

Building the Business Case for Omnichannel



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Omnichannel is rapidly transforming customer engagement from self-service to assisted service. With the rapid rise of the Web, mobile and social media, empowered customers are increasingly leveraging self-service over multiple channels when it's offered. While most all companies can support multiple channels today, they typically manage them in silos resulting in a fragmented customer experience, missed sales opportunities and reduced operational efficiency.

The Multi-channel Challenge

We're all aware that customers engage with companies in multi-channel and cross-channel journeys that pause and resume over time. Without a unified approach to managing the customer experience (CX), adding more channels can do more harm than good. With multiple point solutions deployed, it's very hard to consistently manage the customer's experience across self-service and assisted-service channels. Customers are frustrated when they transition from self- to assisted service and have to start over to explain their needs, and agents are frustrated when they lack the knowledge and context to deliver low effort experiences.

orchestrating, monitoring and tuning customer journeys) to provide great customer experiences with compelling business outcomes. Omnichannel self-service is far more dynamic than traditional self-service and transitions seamlessly to assisted service, taking into account the history, preferences and next best actions for each and every customer. Multimodality further complements the presentation of information in one channel with help from another.

With the rising differentiation of customer experience, today's multiple fronts for customer engagement (the contact centre, web, mobile, social, marketing, sales, front office and back office) are unifying into a single system of engagement. This system serves as an "always on" perpetual engagement engine spanning previously siloed touchpoints to manage end-to-end customer journeys.

The Omnichannel Path Forward

From a sales and service perspective, it's critical to deliver seamless, consistent and personalised customer interactions across channels and across the full lifecycle of customer journeys. Omnichannel customer engagement combines multimodality (supporting multiple channels within a single interaction), orchestration (linking interactions into step by step workflows), and journey management (proactively designing,

The Genesys Customer Experience platform enables your company to embrace omnichannel engagement for competitive advantage by proactively managing previously random journeys (resulting in increased customer satisfaction, loyalty and sales), segmenting and migrating low value customers to low cost channels, and improving contact centre interaction efficiency.

Omnichannel Customer Experience in Action

In an omnichannel world, a customer can start a product enquiry via a mobile app or the company website while also calling into the contact centre. With omnichannel awareness, your company can personalise the IVR treatment to directly connect the customer with a skilled agent who has full context of the customer, their preferences, their recent digital channel interactions and their previous engagement history. You can further join voice and digital sessions together to deliver a rich multimodal experience via co-browsing, video or visual assistance.

Quantifying the Omnichannel Business Case

The transformation to omnichannel is driving a refresh of customer engagement solutions within the contact centre and across the enterprise. These metrics represent estimated and measured results from evaluating over 160 Genesys clients to help inform your omnichannel business case.

01

Improve customer satisfaction 15% through consistent, personalised engagement across all channels. Managing customer interactions in context of the full relationship and active customer journeys is proven to enhance customer satisfaction.

02

Improve close/crosssell/up-sell rates 2.5% and increase revenue 1.0% by leveraging omnichannel context to improve sales conversions. Interactions can be routed based

on customer segmentation, customer journey, agent skills, recent interactions or any other context.

03

Increase customer retention rates 1.0%. Informing agents of customer preferences and business value enables proactive conversations that drive loyalty and reduce churn.

04

Improve first contact resolution 20.5% while reducing repeat callers by 4% and transfer rates by 11.4%. Preserving omnichannel interaction history across the customer's journey drives routing to the best agent while empowering agents to improve first contact resolution and customer satisfaction.

05

Deflect 22.5% of inbound calls by offering customer/account information in the IVR.

Many customer questions can be addressed without agent involvement. Proactively offering customers the most likely reason for their call and resolving it in the IVR deflects calls.

06

Avoid an average \$2,791 per year per agent in vendor lock-in cost. A single pre-integrated, open standards platform can offset integration or upgrade charges from standalone, siloed vendor solutions.

07

Screen pop of omnichannel history reduces average handle time by 35 seconds. Giving

agents a consolidated contact history and context of previous interactions across channels enables agents and callers to enjoy efficient and personalised conversations.

08

Self-service identity and authentication improvements save 74 seconds in average handle time. The unified Genesys architecture shares context from the IVR to the agent screen, making optimal use of attached data (screen pop) to reduce unnecessary reauthentication.

09

Automated interaction blending reduces agent handle time by 12.5% and supervisor time by 37%. With a single omnichannel desktop, agents no longer spend valuable time manually switching between applications, and supervisors no longer have to manage agent assignment to channels.

10

Automated omnichannel workforce scheduling delivers 50% efficiency gains, optimising skills-based scheduling across all channels and reducing time spent on manual scheduling. It also improves agent occupancy 10% via real-time forecasting of contact volume throughout the day.

11

Reduce processing of duplicate messages across channels by 50%. Customers that don't receive a timely response often try again on another channel. Automatically consolidating duplicate messages reduces both rework and the potential for inconsistent responses.

ABOUT GENESYS

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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