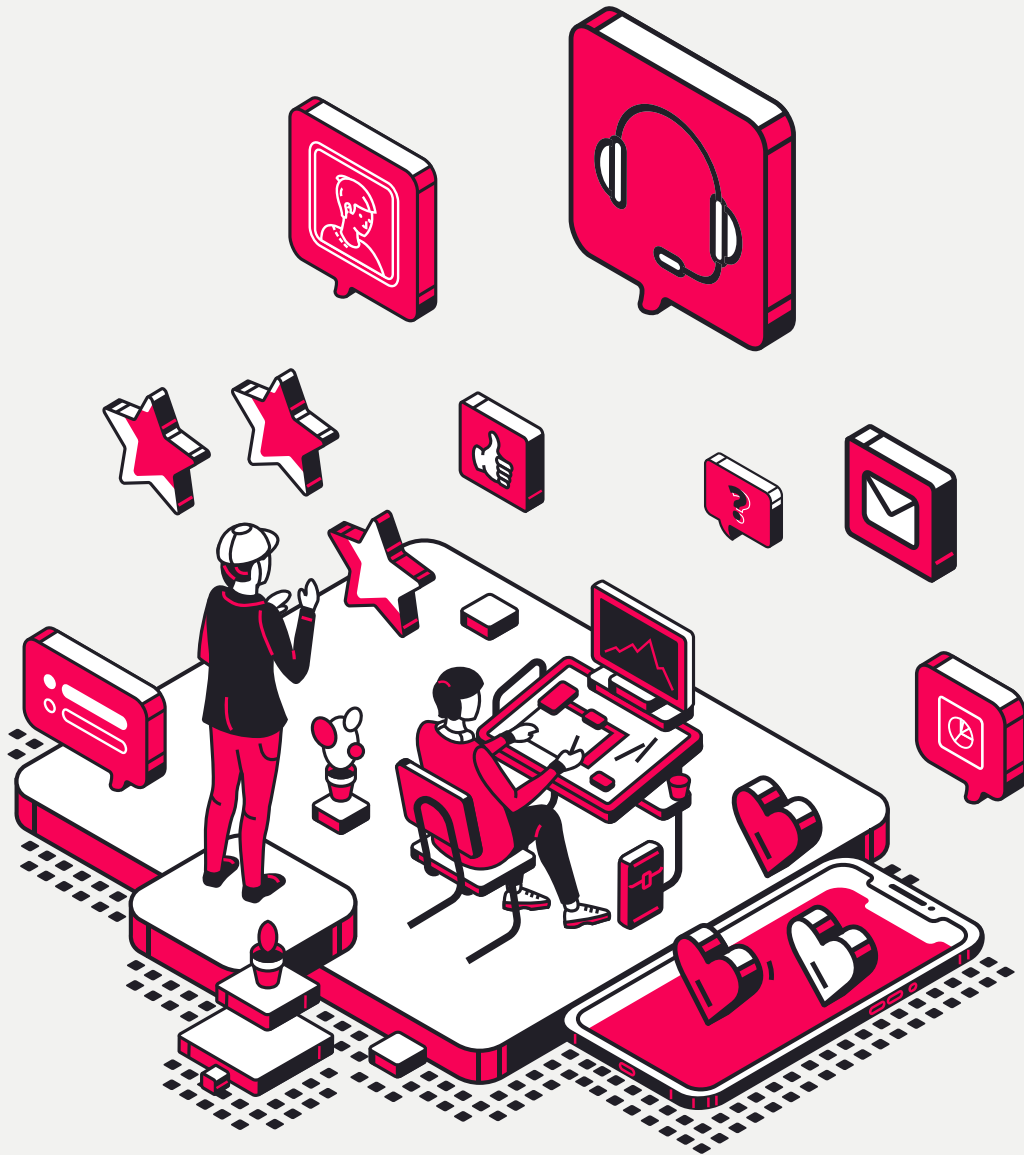


# Creating choice in the contact centre.

'Optichannel' as the next generation of omnichannel



**CONNECT**<sup>®</sup>

# A connected customer experience.

Consumers today want it all. They don't want to have to make a trade-off between engagement channel and level of service. Customers want choice, and a seamless customer experience (CX). It wasn't long ago that digital transformation in the contact centre meant adding new channels, as well as cross-training agents or dedicating teams to certain channels. But today, it's not just about channels; it's about how these channels facilitate a connected "fluid" experience.

For consumers, which channel they choose is irrelevant to their experience, although there is some expectation that, for example, web chat will let them avoid having to wait on the phone, allowing them to multitask on their device while the conversation unfolds. The phone is best for getting through to a live agent who - hopefully - will be able to solve a problem that feels too complex to type out or entrust to a bot. But aside from choosing which channel best fits their purpose, consumers really want to connect to customer service quickly and get their resolution as fast as possible. They want to dictate their own path to fulfilment.

## Why multichannel / omnichannel isn't enough

Channels are all just ways to talk to the brand- and all the channels represent the brand. With multichannel, each channel exists in a silo. For example, a customer emails support and then decides to use webchat to find out why they haven't received a response yet...and the webchat has no record or context of the email. Another example may be a customer is communicating with a chatbot and needs to speak to an agent; however, the agent doesn't have the history of the communication.

Ultimately, the real problem with multichannel is customers having to repeat their issues or stories, which leads to frustration, impatience, and annoyance with the brand. This gave way to omnichannel as a means to orchestrate multichannel experiences, but in a world of choice, 'optichannel' puts the customer in control and

allows them to select the channel most suited to their needs, situation, location, and context.

After all, anywhere a brand can reduce friction and make the CX seamless, while also empowering the customer to pick the channel that works best for them, helps to reduce churn and improve loyalty. Customers will stay with brands that know them, make them feel cared for, and make it easy to do business. **98% of business leaders agree that CX is important for retaining customers.**

**61% of customers are somewhat unlikely, or very unlikely, to continue doing business with a firm based on poor customer service.**

# Use cases.

## Mortgage servicing

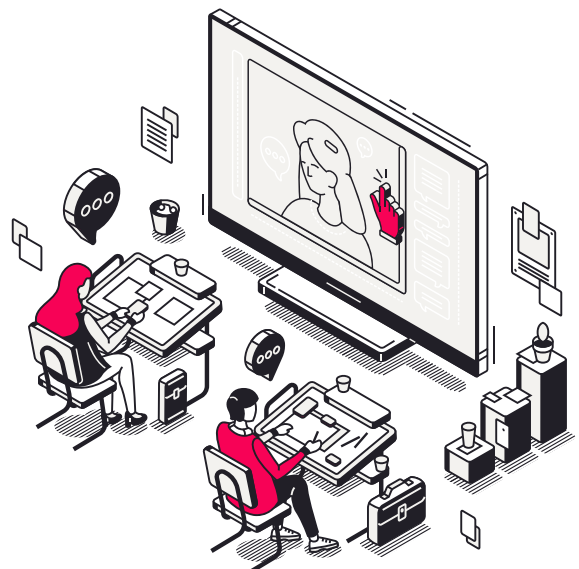
A large, fully integrated non-bank mortgage servicing company received over 570,000 calls a month. They moved to the cloud from their on-premises contact centre solution to provide “white glove services” to customers. The company was rapidly growing and needed a contact centre solution that could scale and grow with them, enabling a blended contact centre to build upon its reputation for providing exceptional service to customers. They moved to a cloud contact centre and were able to:

- Improve customer experience by allowing customers to be serviced via chat, email, and voice.
- Handle off-hour inquiries and leads through email or scheduled callbacks.
- Improve agent efficiency with assisted response templates that eliminated the typing needed for common questions and inquiries
- Saved an average of 2-3 minutes per chat and email interaction.

## Education

An institution for higher education has on-campus and online programs available worldwide, with 70% of its students attending online. Their contact centre consists of admissions, financial aid, and student advisory services and handles mostly outbound calls with students. The university was using an on-premises solution that had no dialer functionality and no integration with Microsoft Dynamics 365, which reduced productivity. They wanted to improve their communications channels and scale to meet growth goals. The institution switched to a cloud contact centre solution and was able to:

- Move to the cloud with ease and scale on demand.
- Enable an omnichannel experience so students could interact on their channel of choice.
- Leverage workforce management and workforce optimisation to improve agent scheduling and efficiency.



# Return on investment.



**25%  
increase**

Customer interactions handled with AI & Automation.



**15-20%**

Saved on technology and telco costs through seamless UC integrations.



**Less 5%**

Call abandonment rate with blended channels.



**15%  
improved**

Service levels and create a differentiated CX.



**11.6%  
reduction**

Agent talk time through IVA task sharing.



**\$15.8M**

Estimated 3-year savings from call containment with IVA.



**90 seconds**

Lower average handle time (AHT) with voice biometrics.



**3 minutes**

Reduction in call time per interaction – reducing agent burnout.



**Connect  
proactively**

With customers in seconds, via broadcast SMS.

# Helping you create a business case.



## Digital Friction Analysis

Bridge the gap between your website and contact centre. Identify where digital support and self-service can reduce your costs to improve CX and increase revenue opportunity.

- Identify potential customer journeys prior to outreach.
- Answer why customers are making contact vs. self-serving?
- Quantify the volume of calls/chats generated from "failed web journeys."
- Size the opportunities within the web experience for improved digital content and support tools.



## Intent Analysis

Capture and analyse why your customers are reaching out to your business.

- Identify what questions customers have and why they are reaching out.
- Capture, categorise and analyse customer utterances and call types.
- Validate common inquiries and frequencies.
- Narrow down root causes of interaction intent.



## Interaction Analysis

Identify opportunities to improve the customer experience, increase agent efficiencies and deflect interactions to self-service tools, through AI and automation.

- Identify the current agent workflow and define opportunities to increase efficiencies and automation in the agent conversation to reduce handle time and cost.
- Capture agent quality, customer satisfaction and emotion across interactions.
- Identify compliance and security risks.
- Uncover opportunities for proactive support.

## Connect with us.

To discuss a communications challenge or find out more about our capabilities, get in touch with us today.



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