AI



The financial sector in CEE continues to ramp up its digital services, with messaging playing a significant role. Poland saw a 59% year-on-year increase in finance-related traffic—one of the highest in Europe.



Key trends include:

- Poland is a regional leader in financial messaging adoption, with a **59%** increase in messaging.
- Greece also showed significant growth with a **43%** increase in messaging in this sector.
- Adoption is slower in smaller markets like North Macedonia.



TOP FINANCE TRENDS

CONVERSATIONAL BANKING GAINS ACCEPTANCE

If you want to check your bank account balance or pay a bill, what could be easier than asking a chatbot on your phone to do it? It almost seems too good to be true for customers who are used to extensive login processes and security questions on the web. Mistrust has held back the expansion of conversational banking for generations, but Gen Z and younger people in general are far more comfortable banking on their phones.

We see this change as people better understand how mobile phones and chat apps can improve the security of financial transactions by leaning on the native security features of every smartphone and the built-in encryption of chat apps like WhatsApp.

AI AND CHANNEL ADOPTION

We're seeing banks and financial institutions making significant progress in adopting chat apps for their customer communication and leveraging AI to improve both customer experiences and the efficiency of their workflows.

The **AI Hub section** of this report explores how the finance and insurance sectors are rolling out the most sophisticated use cases and generating the highest volume of transactions.

We're also seeing a trend of banks adopting the popular digital messaging channels in their region so that customers can communicate on the channels they feel most comfortable with.

"Implementing omnichannel communication on our customers' favorite channels using a single platform gave us great results. Viber with SMS failover led to 20% higher open rates for our campaign than SMS alone, followed by a 15% higher response rate." – Silviya Alexandrova, Marketing Manager, Easy Credit.

[Read more](#)

NEOBANKS AND MOBILE FINANCE APPS DEMOCRATIZING THE FINANCE INDUSTRY

Neobanks and mobile finance apps have continued to grow their customer bases exponentially and have gained further acceptance in the industry as viable and dependable options for people unable to reach physical branches and those who prefer to do their banking in the safe and familiar surroundings of their home. By operating entirely online, they allow customers to open accounts, make transactions, and access customer support—all through a mobile app or website.

These institutions can more easily benefit from AI to enhance their services and are leading the industry in exploring more advanced use cases.

AI

HEALTHCARE AND FITNESS



61%



15%

Healthcare and fitness messaging is growing rapidly across Central and Eastern Europe, with Poland and Greece emerging as clear frontrunners. A widespread digital transformation, a push for omnichannel engagement, and a commitment to patient-centric care drive this surge.

Key trends include:

- **Greece:** Healthcare and fitness messaging increased by **61%**, reflecting robust digital transformation in the sector.
- **Poland:** Healthcare and fitness messaging grew by **15%** in 2024.
- Messaging use cases with chatbots range from providing educational healthcare information, appointment management, and risk assessments to post-treatment follow-ups.

TOP HEALTHCARE TRENDS

AI

RAPID GROWTH IN DIGITAL PATIENT COMMUNICATION

Digital healthcare interactions are on the rise, highlighting a sector-wide move toward digital-first engagement, which is changing how appointment reminders, patient support, and health notifications are delivered.

PERSONALIZATION & AUTOMATION

Providers are using messaging platforms to craft tailored health journeys. With the ability to automate everything from appointment scheduling to delivering relevant notifications, the shift toward personalized care is especially evident in Poland, where advanced digital health infrastructure supports telemedicine and e-prescriptions.

TELEMEDICINE AND REMOTE CARE

The push for telemedicine is accelerating across CEE, led by private e-health innovators. Messaging is now integral to remote consultations, diagnostics, and ongoing patient monitoring—enhancing convenience and optimizing workflows for both patients and providers.

STRONG ADOPTION OF CONVERSATIONAL CHANNELS

Real-time, two-way communication is gaining momentum, with diverse channels like SMS (+28%), Viber (+47%), and WhatsApp (+44%) used by many European Healthcare and Fitness businesses. RCS is also gaining ground, allowing companies to offer interactive experiences, from appointment confirmations to timely health tips.

TRANSPORT AND LOGISTICS



AI

11%

754%

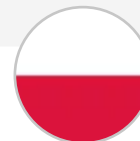
Transport and logistics providers across Central and Eastern Europe are increasingly turning to messaging to streamline operations and keep customers informed at every step of the journey. In Poland, Greece, and North Macedonia, we see strong adoption of both traditional and rich messaging channels—from SMS to Viber and RCS—as companies work to modernize last-mile communication and improve delivery experiences.

Key trends include:

- **SMS** remains the dominant channel in logistics, with nearly 499M messages sent across the region in 2024—up 11% year-on-year.
- **Email** grew by 46% and is often used for B2B updates, confirmations, and dispatch documentation.
- **RCS** volumes surged 754%, signaling a growing interest in interactive, automated logistics communications.
- **Greece** and **North Macedonia** are emerging as hot spots for Viber, while **Poland** continues exploring email and WhatsApp in logistics-specific use cases.



46%



TOP TRANSPORT AND LOGISTICS TRENDS



A REGIONAL SHIFT TOWARD SMARTER LOGISTICS MESSAGING

Across the region, logistics providers are using messaging to streamline delivery communication. SMS remains the go-to channel, especially in Poland and North Macedonia, while Viber leads the way in Greece for two-way, real-time updates. Email is growing in Poland for dispatch and B2B updates, and RCS is gaining traction across the region—offering interactive delivery confirmations and structured replies.

With rising customer expectations, businesses are combining SMS, email, Viber, and RCS into coordinated flows to reduce missed deliveries and boost satisfaction.

AUTOMATING THE LAST MILE WITH RCS

RCS saw a regional surge of **754%**, driven by its ability to support buttons, quick replies, and structured conversation flows. For logistics, this means enabling users to confirm delivery times, update addresses, or rate a delivery—without needing to call or visit a website. Poland is expected to be a key growth market for this use case in 2025.

SMARTER ORCHESTRATION, EVEN FOR SIMPLE JOURNEYS

Logistics players are beginning to build **omnichannel workflows** that combine SMS, email, and rich messaging—enabling real-time updates, failover strategies, and smart segmentation to minimize missed deliveries. These gains are especially valuable for resource-stretched teams trying to reduce inbound calls and increase first-attempt delivery success.



LOOKING FORWARD—2025 AND BEYOND

2024 was a landmark year for business messaging across Central and Eastern Europe (CEE), with Poland, Greece, and North Macedonia setting the pace for digital communication transformation. As we move into 2025, the region's momentum continues to build, driven by rapid channel adoption, technical innovation, and a clear shift toward richer, two-way customer conversations.

Conversational messaging—The evolution of the revolution

CEE brands are at the forefront of the conversational revolution. In 2024, RCS traffic more than doubled in many CEE markets. Poland, for example, saw a 100% increase, while North Macedonia and Greece also posted strong gains. The “Apple effect” further accelerated RCS adoption, especially in Poland, where the channel is now a core part of omnichannel strategies.

Crucially, RCS is no longer evolving in isolation. Businesses across the region are beginning to combine RCS with AI to create more innovative, interactive messaging experiences—adding carousels, suggested replies, and seamless human handoffs into their flows. Integrations with platforms like Google’s Vertex AI are unlocking potential for real-time analytics, enabling chatbots to offer contextual, data-rich conversations.

Brands are increasingly combining RCS with SMS, WhatsApp, and Viber to deliver seamless, omnichannel experiences—especially in retail and finance, where two-way engagement is rapidly becoming the norm.



AI-powered CX and data-driven personalization

CEE enterprises are making meaningful progress in applying AI to real business challenges. In Poland, Greece, and North Macedonia, the fastest-growing sectors (retail & eCommerce, healthcare & fitness, and finance & fintech) are using messaging to personalize journeys, automate support, and deliver timely notifications. At the core of these improvements is clean, structured first-party data, which is now recognized as the foundation of CX maturity. Brands making the biggest impact are integrating CDPs and CRMs to unify customer data, and then syncing that with journey orchestration tools to manage human and AI-powered touchpoints. While some businesses in the region are still maturing their CX approach, the path forward is clear: structure your data, integrate your systems, and map journeys that respond intelligently and in real-time to customer needs.

The future of AI and agentic automation

As the AI honeymoon phase comes to an end, 2025 will be a pivotal year for CEE brands. Many have experimented with AI in recent years but struggled to scale due to fragmented strategies, integration challenges, and unclear ROI. The most successful projects are now following a more disciplined approach that involves starting small, choosing a high-impact use case, and building on a proven foundation. Whether it's automating first-line support or hyper-personalizing marketing flows, the key is impact and integration. Looking ahead, the emergence of agentic AI brings new possibilities. These systems can operate with minimal human input, executing complex tasks like managing transactions, resolving queries, and making personalized recommendations—guided by vast pools of structured data and a deep understanding of user intent.

Omnichannel maturity and strategic channel mix

The number of CEE businesses using more than two channels continues to rise, with Poland, Greece, and North Macedonia leading the way in omnichannel adoption. The most popular combinations include SMS & WhatsApp and SMS & Viber, reflecting customer preferences and the need for both reach and interactivity. Forward-thinking brands are moving from a basic multichannel presence to **true omnichannel** orchestration—syncing data and communication across platforms to provide consistent, seamless experiences. In mobile-first markets, rich media formats—such as images, videos, GIFs, and even memes—are now part of how younger audiences expect to interact with brands.

Conclusion

As the complexity of conversational CX increases, strong technology partnerships are more critical than ever. We are committed to working closely with our customers in Poland, Greece, North Macedonia, and across CEE to create messaging solutions that drive growth, efficiency, and customer loyalty. With the right mix of channels, data, and AI, the region is not just catching up—it's positioning itself to lead Europe in digital customer engagement, now and into the future.

T Business

CONTACT US

For more information about our Communication Platform,
please visit our website at: [https://b2b-europe.telekom.com/
small-medium-businesses/communication-platform](https://b2b-europe.telekom.com/small-medium-businesses/communication-platform)

If you wish to contact us directly, please use our contact form:
<https://b2b-europe.telekom.com/contact>

