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# Voice to Omni-channel



# Customer service has changed

**The traditional way of managing customer relationships has changed. Your customers are more aware, more informed, and more connected. The way they want to engage with you has also changed and because of that, our businesses must respond and adapt.**

Back in the days when they were called call centres, contact centres had a simple job to do, agents had to answer and wrap up calls as quickly as possible. Today's new "customer experience" strategies have meant that today's contact centres have become the linchpin of customer interactions and playing a key role in improving customer service.

This means that organisations need to invest in new technologies and processes to transform traditional cost centres into a strategic profit centre, driving and delivering customer satisfaction and loyalty.

Today's customers expect to interact with your business how and when they want, and they expect consistent experiences across all channels.

## This has meant new challenges for the contact centre:

- How to improve customer satisfaction across many channels
- Staffing and managing new channels appropriately.
- Understanding the customers' choice of how they wish to be served and managing the experience.
- Understand what is causing poor customer experience and adapt in real time.
- Future proofing operations & infrastructure for flexibility to evolve easily and cost effectively in line customer expectations.

According to an Avaya survey, 93% of business managers recognise that not providing a personalised, proactive customer experience can lead to lost customers, missed sales opportunities, lower revenue and reduced loyalty.

## Empowering customers

Technology has empowered customers in ways we could never have imagined just 10 years ago. Your customers' relationship with your business is heavily influenced by social and mobile technologies that not only give them new ways to access service anytime, anywhere, but also empowers them with ways that they can share their experiences with other customers. A personal experience and opinion of your service can go viral in an instant, which can have a lasting impact on your company's brand and reputation.

Keeping the customer happy by delivering a fast, accurate and convenient service is crucial to building long-term customer loyalty - but it's not the only consideration. You need to balance your customers' needs with your business goals – revenue growth, productivity and compliance.

You need to be sure that you identify what it is that will improve your customer experience. Focus on business outcomes, such as ensuring that your customers get the right information at the right time, first time resolution to their problems or upselling or cross selling your services.

Customers nowadays want to contact you the way they choose – voice, e-mail, web chat, social media, fax, SMS, video interaction, voicemail and walk-in. Your organisation needs to provide a holistic, proactive experience by enabling companies to centralise and orchestrate all mobile, web and contact centre interactions that occur throughout a customer care cycle.

To help you to deliver and managing your customer interactions you need to transform your contact centre from a voice centric call centre to a Omni Channel contact centre providing consistent, interactive applications over SMS, social media and email along with existing mobile, phone, video, and other touch points from a single platform.

This removes barriers to communication and ensures that you are just as responsive to your customers across all these media as you are on the phone, allowing you to efficiently integrate and maintain service levels across all contact types, and monitor and report on them.

Omni Channel Contact Centres allow your customers to contact you the way they choose – voice, e-mail, web chat, fax, SMS, video interaction, voicemail and walk-in. They provide a holistic, proactive experience by enabling companies to centralise and orchestrate all mobile, web and contact centre interactions that occur throughout a customer care cycle.

You can configure an agent's desktop to manage up to six different interaction types simultaneously through a single desktop interface. The agent desktop provides agents with relevant customer data and historical interaction data across all of the supported channels. So your agents will have all that customer's contact history at their fingertips, adding context and relevance to the current contact and providing customers with the best possible experience.

Omni Channel Contact Centres make managing your contact centre agents and resources easier. By integrating your contact centre and business processes and applications you can streamline and automate historically manual functions to capture key information regardless of the channels you are using.

These tools manage agent performance and monitor statistics that are important to maintaining service levels. Your supervisors and managers have quick access to real-time performance information so they can adapt immediately to situations, helping to ensure an optimised customer experience.



Omni Channel Management solutions allow you to see the full picture, helping you to make the best management decisions and ensuring the overall effectiveness of your contact centre.

4net Technologies will work with you to design and manage interactive applications over SMS and email along with existing mobile, phone, video, and other touch points from a single platform. This will remove barriers to communication and ensure that you are just as responsive to your customers across all these media as you are on the phone, allowing you to efficiently integrate and maintain service levels across all contact types, and monitor and report on them.

Organisations across the globe are investing in these solutions to successfully transform service delivery to help them to optimise the outcome of every customer interaction. A “customer engagement hub” enables a coordinated, consistent environment that provides customers with a service experience that is personalised, relevant, efficient and available over every channel. At the same time, service organisations can operate at peak performance with dynamic, automated processes that guide users to resolution, eliminate manual work and seamlessly integrate with back office systems.

Our multi channel approach does not remove traditional forms of contact; rather it enables your clients to contact your business when and how they choose. Its about giving your customers choice and reducing their efforts, making their experience seamless as they move between channels.

4net can address the delivery model that is best for you and your business needs including:



#### Hosted

Using traditional hosting mechanisms such as shared hosting, virtual private servers or dedicated hosted servers.



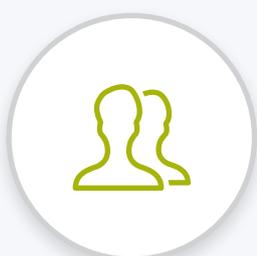
#### Premise

Traditional on-premise solution.



#### Cloud

Includes public (paid as a utility and can scale as needed), private (clustered servers) and hybrid (combination of private and public cloud).



#### Managed

Depending on the delivery model you can also choose how and what resources you want to manage the availability.



#### Hybrid

Some combination depending on the needs of your business and the application requirements.

# Improving customer experiences in the Omni-channel age



**Transform your business one great customer interaction at a time.**

The way consumers interact with businesses has changed. To delight your customers and maximise their lifetime value to your organisation, you must be prepared to provide the answers they need, when and how they need them.



**HALF**  
of customers say they constantly change the way they deal with organisations.

**80%**  
say they'll buy more from companies that make it easier to do business with them\*\*





## The Modern Customer Service Gap



**92%**

expect companies to proactively communicate changes and issues during their buying process\*.

Yet only **43%**

of companies have the ability to do this.

**70%**

expect customer-facing staff to be fully aware of ALL their past interactions\*.

But only **44%**

of organisations share data to successfully execute seamless customer engagement.

Not delivering the high levels of service and convenience carries a serious price for businesses!



**82%** **66%**

say they are likely to stop spending money with companies as a result of a bad experience\*\*

indicate that they are likely to stop spending money with a company following a high-effort experience\*\*

But meeting and exceeding their expectations offers significant benefits...

**MORE THAN HALF**

OF CUSTOMERS say they would **PAY MORE** to companies that provide consistently **GOOD SERVICE\*\***

## Unification is the key to success

If you want to deliver exceptional customer service, all of your touchpoints – both modern and traditional – must be unified so that customers receive a consistent experience no matter where or how they interact with you.



To satisfy today's customers, you must have the solutions and capabilities in place to deliver **timely, personalised, convenient, and unified** customer experiences.

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4net's powerful combination of service excellence and technical expertise makes us the partner of choice for organisations who want to transform the way they communicate with customers, staff and stakeholders, reduce costs and gain competitive advantage.

Our contact centre, unified communications, managed and cloud services are designed to address today's complex business challenges, helping you to respond to your customer and staff requirements.

From simple IP Telephony Solutions to Virtual Contact Centres, from Unified Communications to Cloud Services, we partner with best in class vendors such as Avaya, Microsoft and Enghouse to deliver a solutions portfolio that will address today's changing workplace and build tomorrow's future, making 4net the preferred communications partner for many businesses across the UK and the Globe.