

## Traditional Multichannel

Each channel operates in a silo with no sharing of information including customer preference or coordination of outreach so that the customer is not fully understood.



VS



## True Omnichannel

Information and customer preferences are shared across channels so the customer is understood holistically and treated as such by the company.

What an ideal call flow looks like with and without true omnichannel



Traditionally the cost to integrate digital channels properly into the voice and contact center ecosystem runs steep and requires robust IT resources.



### Consumer chats into website



Agent captures consumer information

### Live Agent Answers Chat



Agent captures consumer information and service request



Because of this cost to integrate, many new channels are added improperly and exist in siloed environments, where they are stacked rather than connected.

### Consumer calls business back, gets IVR prompt



Agent has to ask consumer identity and doesn't know about chat history and has to check on service

### Agent Answers Call



Agent has consumer information with chat history and can provide update on service request immediately



These disconnected channels create friction as customers channel hop because their interaction history doesn't follow them from channel to channel.

### Consumer opts in to receive SMS



### Agent Sends SMS



On the other hand, in a true omnichannel ecosystem all channels and data are unified, leaving the customer to channel hop while benefiting from the context provided by the underlying unified data model.

### Consumer Texts Back



### Agent Responds to Text



Agent asks for information about the consumer. Has no insight on previous reaction. Has to ask for additional information to locate service update

Agent confirms consumer identity and recaps chat + call history and can provide update on service request immediately

The ease of your customer interactions is reflective of your technology stack. Assessing the weak points in your channel architecture will help to smooth over any rough patches in your service experience and bridge the voice to the digital divide for good.