



Solgari

Enhancing the Digital Customer Experience

A Guide to Embracing an Omni-Channel Business Strategy

All eyes, all ears, all the time

Our businesses thrive on multiple resources: data, change, ambition, revenue. Yet if the modern-day workplace has taught us anything, it's the importance of another pervasive virtue: communication.

For many of us, our ability to communicate has seen our businesses survive some major operational disruptions, kept us connected to stakeholders and allowed us to coordinate complex projects, regardless of geography.

Yet your comms can go so much further than internal or operational support. When used strategically, they can drastically shape your customer service, support and satisfaction; or, as they're called in the digital age, the Digital Customer Experience.

In this eBook, we'll be exploring what it means to provide a truly successful Digital Customer Experience, and how an Omni-channel approach is key to that customer satisfaction.

The Digital Customer Experience

Consider how many conversation channels the average customer has at their fingertips.

Voice, SMS, WhatsApp, social media, web applications and even video conferencing; these channels have the potential to transform our relationship with customers. Together, they are the foundation of your Digital Customer Experience: the way that your customer, through all your online channels, interacts with your company.

A modern, joined-up Digital Customer Experience turns the vast wealth of customer communication data and the full spectrum of channels into a more holistic and personalised sales and support journey. Businesses can create an accurate and comprehensive customer profile, streamline their contact centre procedures in response to clearly-identified customer preferences, and deliver a seamless, effective and valuable service experience, across every channel.



The Digital Customer Journey

The Digital Customer Experience is made up of multiple touchpoints which, with a strategically designed Digital Customer Journey, are traversed quickly, seamlessly and automatically.

Here's how that journey looks and what you, and your customer, experience at each step.

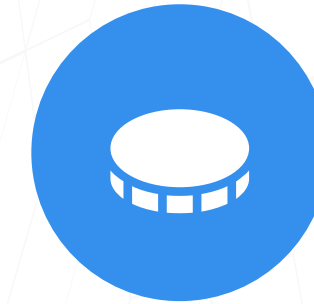


Discovery

Marketing, Website, In-Store experience, Direct Email, Product Trials and Online Promotions.

For existing customers, the discovery stage might begin with a service query, or the first time they engage with one of your channels. For new customers, that journey goes back even further; they might not even be brand aware.

Their first point of contact might be as the viewer of your targeted marketing, for example. Discovery begins by mapping new customer engagements, tracing where that first contact began and, from that point on, following the contact journey to completion.



Transaction

Billing, Purchasing.

When the prospect makes a purchase, requests your services or otherwise engages with your offerings, they're qualified as a customer. The important data here isn't financial or transactional; it's how the Discovery stage led them to this transaction, how they proceed with/through? That transaction, and whether that transaction took the user to any other channels; maybe they shared their purchase on your social media page, for example?

It's important not to think of the Transaction stage purely from a purchasing perspective. The transaction could also be the point at which the customer first speaks to an operator, or submits a support request.



Support

Phone, Email, Live Chat, Chatbots, Mobile app, Self-service.

Especially relevant for those businesses offering ongoing services, the Support stage is where the customer continues their business contact; be that in relation to previous transactions, or anticipation of another.

This isn't strictly limited to support requests, either; once you recognise a customer as a returner, you can accelerate them to the Support stage whenever they engage with any of your channels using the data from their previous journey.



Advocacy

Customer Reviews, Membership Programmes, Social Media.

Much of the Advocacy may occur outside of your established channels; via customer reviews, for example, all of which help to create all-new avenues for other prospects to your Discovery stage.

Social Media is an especially effective part of the Advocacy stage – customer interaction helps to keep channel engagement high, and provides you with more audience data.

The Omni-channel Approach

You will have noticed in the above examples that today's communication channels tend to merge and blend into one another, leading the customer seamlessly from one channel or solution to the next.

There isn't a step missing here; this is made possible by the Omni-channel approach. Omni-channel is the next evolution from a multi-channel solution. The volume and nature of the data you collect separates this from a multi-channel approach, and creates a whole new Digital Customer Experience.

How, and Why, Omni-channel Works

With multi-channel, your client or customer has a choice of channels for engaging with your business - mail, email, voice and so forth - however each of these channels is disparate. They're distinct, siloed – and this is where the service experience becomes fractured.

Because these components all exist separately, customer data in a multi-channel approach isn't consistent; you won't receive the same information in quite the same way between email and telephone, for example. Over time, this can cause the customer experience to break down – or worse, for customer conflicts to go unresolved as a result of errant data. Switching users to different channels or departments isn't seamless, either; without a shared data pool, a customer can't conclude a pending transaction over two separate points of contact.

Omni-channel is different

Omni-channel leverages all measurable data from across every point of contact: email, social media, voice, even the clicks on your targeted advertising. It then standardises this data, and slowly builds an ongoing customer profile – a narrative.

Within this paradigm, every contact with a customer builds a clearer and more effective picture. Each conversation contributes to the sum of the whole, and helps to create a more continuous customer experience. Transactions which began in one channel can be completed in another. Your contact centre agents can transition users seamlessly between departments and contacts. Ongoing support tickets can be instantly referred to and actionable from where they left off.

Multichannel manages your comms. Omni-channel manages your customer.

Benefits of an Omni-channel Strategy

The benefits of an omni-channel strategy go beyond customer satisfaction; they're also invaluable to processes, automation – even your marketing efforts.

Client Satisfaction



Your Omni-channel approach is a customer-first strategy – so of course it's a major driver for client satisfaction rates. Communication breakdowns or inefficient interactions can be more than enough to scupper a customer journey. An Omni-channel approach mitigates this risk.

86% of consumers wouldn't return to a brand after two poor customer experiences



Efficiency



Consider the business benefits of your Omni-channel approach. Every contact channel is feeding into one, holistic data stream. Your every customer can be targeted, marketed to and given personalised service. Your contact centres have a complete communicative bridge between all channels and callers. Between the company and the client, the benefits are entirely mutual.

87% of UK business leaders view the Customer Experience as their top avenue for growth

NORTH HIGHLAND

Turnover

Great service keeps customers retained, and the longer you can keep those customers, the more they can depend on your services. Yet Omni-channel services also ensure your processes are more streamlined; and when time is money, that extra efficiency goes a long way to retaining those paying customers.

Even if repeat customers only make up **8%** of a company client base, they create as much as **40%** of all revenue

**Harvard
Business
Review**



Data Diligence

Creating a holistic approach to communications data does two things. First, it ensures that data stays accurate, compatible and relevant to the Digital Customer Experience. Second, it helps you to minimise your data production down to its most proportionate – effectively balancing convenience with compliance.

By **2023**, marketing, sales and the customer experience will be part of a single business function

Gartner



Marketing



Both directly and indirectly, your Digital Customer Experience allows you to adopt a multi-pronged approach to marketing. You benefit from insight into your customers' ingoing and outgoing contact preferences and their most engaged marketing channels – all of which help you to deliver more meaningful marketing collateral. Their interactions with you on social media – comments, likes and product reviews – also help to build a portfolio of touchpoints for your Discovery stages, too.






Social Media is the number one preferred channel for brand engagement



About Solgari

Solgari is the ultimate Contact Center as a Service (CCaaS) solution for business, providing a holistic approach to communications that helps you streamline the service process – both for you and your customers.

Experience the ultimate in all-channel, CRM integrated CCaaS solutions.

-  **All-channel communication:**
Voice, video, SMS, chat, email, social media
-  **Seamless Integration:**
All functionality seamlessly integrated with your CRM solution and/or Microsoft Teams
-  **Compliance built-in:**
Record, archive, search and retrieve with GDPR, PCI DSS, MiFID II compliance built-in
-  **Easy channel switching:**
Quickly and easily switch channels as needed, from chat, to voice, to video and beyond
-  **One SaaS platform:**
All the channels, functionality, security and compliance services you need within a single solution

Experience Solgari today

Request a free [product demo](#) or [two week trial](#). Or contact us on any of our sales and support numbers below.

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