



# #CUSTEXP & OMNICHANNEL

Deliver an enhanced omnichannel customer experience with your contact center

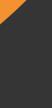


## Offering an elevated and differentiated customer experience is table stakes

and connecting with your customer seamlessly across multiple channels can set you apart. Every touchpoint that your customer has with your organization — on every channel — is an opportunity for a positive brand experience.

Cloud-based omnichannel contact centers are now leading the way in creating a more seamless experience for both employees and customers.

As you evolve your business strategy, make your contact center even more powerful.



Make responses

## FAST & EASY

- Answer quickly & on your customer's preferred channel.
- Key metric for contact centers: Average speed to answer
- Communicate wait times whenever possible.

28 seconds



The average speed to answer. — *Sisense*

Phone

SMS

Web chat

Email

In-person

Bots

Social media

Omnichannel is about letting your customers communicate the way they want, where they want and how they want.



Allow your customers to connect with you where they're most comfortable, either from one channel or many — knowing that you'll always have a clear, centralized view.



82%

of brands believe they are meeting customer experience expectations, but 90% of customers believe companies are failing. — *Acquia*

20%

increase in productivity when customer service reps feel their systems and tools enhance and simplify their job. — *Gartner*

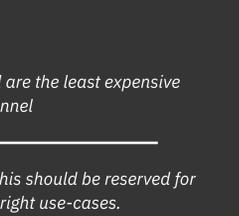
64%

of marketers say their top barrier to an omnichannel approach is lack of resources and investment. — *The CMO Council*

## BETTER ROI

Better User Experience,

When it comes time to number crunch, C-levels need to see the value in the contact center.



Self-service solutions can add huge cost savings...



and are the least expensive channel

The most expensive channel is talking to an agent directly...



so this should be reserved for the right use-cases.

Remote working options give your employees the flexibility to easily adjust their hours...



which will help them be happier and more productive.

## Cloud-based contact centers allow you to

- Be flexible in adapting your workforce to accommodate demand.
- React to changing market conditions
- Work more efficiently with your existing budget and resources
- Save your business more in the long-term

*"There is a hierarchy of savings when it comes to omnichannel service and support. The most expensive is speaking directly to an agent, followed by web chat, email and self-service, which is the least expensive. With the right contact center solution, you can optimize your support the best way at each level — all while solving every customer's problem faster and with lower cost."*

— *Don Thorsen, North American UC Cloud Product Manager at Allstream*

## Are your customers satisfied

Check these metrics to keep tabs on your Contact Center performance related to the overall customer experience.

- 1 Customer satisfaction ratings**  
Regularly survey your customers and track your Net Promoter Score (NPS)
- 2 Customer loyalty / lifetime value / churn rates**  
Engage your retention team to understand the business impact of service experience
- 3 First-contact resolution**  
Track this internally and set goals to improve performance

\$75 billion

is lost by businesses every year due to poor customer service.

— *Forbes*



37% of contact center managers and directors say that their customer satisfaction rating is now their most important measurement.

— *Mitel*

## FORWARD

Taking business

Through modern technology and contact centers, your company will continue to service your customers to a higher level — whether in times of growth or uncertainty — putting you in a better competitive position.

By 2022



50% of contact centers will be CCaaS (contact center as a service)

By 2023



Customers will use speech interfaces to start 70% of their self-service interactions

By 2025



Operational efficiency will rise by 25% for those companies that embed AI in their multichannel customer engagement platforms.

(Source: *Gartner*)

42% of customers want to communicate with companies via live chat.

90% of customers want an "immediate" response (within 10 minutes) to their customer service question.



*"Since speed is now the determining factor of how a consumer perceives a brand, chatbots are being drafted in to support and sometimes even replace customer service teams."*

— *Core dna*

(Source: *HubSpot*)

40%

of all customer interactions will be automated through AI and machine learning by 2023.

— *Gartner*

83%

of companies say that artificial intelligence is a strategic priority to help improve the customer experience.

— *UC Today*

46%

of global contact center decision-makers anticipate their contact centers will grow by 5% to 10% over the next year.

— *GetVoIP*

## CONTACT CENTER

more efficient and profitable.

Talk to an Allstream Contact Center expert.

