

Contact centres

Adopting an omnichannel approach to customer communication

Now more than ever it is vital for businesses to get their customer interactions right. We take a look at how companies are harnessing a move towards an omnichannel approach. Creating a new kind of normal and customer experience.

Business benefits

Businesses that have more than one stream of revenue, multiple ways of being found and various options as to how customers can reach them see significant advantages in the market.

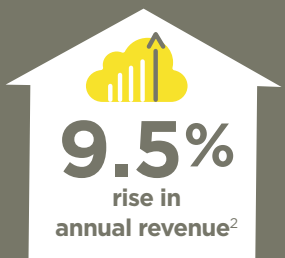
Increased customer retention

In a survey by Aspect Software, companies with omnichannel customer engagement strategies retain on average 91% of their customers.



Increased revenue

Businesses with strong omnichannel customer engagement will see **9.5% increase in annual revenue** compared to 3.4% for those with weak omnichannel strategies.



Increased brand awareness

95%

of people say **customer service is important** when it comes to choosing a brand.



Connected consumers

Customer services is changing and advancing at a rapid rate, businesses need to evolve to reflect today's switched-on customers who demand a seamless and rapid experience.

Meeting expectations

75%

of customers expect companies to use new technologies to create better customer experiences.⁴



Migration to cloud-based contact centres has begun:⁵

88%

of organisations expect digital interactions to overtake voice in 2020.



55%

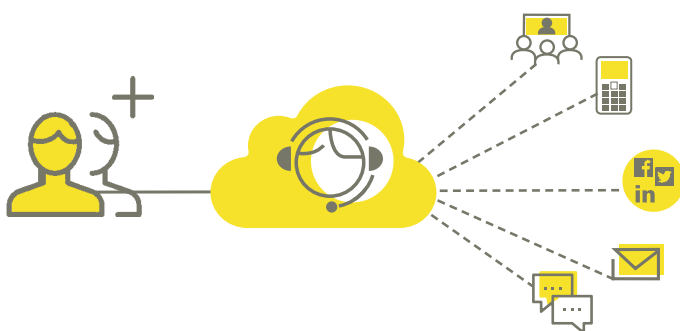
of companies use at least 10 channels to interact with customers.



Having multiple platforms fully synchronised and working together is the panacea for a great customer experience. Engagement and retention is what underpins a true omnichannel strategy.

The omnichannel dream:

Businesses are now serving ultra-connected customers, who expect a consistent experience through every channel. Omnichannel contact centres enable businesses to route interactions seamlessly through all contact channels.

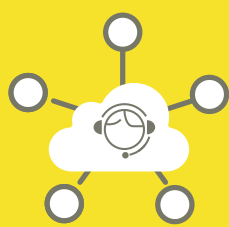


All data and file history is carried over for every touch point, so the customers conversation history travels with them.

Overcoming fears

By unifying multiple channels in a single interface, managers get a 360-degree view of their customers and their workforce as well as other significant benefits.

1. Improve customer experience
2. Cost saving
3. Free up personnel
4. Complete security and compliance
5. Managers can remotely handle work streams
6. Control workflow across channels



Omnichannel is here to stay

Organisations and companies around the world are seeing the massive benefits of an omnichannel strategy. Many are already vowing to never return to their previous way of working.

