



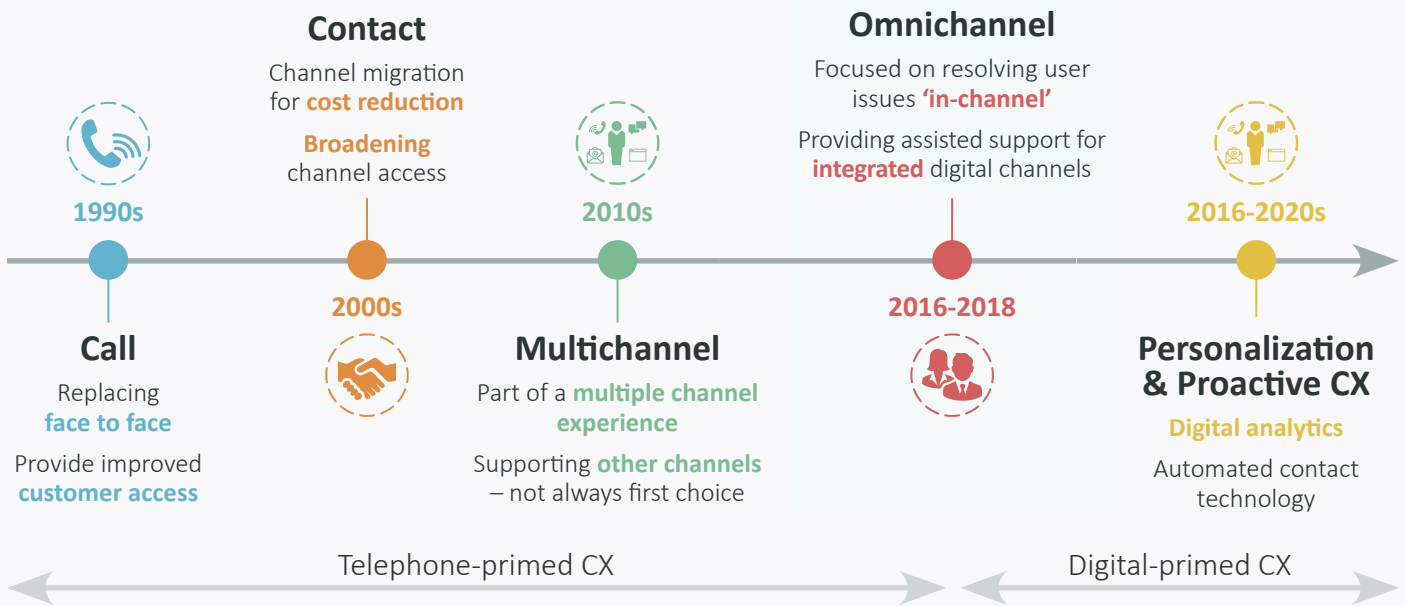
# Omnichannel Perspective

## Omnichannel Service

**Omnichannel service is the evolution of existing multichannel service models through integrating customer data and insight across a company's available support touchpoints.**

Customers now expect a company to know where they've been (and through which channels) as they engage company service and support. Companies can leverage this expectation through technology integrations and a strategy for enhanced customer experience.

## CX Transformation: Evolution of the Contact Center

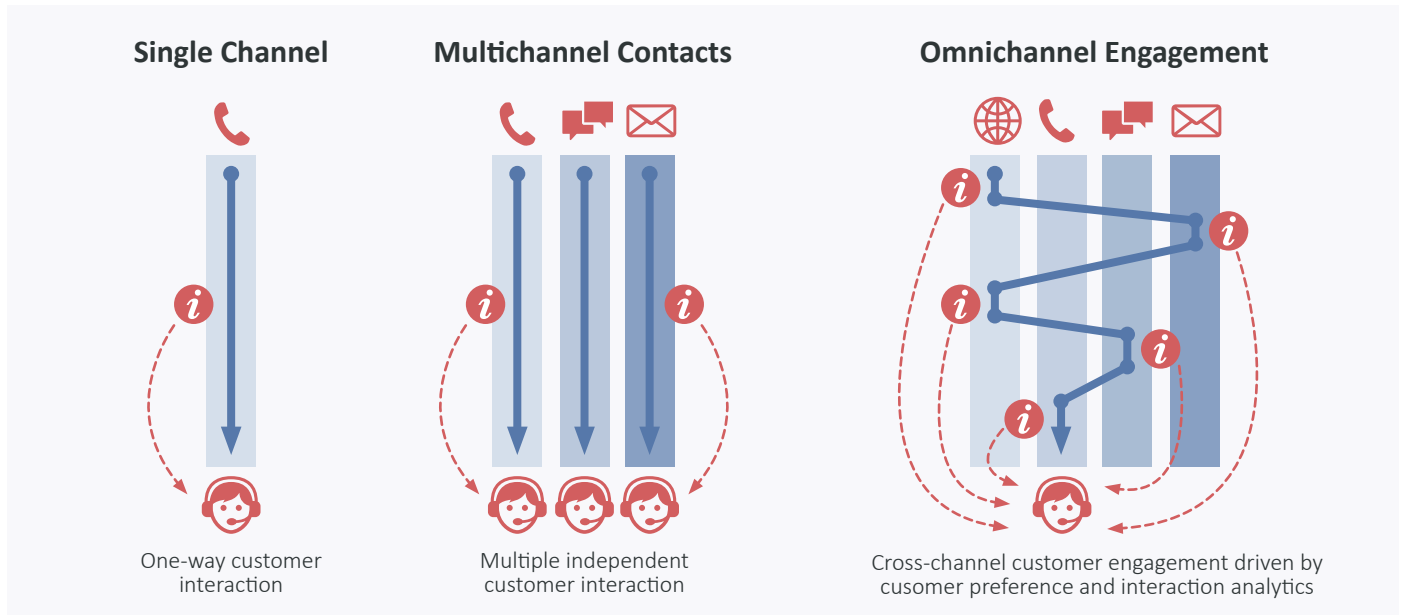


Source: 2016 Global Contact Centre Benchmarking Report (dimensiondata.com)

## Key Goals of Omnichannel

- Problem resolution process identical across channels
- Integrated customer interaction data
- Customer profile data and preferences known ("single view of the customer")
- Automated customer intelligence delivery to agents and other users
- Agent view into customer journey
- Self service options driven by analytics across all channels
- Integrated knowledge base supports all inquiries
- Interaction intelligence drives proactive customer experience

# Omnichannel is the “Anywhere, Anyway, and Anytime” service and support strategy enabling superior customer experience through analytics intelligence.



## Perspective on Omnichannel Readiness

Evaluating readiness for omnichannel begins with understanding service channels, the purpose of those channels, and the technology integrations across those channels.

The data driven nature of an omnichannel strategy demands capabilities around customer identification, analytics on preferences and interactions, real time routing, and actionable customer insights to employees.

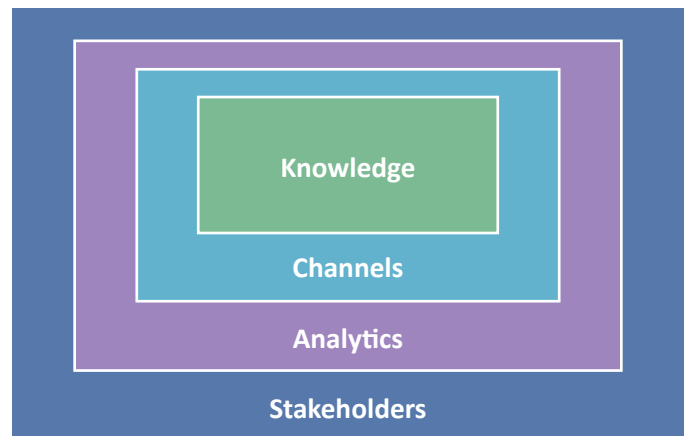
Knowledge enables consistent and accurate information across all channels in the omnichannel experience.

Providing contextual insight to customer facing employees creates opportunities for a more personalized interaction.

Omnichannel aspirations are inherently data driven, and require a commitment to technology orchestration that creates a coherent customer experience.

### Critical Capabilities for Omnichannel

1. Customer choice
2. Seamless channel switching
3. Cross-channel standardization
4. “In the moment” contextual data
5. Channel demand forecast/schedule
6. Cross-channel metrics
7. Performance management
8. Knowledge Base
9. Seamless routing and workflow
10. Technology orchestration.



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