

A Genesys eBook

The Guide to Omnichannel Customer Engagement



Customer service in an ultra-connected era

Consumer behaviour is rapidly changing in today's always-on digital world. The proliferation of smart phones, social media, email, and high-tech availability means your customer is likely interacting with your brand on a number of different devices via a vast array of channels. But what your customers seek is a seamless brand experience across all channels so their questions get answered and issues get resolved—quickly and with unprecedented ease.

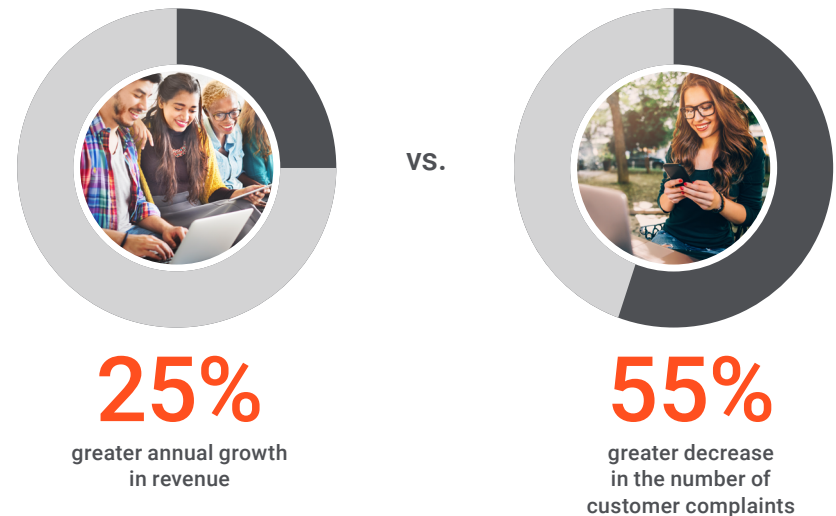
The key is to eliminate internal silos so that all customer interactions are rout-ed through a single engine. For customer contact centres, an omnichannel experience is one that stores records of calls, email, web interactions, social media information, and all the rich data and notes associated with them—in a single system so that customer concerns can be addressed faster and more consistently, regardless of preferred channel of engagement.

By creating real-time visibility into all interaction types—including digital and phone—call centre agents and supervisors can create customer experiences that are streamlined, simple, fully informed, and effective. You can ensure customers are recognised regardless of their initial contact channel and anticipate that customers may begin in one channel and move to another as they progress to a resolution. You also can deploy technologies to make the transition between channels as convenient and enjoyable as possible.

“55% of consumers desire personalized experiences through every engagement channel—tailored to their needs and preferences.”

Retail Hyper-personalisation
Accenture, 2015

Companies with an omnichannel program see:



Source: Contact Centre and Customer Experience Process Trends in 2017, Aberdeen Group, 2017

The channel explosion

Small- and mid-sized contact centres often find it challenging to meet customers' rising expectations for consistent and effective cross-channel service. With digital, voice, and online channels available to consumers 24/7, it's critical for contact centre customer service providers to master omni-channel service to create a seamless, informed experience—no matter how the customer chooses to interact with you.

If businesses offer customers multiple ways to get in touch with them but don't have those channels seamlessly connected, customers often walk away disappointed by a fragmented and confusing brand experience. And disappointed customers result in big potential losses for businesses that struggle to navigate the new omnichannel world.

“More than half of U.S. online adults will abandon their online purchase if they can not find a quick answer to their questions.”

Transform the Contact Centre for Customer Service Excellence
Forrester, 2016

“The majority of customers can now enjoy a selection of nine channel choices to engage with CX organisations. It will rise to eleven by the end of 2017.”

Global Contact Centre Benchmarking Report
Dimension Data 2017

74.6%

Expected omnichannel capability by 2018.

42%

of all interactions are now handled digitally.

33.8%

Increase in web chat interactions in 2016.

Source: 2016 Dimension Data Global Contact Centre Benchmarking Report

Meet your customers where they are



Although today's customers interact with your brand through a variety of channels, they want one thing from you: a consistent experience.

Savvy customers expect that you will meet them where they are; when they need you; and with the highest quality, informed service. So how do you make that happen? Provide your contact centre agents and supervisors with omnichannel customer information—including interaction history—so the service you deliver is contextual and consistent.

Centrally stored and accessible omnichannel data lets your team:

- Deliver personalised service based on interaction history.
- Encourage customers to use their preferred channel.
- Easily adapt to customers' ever-changing channel preferences.
- Enable faster response times.
- Create a seamless transition among channels and avoid the negative experience of customers having to repeat information.

Create the omnichannel experience



Leading customer engagement solutions in the contact centre industry enable you to seamlessly blend all customer communications channel data –including voice and digital–using consistent routing rules, unified reporting, and real-time visibility into omnichannel performance.

By integrating these solutions with your CRM system, you can enable truly personalised cross-channel interactions driven by informed service representatives. In most cases, a single platform solution also reduces your overall technology investment and helps eliminate the confusion of siloed customer information.

Creating a seamless omnichannel customer experience requires these three essential steps:

- Map your customer’s cross-channel journey.
- Provide agents and supervisors full visibility into prior cross-channel interactions.
- Define channel-specific business goals, including measurements of success and desired outcomes.

“The drive toward a seamless omnichannel-driven contact management topography, which provides frictionless interactions, will continue to dominate operational and technology transformation.”

Global Contact Centre Benchmarking Report
Dimension Data 2017

Customers demand social media support

Over the last two years, there has been a 2.5X increase in tweets to brands and their customer service handles

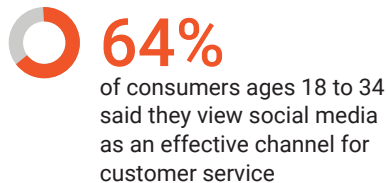
*Source: Twitter



Source: 2016 Nielson Social Media Report



Source: Parature, 2016



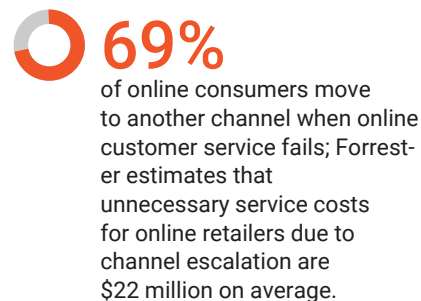
Source: Parature, 2016



Source: Microsoft, 2015 Global Customer Service Report

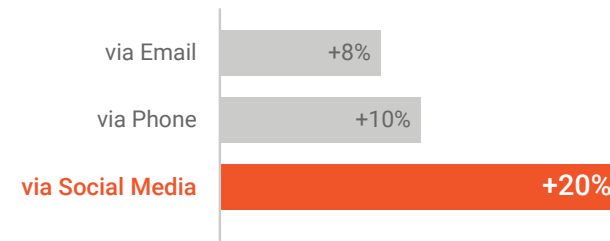


Source: CX Social, Top 10 Social Customer Service Stats of 2016



Source: Forrester, Transform the Contact Centre for Customer Service Excellence, 2016

Advocacy Increases When Answering Customer Complaints



Source: Convince & Convert, Five Reasons Social Customer Service Is Now a Critical Social Component, 2016

Take your customer experience to the next level

PureConnect is an all-in-one solution that makes omnichannel customer service quick to deploy, simple to administer, flexible, and cost-effective. Available both in the cloud and on premise, it lets you replace multiple point solutions with a single platform that supports empowered employees and loyal customers.

[Learn more](#)

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Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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