



WHITEPAPER

Omni-channel ROI

How to get a quantifiable return
on your omni-channel investment



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Omni-channel ROI

How to get a quantifiable return on your omni-channel investment

Every day, omni-channel becomes less of an option and more of a requirement for conducting business in the 21st Century. Customers demand a consistent and unified experience across communication channels, and that can only come from integrating disparate systems and data silos. The benefits to business are obvious: Improve customer service and strengthen customer loyalty. But that's just the start. When organizations leverage omni-channel to understand their customers' intent, they can also improve productivity and reduce costs for a quantifiable ROI.

Since the dawn of customer service, organizations have sought to understand their customers' needs in order to make them as happy as possible. IVR menus route calls to various automated capabilities. Website hot links take customers directly to their interest. But how do you know what it is that the customer needs? You can more easily answer that question and proactively address it when you know the customer's intent. An advanced omni-channel implementation allows you to know customer intent, efficiently and accurately.

Providing agents and business users access to data that was previously inaccessible is a great start, but it is only that – a start. You can think of it as Omni-channel 101 or reactive omni-channel. Agents or users respond to the data provided them rather than allowing it to inform their interactions with customers. The key to fully realizing the benefits of omni-channel is to leverage the information made available to predict customer intent and proactively deliver the appropriate service. The best way to understand this is to look at specific omni-channel use cases and compare reactive with proactive omni-channel scenarios.



Use Case

Live chat with customer service

Ryan is buying a snow blower for his father, who lives out of state. One of the models he's considering is an electric model carried by Shop It All, a big-box retailer with which he's done business in the past. While reading the customer reviews on Shop It All's website, he begins chatting with Clara, a customer service representative, via a live chat pop-up.

Clara answers a number of Ryan's questions about the model's specs and features. Pleased with the information, he also asks if the retailer will deliver the snow blower to his father, assemble it and show him how to use it. Clara says this can be arranged, but Ryan will have to place a special order with an agent via phone. Ryan thanks Clara and takes a couple days to think over his options before making the final decision to purchase the electric model from Shop It All.



REACTIVE OMNI-CHANNEL

When Ryan calls customer service, he is authenticated via the IVR system and presented with various menu options. Knowing that he has to place his special order with a live agent, Ryan presses '0' and waits. Several minutes pass, and he is connected with Nate. Ryan tells Nate that he would like to order the snow blower he discussed with Clara a couple days ago, and have it assembled and demonstrated upon delivery. Nate is not immediately aware of Ryan's chat with Clara, but puts Ryan on hold while he looks up the transcript and confirms the details of their chat. Ryan isn't 100% confident that Nate has the right model number, so he scrambles to look it up online while Nate describes it over the phone. Once confirmed, Ryan provides Nate with the necessary billing and shipping information to complete the order.

While Nate is professional, Ryan is annoyed that Nate wasn't aware of his previous engagement with the retailer and that the ordering experience took longer than expected.



PROACTIVE OMNI-CHANNEL

Now, let's consider how the call proceeds when Shop It All takes a proactive approach to omni-channel. Ryan calls customer service to special order the snow blower. Upon authentication by the IVR system, he is prompted, "Are you calling about your recent chat with a customer service agent on September 4th? If yes, say 'Yes' or press 1. If no, say 'No' or press 2." Ryan says yes and is routed to a customer service agent.

Before connecting to Ryan, Nate is presented with the chat transcript on his desktop. He quickly learns that Ryan is interested in special ordering a snow blower and greets Ryan accordingly: "Hello, Ryan. Thank you for calling. My name is Nate, and I'll be your customer service representative. Can I help you order the snow blower you discussed with Clara on Tuesday?"

Ryan says yes, and Nate confirms the model number and that Ryan wants it assembled and demonstrated upon delivery. Ryan isn't sure of the correct product name or model number, so Nate sends Ryan a picture of the snow blower via text message. Within seconds, Ryan sees the product on his mobile phone and confirms with Nate that that is the correct snow blower.

Nate then clicks on the model number as it's provided in the chat transcript and is immediately taken to an order form that is pre-populated with Ryan's billing information and special instructions. The order takes less than five minutes. Ryan is delighted with the experience and shares his experience with his connections on Facebook.

About a week later Ryan calls Shop It All to check the status of his order. He authenticates to the IVR system, which greets him, "Thank you for calling today, Ryan. Are you calling about your recently placed order? If so, say 'Yes' or press 1. If not, say 'No' or press 2." When Ryan says yes, the IVR responds with, "Great. I am happy to help you with that. I see you recently posted your experience on Facebook. Thank you for being a loyal customer...."

BUSINESS BENEFITS

- Agent spends less time understanding the customer's needs because they have been pre-determined
- Agent spends less time completing the ordering process
- The company gets free advertising from a highly satisfied customer, whose loyalty is further strengthened by the company's acknowledgement



Use Case

Confirming payment

About a month later Ryan realizes that he hasn't paid his Shop It All credit card bill, and the payment is due in a couple days. While he's rarely late paying his bills, Ryan often submits payments at the last minute via the retailer's website and simply calls the next day to confirm that the payment was posted to his account.



REACTIVE OMNI-CHANNEL

When Ryan calls customer service he is authenticated by the IVR system. Because it is integrated with the bill pay website, the IVR system tells him, "I see you made a recent payment. It has not cleared yet. Please be advised that it takes 24 hours for payments to post." **Ryan hangs up, and makes a note to himself to call back the next day.**

PROACTIVE OMNI-CHANNEL

In a proactive omni-channel world, Ryan calls customer service and is authenticated by the IVR system. The system can see that Ryan has called to confirm his payments the last four months. Based on the fact that Ryan has a history of calling to confirm his payments, the IVR system tells Ryan, "I see you made a recent payment. It has not cleared yet. Would you like me to notify you when it does? If yes, say 'Yes' or press 1, and we will call you when there is a change to your account. If no, say 'No' or press 2." This prevents Ryan from calling back. Going forward, he receives an automated call via his mobile phone when a payment is posted to his account.

BUSINESS BENEFITS

- Customers no longer repeatedly call into the IVR system
- Automating the notification via the customer's preferences reduces costs



Use Case

Environmental factor

Several months pass, and Shop It All discovers that it has suffered a data breach via its Point of Sale systems. The retailer notifies its customers and other appropriate parties, and is immediately inundated with calls to its customer service line. Ryan is among them.



REACTIVE OMNI-CHANNEL

In a reactive omni-channel scenario, Ryan is authenticated. **There isn't a specific menu item that addresses his need, so he chooses to connect to a live agent.** Once connected, Ryan explains his concern and confirms his credit card number. The agent searches the list of cards confirmed to be stolen in the breach. To Ryan's relief, he is not among those listed.

PROACTIVE OMNI-CHANNEL

Ryan authenticates to the IVR system. The system immediately prompts him, "Are you calling about the recent data breach? If yes, say 'Yes' or press 1. If not, say 'No' or press 2."

Ryan says yes, at which time the IVR system prompts him to enter the last four digits of his credit card number. While the system searches the list of cards breached, it tells Ryan, "If your card was breached, a new one has already been mailed to you." The system does not find Ryan's card on the list and tells him, "Your card has not been breached. You can continue using your card." Ryan hangs up, relieved.

BUSINESS BENEFIT

- Agent productivity is improved because they aren't spending valuable time with each customer calling about the same concern.



Reactive vs. proactive omni-channel customer engagement

As you can see, there is a significant difference in both the customer experience and the business benefits of a proactive approach to omni-channel customer engagement versus a reactive approach. In the reactive scenarios, agents have access to data but they still have to identify the need for the data, find it, consume it and react to it. All of this increases the amount of time the agent spends on the phone with the customer, which in turn means rising costs and lowered productivity.

In the proactive omni-channel scenarios, data becomes knowledge. Agents are given actionable insights based on the data, enabling the organization to proactively address the customer's needs. As a result, the organization reduces the amount of time customers engage with live agents, thereby reducing costs and improving agent productivity.

Many omni-channel implementations are at the reactive phase. The market, for the most part, is relatively young. Technology providers have just begun to integrate data between their own solutions and have yet to take the next step that enables organizations to determine customer intent and act upon it. But, the truth of the matter is that omni-channel is new in name only.



USAN

Enabling Proactive Omni-channel

USAN has delivered omni-channel solutions for more than 10 years. It started in 2001 when we built a flexible, fault-tolerant platform to combine BPM, CRM, business intelligence, content management, analytics and unique multichannel delivery into a fully unified customer engagement solution for a major satellite provider. That platform became what is known today as USAN Metaphor Engage.

USAN Metaphor Engage is designed to enable critical integrations and customizations that allow you to keep your existing investments and processes. No need to build a custom solution. No need to rip and replace existing systems. We integrate your communication systems to build a complete and harmonic ecosystem that is omni-channel. But as we've seen in the use cases, integrating data is just the beginning.

The difference between Omni-channel 101 and Advanced Omnichannel can be summed up in one word: Strategy.

The USAN Strategy module is the engine behind an advanced omni-channel implementation. The Strategy module accesses and analyzes data to determine how the channel should behave, then directs the channel accordingly. The result is a mature omni-channel implementation that delivers quantifiable ROI.

USAN Metaphor Engage is the industry's first omni-channel solution, and it remains the industry's only solution backed by over a decade of experience. We'd love to show you how we can make omni-channel a reality for you. Call us today at (770) 409-2441.



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ABOUT USAN

USAN helps companies profitably engage customers and deliver amazing cross-channel experiences with the industry's best cloud, premise and hybrid multi-channel customer engagement solution. From traditional telephone interactions to the web, social media and everything between, USAN's portfolio of call center products gives users infinite flexibility in the way they engage customers across channels. In addition to campaign management, back-office integration, and business process automation, USAN's offerings include Hosted IVR, ACD, and Dialers built upon a fifth-generation carrier-grade infrastructure that delivers "five nines" of availability and proven scalability.