

# Optimizing Multichannel Environments

## Improve the Customer Experience and Profitability

### **A well-managed multichannel strategy is a critical component in a successful call center solution.**

Through continual analysis and improvement practices, a multichannel environment can save organizations millions while providing timely, accurate information to callers around the clock.

Leading executives are now positioning their companies to achieve much higher levels of customer experience while reducing costs by implementing multichannel contact center strategies. Consider the following questions to see if your organization's multichannel solution is maximizing the value of your customer relationships.

#### 1. How did your organization select the communication channels you are currently using?

Organizations don't typically have a good understanding of the best channels needed to meet customer needs. Because firms often lack a true understanding of customer preferences, they tend to err on the side of cost efficiency, i.e., what will have the fastest impact on their bottom line. This short-term approach ends up costing organizations more in the long run. Customers frustrated with self-service options will turn to expensive agent-assisted calls to resolve simple problems, or in the worst case, they'll take their business elsewhere.

It's important to serve customers in their preferred communication channels. This starts with understanding your customers and the tasks required to accomplish their goals. To gauge how customers prefer to engage with your brand, capture customer channel preferences in the CRM system. Make adjustments to your channel mix to honor these preferences and continually monitor channel performance to ensure customer expectations are met.

#### 2. How is your IVR integrated with web, mobile or other digital self-service channels?

Contact centers have historically focused on providing live agents and self-service from an IVR. But customers are undergoing a seismic shift in the way they communicate, forcing the contact center into new, risky territories. Organizations are challenged to maintain uniformity across all self-service channels without the infrastructure and robust platforms needed to support these business critical processes.

An integrated service platform is designed to receive and handle all channel transactions including calls, emails, SMS, Fax, chats, tweets, etc., from one hosted platform. All customer information, purchase history and recent transaction activity is retained and accessible through any channel. With an integrated platform, customers are able to transition seamlessly between channels for an optimal customer experience.

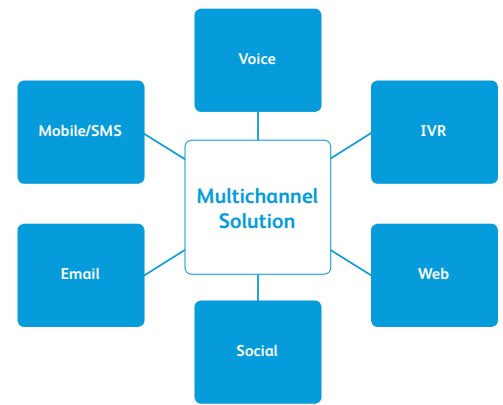


Our solutions offer real value by aligning with business objectives and customer preferences to optimize the customer experience and improve your bottom line.

3. How is consistency maintained across touch points in your multichannel environment?

If a customer calls today about an email sent yesterday regarding a web transaction completed last week, the contact center agent should have the capability to handle all transactions consistently. Too often, however, each area functions as a silo. Each channel operates under separate business ownership, accessing different backend data sources and preventing a full 360 degree view of the customer. This can lead to an unsatisfactory customer experience and downgrade the Brand image.

The key to a successful contact center is consistency in dealing with customers across all channels. Robust, cloud-based technology allows different contact types, such as voice and email, to be handled seamlessly and consistently. The technology has the ability to collect, store and manage contact information from whatever source, enabling better management of customer relationships. Full integration of CRM systems with multichannel contact center operations delivers a more efficient and focused service to customers, increasing loyalty, repeat business and revenue.



4. What mechanisms are in place to monitor the effectiveness of your multichannel environment?

Organizations implement multichannel solutions to create material value, drive cost savings and improve the customer experience. Yet, if yours is like most organizations, you'll be challenged to ensure the solution continues to deliver value after the initial deployment. In the end, the projected results are not achieved; cost overruns occur as additional resources are needed to address the shortfall and the customer experience plummets.

A strong multichannel solution requires continuous monitoring and analysis to identify patterns. How are people using the system? What are the commonalities? When and at what point do people opt to transfer to an agent – or simply hang up? By monitoring patterns within the call center, organizations can identify areas to improve cost efficiency and ways to optimize the customer experience. A strategy for continuous improvement provides an actionable framework to manage the customer experience across all channels.

5. How can our organization implement multichannel correctly so that we address risks of poor customer experience which could hurt our company's reputation and brand?

An optimized multichannel solution requires a cohesive environment, integrating technology with business goals and continuous improvement strategies. This is often difficult to achieve in the siloed departments and ad hoc technology environments of the typical organization.

To stay competitive, many leading organizations are partnering with one, full-service provider offering an integrated suite of automated and live agent channels. These partnerships help firms maximize their multichannel environment, increasing profitability and customer satisfaction.

Xerox, along with their partner, Contact Solutions, helps organizations maintain their competitive advantage through agile multichannel strategies. End-to-end analysis, strong industry knowledge, best practices and advanced technology are combined to create a comprehensive and scalable multichannel solution. These solutions offer real value by aligning with business objectives and customer preferences to optimize the customer experience and improve your bottom line.

**To learn how a state agency used a six-channel strategy to increase customer satisfaction and lower costs, visit [www.xerox.com/businessservices](http://www.xerox.com/businessservices) today.**

