

Technology Roadmap for Omnichannel Customer Engagement

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Is it Time to Change Your Approach?

- Is your current contact center hindering your ability to deliver a seamless customer experience?
- Are disparate solutions continually being added and causing integration and maintenance headaches, slowdowns, and service challenges?
- Is your current infrastructure incapable of meeting future customer needs and delivering a customer experience that differentiates your business?
- If you answered "yes" to one or more of these questions, the time is right to consider a system of engagement approach.

Within every industry, businesses are experiencing increased demand from customers wanting personalized, consistent interactions across different channels, within applications, and at stores or branches. The reality for most businesses is that they're offering multiple channels within siloed environments and without the context of previous interactions. This siloed approach undermines the ability to deliver a truly omnichannel customer experience (CX).

As an executive responsible for the current and future success of your contact center, you understand the complexities of meeting today's rising customer expectations while managing your system's infrastructure. Unfortunately, business and IT leaders often have conflicting priorities. While the lines of business are focused on driving revenue, loyalty, and customer satisfaction, IT leaders are responsible for technology selection, standardization, and integration, as well as for ensuring that the systems in place meet both current and future needs.

This is compounded by constant requests for new capabilities and touchpoints to engage with customers. The once easy-to-manage call center has become an unwieldy patchwork of siloed digital and voice channels comprising multi-vendor solutions—creating fragmented experiences and substantial IT issues. As new touchpoints are added, the fragmentation deepens and issues grow more complex, making it more difficult to meet service goals and customer demands while staying competitive.

From an architectural, the best way to overcome this frustrating and complex challenge is to leverage a system of engagement approach to enable omnichannel service across all channels and touchpoints. With a system of engagement, organizations interact with their customers across journeys and over the entire lifecycle to enhance revenue generation while reducing infrastructure and operational costs. It connects integrated systems of record, such as financial, order processing, inventory, and CRM solutions with customer-facing touchpoints. It's bi-directional, proactively notifying customers as needed over their preferred channels at their preferred times. The result is a customer engagement system capable of collecting and making sense of interactions across all channels in real time. It can analyze these transactions and—based on behavior, intent, engagement profiles, and predefined journeys—engage customers consistently across channels to deliver personalized, low-effort experiences.

How can you move toward a system of engagement approach in the shortest time with the least disruption? The following steps can help guide you.

1. Define Your CX Vision

As with any journey, it's critical to define the destination before you start. A clear vision for your CX that your entire business aligns with is a prerequisite for success. There's no right answer that works for everyone, but transitioning to a "customer first" mindset is foundational. If you're not moving toward omnichannel customer service, your business won't stay competitive for long. By committing to a vision of modernizing your contact center, you can clear the path for the system of engagement needed to support it.

2. Evaluate Existing Systems and Requirements

With an overall CX vision established, it's time to take a look at the key components of your system's infrastructure and the current roles they play. These include:

- Voice and digital channels
- Contact center infrastructure
- Employee engagement systems
- CRM, marketing automation, and case management solutions
- Back-office and branch-office systems

How do these components identify interactions across channels to preserve context and enable a consistent, personalized experience? How do they manage engagement data to drive insights through analytics and support ongoing optimization? You'll likely discover that siloed channels are causing broken customer journeys, low agent efficiency, and other issues that are hindering service quality and efficiency.

3. Make a Platform Decision

The key to breaking the status quo is to make a platform decision, leveraging a system of engagement approach to omnichannel customer service delivery. With a common platform as the foundation, you can optimize customer engagement across your existing self-service and assisted-service channels and future-proof your contact center as it continues to evolve.

Customer interactions can be managed and orchestrated from within a single, universal queue to enable you to prioritize work and blend interactions across all channels. This orchestrated personalization across channels makes the most of every interaction and even enables multimodal service using multiple channels concurrently. The result? Reduced customer effort and a greatly improved CX.

Within your omnichannel desktop, you can also readily embed CRM data and business applications to boost productivity and gain access to behavioral context for actionable insights. With greater agility and flexibility, you're able to respond to rapidly evolving requirements with an open system that's designed to help solve your business problems—not create more of them

4. Use a Phased Approach to Extend the System of Engagement

Because contact center operations never stop, you'll likely progress to providing omnichannel customer service in phases to avoid any impact on service levels. Once the integrated platform is deployed, you can address both IT and business requirements while eliminating the complexity of custom integration work to connect channels to enterprise systems of record. Over time, you have the foundation in place to extend your system of engagement deeper into back-office systems and processes to power consistent service across all channels.



Figure 1: Customer Experience Maturity

Conclusion

The problems of siloed digital and voice channels and fragmented customer journeys are not going away on their own. It's no longer possible to deliver the CX necessary to stay competitive using infrastructure that doesn't support omnichannel engagement. The inability to offer omnichannel service will result in lost customers and an increasingly negative impact on your bottom line.

By adding infrastructure that supports omnichannel customer engagement, you can address immediate challenges and be prepared to meet the future needs of your customers and reduce your cost of ownership. The result is an improved CX that will drive increased loyalty, positive word-of-mouth, and more sales.

Let Genesys help you navigate the path to omnichannel customer service. Leverage a system of engagement as the foundation for your omnichannel engagement center, and deliver a better CX while keeping technology investments manageable.

Orchestrate seamless, omnichannel customer journeys from a single, all-in-one, customer experience platform. Available both on-premise and in the cloud, the Genesys Customer Experience Platform simplifies administration, increases operational performance, and reduces total cost of ownership.

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