



Vonage Business Cloud Gets New Social Messaging Capabilities

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HOLMDEL, N.J., Oct. 24, 2018 /PRNewswire/ -- [Vonage](#) (NYSE: VG), a business cloud communications leader, has announced the integration of its [Business Inbox](#) feature with Facebook Messenger, now available with the [Vonage Business Cloud](#) (VBC) unified communications service.

VBC's social messaging capabilities allow customers to reply to messages sent in Messenger through all applications of their Vonage service, enabling businesses to respond to customers faster and organizing customer requests in one unified inbox for better customer interactions. Businesses can also integrate social messaging into Vonage's proprietary [workstream collaboration capabilities](#) for a richer, omnichannel customer experience.

Leveraging the [newly-released Messages API](#) via Nexmo, the Vonage API Platform, the integration of these social capabilities directly into VBC demonstrates the power - and vast opportunities - provided by a combination of unified communications and programmable communications platforms.

"Adding social messaging services (or apps) like Messenger to Vonage's Business Inbox allows us to provide more features for our customers to meet their growing needs," said Ron Maayan, VP Product for Vonage. "Providing Vonage business customers with the ability to connect with their own customers in real-time and in more meaningful ways through their preferred communication channels, we are helping businesses enhance customer engagement to drive better business outcomes."

With this integration, Vonage is helping businesses to connect with their own customers on the channels they find most engaging - social, voice, SMS or chat - ultimately improving the customer experience.

See a video of Vonage's [Business Inbox](#) and how it enhances customer engagement.

About Vonage

[Vonage](#) (NYSE: VG) is redefining business communications. True to our roots as a technology disruptor, we've embraced technology to transform how companies communicate to create better business outcomes. Our unique cloud communications platform brings together a robust unified communications solution with the agility of embedded, contextual communications APIs. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video and voice.

Nexmo, the Vonage API Platform, provides tools for voice, messaging and verification, allowing developers to easily embed innovative programmable communications into mobile apps, websites and business systems on a global scale.

The Company also provides a robust suite of feature-rich residential communication solutions.

Vonage Holdings Corp. is headquartered in Holmdel, New Jersey, with offices throughout the United States, Europe, Asia and Israel. Vonage® is a registered trademark of Vonage Marketing LLC, owned by Vonage America Inc.

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