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Omnichannel Solutions to Optimize Customer Engagement

Omnichannel solutions should give customers a wide range of engagement options, and make it easy to select the option they prefer. That's easier said than done.

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Challenge

Call centers today are increasingly focused on providing omnichannel capabilities that offer multiple customer engagement options, including AI-enabled chat, IVR and mobile apps as well as traditional phone support. But truly effective omnichannel solutions optimize each channel, in terms of delivering a quality customer experience as well as optimizing operational efficiency. More specifically, enabling customers to easily and intuitively choose the engagement channel they prefer is imperative. Some customers prefer to talk to a person over the phone, explain their situation and reach a resolution. Other customers, meanwhile, want to do as much as possible from their mobile apps and don't want to spend time calling someone to solve a problem or place an order.

In today's customer-focused environment, closing the ticket is no longer enough. To deliver a truly high-quality experience, the call center needs to close the ticket in the way the customer prefers. Anything less creates a negative impression that, however minor, can have a significant impact on a customer's perception of a brand. Consider the difference between, "They messed up my order, and getting it fixed was kind of a pain," versus, "They messed up my order, but getting it fixed was a breeze."

EFFECTIVE OMNICHANNEL SOLUTIONS OPTIMIZE EACH CHANNEL, IN TERMS OF DELIVERING A QUALITY CUSTOMER EXPERIENCE.

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Solution

Our omnichannel solutions seamlessly integrate voice, chat, e-mail, mobile apps, IVR and social media to deliver a transparent and fulfilling experience. We apply intelligent tools that enhance data collection and analytics to provide insight into individual customer preferences. AI-enabled sentiment analysis gauges whether a customer on the phone or online chat is irritated or cheery. Granular analytics of the time a particular customer spends on various platforms shed light on how easy or difficult it is to access a particular platform. By parsing data for elusive cause/effect linkages, we gain increasingly valuable insight into individual customer personas.

WE APPLY INTELLIGENT TOOLS THAT ENHANCE DATA COLLECTION & ANALYTICS.

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Benefits

Accommodate customers ranging from tech-savvy millennials accustomed to mobile apps to traditional boomers who still expect to speak to a human. Apply insights from social media and sentiment analysis to gain critical insight into a consumer's intention to buy or use – or abandon – a service. Develop metrics to inform actions that enable a seamless experience between digital and traditional channels and enhance customer satisfaction and loyalty. Leverage data to stay abreast of all customer concerns, regardless of the channel of the interaction.

❝ ENHANCE CUSTOMER SATISFACTION & LOYALTY. ❞

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