

# Mastering Omnichannel Customer Engagement

Transform your business – one great customer interaction at a time



“You can be good at customer service and people will shop with you again, but loyalty is different. What you need is an experience! It’s a feeling, it’s a brand, and it’s a deep relationship between a customer and a company.”

Kevin Thompson, VP of Customer Experience, Barney’s New York

## Delivering exceptional experiences in the age of the empowered customer

Today’s empowered customers demand highly connected, personalized experiences across a wide range of physical, web-based, and mobile touchpoints. Your ability as a company to deliver these experiences directly impacts customer loyalty, satisfaction, and sales.

While failing to meet these new expectations can be a threat, successfully providing exceptional, modern experiences differentiates your business from the competition while helping to convert prospects into customers – and customers into brand advocates.

In 2013, ICMI and Avaya conducted a research study into the Customer Experience Management (CEM) habits and opinions of companies across multiple verticals. The report revealed how these businesses were improving customer experiences and helped to identify why CEM was climbing so many of their agendas.

### The study found that:

- Customer engagement and loyalty have become an important priority to 92% of organizations
- 81% of organizations recognize direct correlations between the customer experience and loyalty
- Less than half (49%) of contact centers have a customer experience management program currently in place

Getting customer experiences right can deliver huge benefits to your business, from greater customer loyalty to an increase in the lifetime value of customers. But with so many channels and touchpoints in use, businesses need to find easier ways of managing engagement that enable them to proactively provide outstanding, personalized experiences for every one of their customers.



More than three-fourths of respondents to Avaya's recent Customer Effort Impact Study said they are likely to continue spending money as a result of an exceptional customer experience

## Engage customers on their terms

To deliver great experiences, your company must meet and engage customers on their terms. With the adoption of social technologies and new communication channels, the balance of power in service relationships has shifted into the hands of consumers. It's now up to organizations to ensure they can deliver the experiences their customers want, when they want them, through their channels of choice.

Inconveniencing today's customers has a price. If the experiences you deliver are high-effort, they can cause a loss of customer loyalty, unnecessary call center escalation, and significant brand damage. Two-thirds of survey respondents to Avaya's recent Customer Effort Impact Study said they are likely to stop spending money with a company as a result of a "high-effort" experience, with more than one-third extremely likely to do so.

The findings of this survey also reinforce the view that the service experience directly impacts customers' buying decisions, long-term brand loyalty, and likelihood to recommend a company's products and services to someone else.

It's important to recognize that every single interaction carries the risk of creating unnecessary complexity and customer dissatisfaction. Simplicity and consistency are essential at every touchpoint of a customer's service journey.

Because of this, many companies now rightfully see CEM as a necessity instead of a luxury. Customer Experience Management programs are the backbone of modern customer service, delivering valuable customer insight, giving brands a competitive edge, and powering the simple, convenient, interconnected service experiences that today's customers demand.



## Better engaging customers for better results

To truly delight your customers, your organization needs to make every interaction count. Your customers are only as loyal as their last experience, and every time you engage with them you risk losing them permanently if the service you deliver does not meet their expectations.

With timely information and insights you can make every interaction proactive, instead of reactive. Customer interactions are opportunities to deliver real value to a customer, and every connection is an opportunity to nurture them and increase their lifetime value to the company. But to achieve this, you must keep experiences relevant and respect the unique impact that every service issue has on the lives of your customers.

One example of this is service that an airline could deliver in the event of a delayed flight. Following a delay you could set up an alert to let the customer know they have missed their connection, without them needing to come to you. You also have the opportunity to resolve any anxiety that the situation may have caused the passenger by automatically rescheduling their connection – creating a highly relevant experience from what could have otherwise been a disaster.

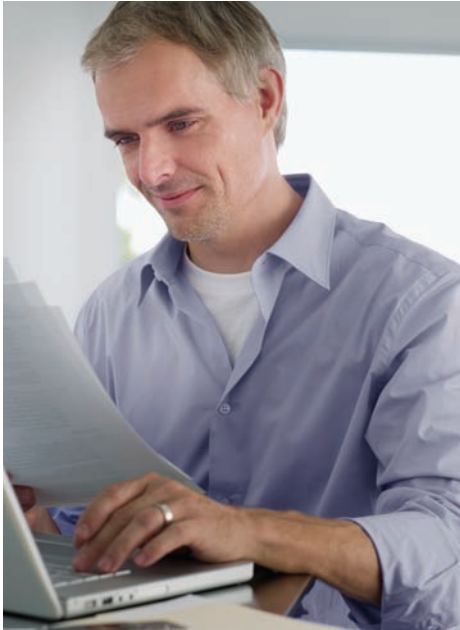
Personalization is critical in Customer Experience Management. Customers don't require huge selections of options, they require the options that are relevant to their situation. When customers are presented with only the most relevant options, it enables them to effectively self-serve – in turn reducing contact center workloads.

By tailoring your service to each individual customer, you can simplify their journeys, significantly reduce the time it takes them to resolve their enquiries, and make their service experiences completely frictionless.

Using the earlier example of airline travel, all customer interactions must be:

- **Timely – Proactive not Reactive**  
Notify customers of the situation as soon as it is known
- **Relevant – Bringing real value to the contact**  
Provide specific information on their current travel situation.
- **Personalized – Speak to a customer of “I”**  
“John Smith, because of the delay in flight 34 to Denver, you will miss your connecting flight to San Francisco. Here are your options in priority order...”
- **Frictionless – Don't make the customer wade through the options**  
“You can select from the following options to change your flight...”

Measuring your omnichannel engagement strategy against all these of elements forms a true customer-facing perspective that will improve your ability to create innovative new services that turn good interactions into great interactions.



## Improving service quality with modern CEM technology

According to Avaya's global research, 83% of businesses cannot deliver a completely blended customer experience automatically and in real time. This is largely due to them not having the correct unified solutions in place that are required to orchestrate these kinds of highly relevant and connected customer experiences.

To help organizations overcome this challenge, Avaya has recently announced new and enhanced end-to-end Customer Experience solutions that are designed to eliminate the fragmented, high-effort service that jeopardizes customer loyalty and revenue growth.

Avaya delivers these technologies together in a simple-to-deploy package comprised of:

- **Avaya Aura® Experience Portal** – Avaya's market-leading, standards-based platform for the development and orchestration across all customer touch points, person-to-application, and application-to-person services
- **Avaya Intelligent Customer Routing** – Providing enterprise customer routing to enhance customer experiences across multiple channels and improve agent productivity
- **Avaya Proactive Outreach Manager** – A platform that unites all agent-based and agentless outbound communications and supports predictive dialing campaigns
- **Avaya Orchestration Designer** – Enabling the rapid development, simulation, maintenance, and deployment of new customer-facing communications apps

### About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information, please visit

[www.avaya.com](http://www.avaya.com)

### Learn more

To learn more, please contact your Avaya Account Manager or Authorized Partner or visit us at

[www.avaya.com](http://www.avaya.com)

These solutions are engineered to work together seamlessly, automatically sharing the detailed customer information that is needed to deliver timely, relevant, and personalized service. When Avaya Customer Experience solutions are interconnected with existing mobile, web, and contact center channels, the customer sees one company and the organization sees one customer – enabling you to consistently deliver higher quality and better managed customer experiences.

Avaya Customer Experience Management solutions aid the delivery of holistic, proactive experiences by enabling companies to centralize and orchestrate all mobile, web and contact center interactions that occur throughout the customer care cycle. With them, companies can easily design and manage interactive proactive outreach and self-service applications, along with existing touch points, from a single platform – and in doing so, increase their visibility of and control over omnichannel customer experiences.