



## What's holding back your customer engagement, stifling sales and undermining customer satisfaction?

### Why Omnichannel?

- Prevent online cart abandonment
- Save customers from queueing
- Let customers channel shift with ease
- Provide great CX regardless of digital expertise
- Dramatically improve customer engagement without the capital investment
- Increase online sales and basket value

**Make sure you deliver the right message to the right person, at the right time and on the right channel.**

**Omnichannel customer engagement is already transforming relationships between businesses and their customers. Fragmented and frustrating, hit-and-miss interactions are being replaced by seamless experiences that feel effortless for customers.**

We like being in control... not being controlled which is why we all want our home, work and social lives to fit seamlessly. Whenever life is disjointed and doesn't work, we get frustrated.

It's no wonder that web, mobile and social media use continues to soar. All of us want the freedom

to interact how we want, when we want. The result is that customers are driving the choice of channel, so you need to keep everyone happy.

Today businesses need to consider if they are...

- giving their customers the best and right choices for engagement
- providing a consistency experience across all channels
- able to see the customer experience from the customers' viewpoint.

## Multi or Omni - what's the difference?

Omnichannel extends right across the customer experience, whereas single channel solutions are only small components of the bigger picture. And who's to say whether a patchwork of point solutions from different providers will work effectively?

**Multichannel** is about using many channels (e.g. social media, web and email) to engage your customers but that doesn't allow you to deliver a seamless / consistent message across these multiple touch-points.

For example, the programs don't necessarily factor in optimising the customer experience based on the different devices (e.g. smartphones, tablets and laptops) clients use to interact with you.

### The real thing...

To deliver real Omnichannel customer engagement you will need to deliver the following three key elements:

**Choice:** Your customers want to be in the driving seat, choosing when, what and how they engage with you, and on what device. They expect it, they demand it and if they don't get it, they'll move on to a competitor.

**Omnichannel** - is about understanding that a single customer enquiry might be resolved over several channels. A truly Omnichannel solution understands this and provides a single view of the customer regardless of which channel, or when, they choose to engage with your business.

**Consistency:** Your channels need to look the same, use the same voice and feel. They must have the buttons in a similar place so customers know where to find them. They want to be able to channel shift and will get frustrated if they can't find the basics quickly.

**Customer:** It's about seeing things the way the customer does, putting the customer at the heart of your entire offering and being able to deliver real engagement across channels and touch points while making the switch between them seamless.

## Omnichannel at your fingertips

Ultimately, Omnichannel is all about personalisation and targeting - by measuring everything, organisations can deliver the right message to the right person, at the right time and on the right channel.

But that can be hard to do if you have lots of different solutions, bolted on to legacy infrastructure. With the Eckoh Experience Portal you get the full suite of Omnichannel solutions in one place so you can add new channels as you need them – including Self-Service and Secure Payment solutions.

Also, there's no major capital investment and the benefits can be seen quickly, in terms of greater consumer engagement and satisfaction, leading to higher sales revenues.

- Web Chat
- Chatbots
- Call-Back
- Inbound calls
- Social Agent
- Knowledge Base
- Email Management
- Messaging.



**Our solutions are delivered via the Eckoh Experience Portal.**

Web Chat works well with ChatGuard, Chatbot & Call-Back