

BENEFITS OF MULTI-CHANNEL *CONTACT CENTERS*

Customers want it all - they want personalized attention from a customer service executive, as well as the convenience of anytime access to information at their fingertips. Today customers expect to communicate how they want; leveraging multi-channel contact centers that offer support through voice, email, live-chat, video-chat, social media, mobile apps, SMS, self-help solutions, and so on.

WHAT CUSTOMERS EXPECT

66% of customers want immediate resolution when they contact via phone

Email must be responded to within 12 hours

Social media statement to be responded to within 2 hours

TOP 8 BUSINESS BENEFITS OF MULTI-CHANNEL CONTACT CENTERS:



Multiple Channels;
Single View of Customer



#1
Enhanced
Brand Image



Superior Customer
Engagement



Deeper Customer &
Contact Center Analytics



More Effective
Marketing Campaigns



Faster Support



Better Up-sell &
Cross-sell Opportunities



Maximized Agent
Performance

THE BIG SECRET

You need unified support for all the channels to your customers. Unified support means that a single record is maintained for each customer irrespective of channel and agents can use that record across channels to access customer information.

ASK US HOW WE CAN HELP YOU IMPROVE YOUR CUSTOMER EXPERIENCE TODAY!

