



**Omnichannel Customer Engagement Has Changed - Has Your Contact Center Platform Evolved With It?**

*Powering clients to a future shaped by growth*

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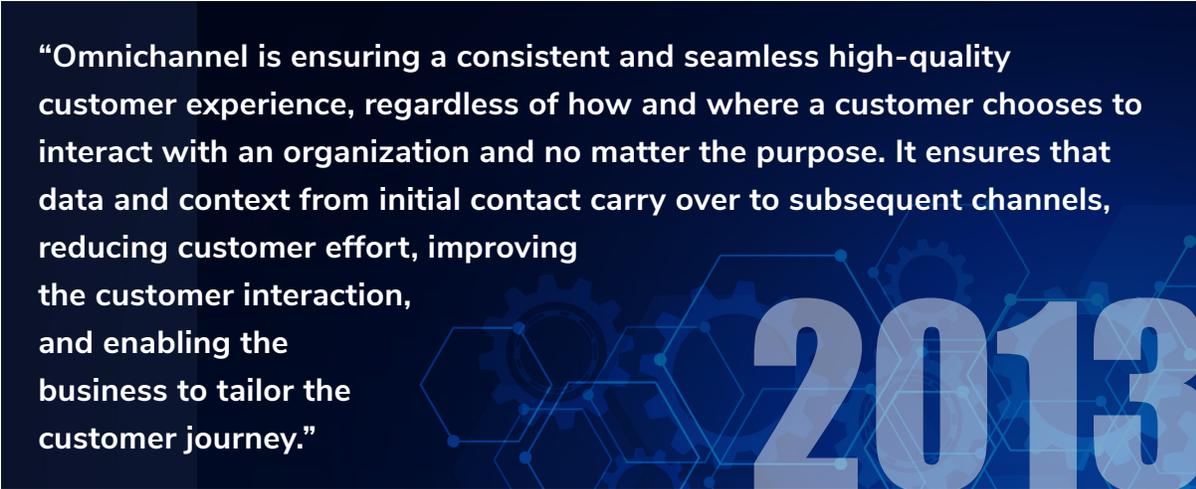
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## CHAPTER 1: CONTEXT AND DATA FLOW ARE ONLY HALF OF THE OMNICHANNEL BATTLE

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In 2013, when Frost & Sullivan launched the concept of omnichannel into the contact center stratosphere, the intent was to suggest the need for an idealized and seamless customer journey, replacing an often disjointed and piecemeal experience. The concept has since resonated throughout the industry and has become a rallying cry to fix bottlenecks, siloes, and breakpoints through the maturation and proliferation of contact center systems and applications.



**“Omnichannel is ensuring a consistent and seamless high-quality customer experience, regardless of how and where a customer chooses to interact with an organization and no matter the purpose. It ensures that data and context from initial contact carry over to subsequent channels, reducing customer effort, improving the customer interaction, and enabling the business to tailor the customer journey.”**

The more uncovered a concept is the more it can be fine-tuned, and this was the case with omnichannel. In the near-decade since the concept launched, the intent has remained clear, but the components of an omnichannel customer experience (CX) have greatly expanded as we’ve gained more knowledge of what omnichannel entails. For instance, the push for omnichannel customer engagement further evolved to become a multi and cross-channel interaction strategy that organizations use to ensure a consistent and seamless high-quality customer experience. Then the push for omnichannel customer engagement further evolved through the realization that the contact center was no longer driven primarily by customer service, but by CX. Price and feature differentiation fell precipitously in favor of CX and the resulting ways that customers feel about the businesses with which they engage. Solution providers, in turn, grappled with improving that experience by eliminating breakpoints, developing increasingly better analytics capabilities, enriching performance and quality management (QM) packages, and redesigning agent desktops.

But that was just the start. Midway through the decade, it became clearer that the employee experience (EX) and, most importantly, agent experience (AX) are equal in value and interdependent with the customer, launching renewed development efforts geared toward engaging the workforce across the spectrum of their worklife. Mobile apps, process automation, guided assistance, and enhanced knowledge management packages were just a few of the advancements to emerge from this realization.

In essence, the definition of omnichannel expanded, and continues to be fine-tuned to this day. Moving into 2021 you could add, “Omnichannel enhances the bridge between the customer and agent experience, incorporating AI-enhanced tools and knowledge management to further improve the outcomes for both. The resulting data generates deep insights that assist in continuously improving operational efficiencies, agent engagement, and customer satisfaction.”

**“Omnichannel is a multi and cross-channel interaction strategy that organizations use to provide a consistent and seamless high-quality customer experience, regardless of how and where a customer chooses to interact with an organization and no matter the purpose. It ensures that data and context from initial contact carry over to subsequent channels, reducing customer effort, improving the customer interaction, and enabling the business to tailor the customer journey.**

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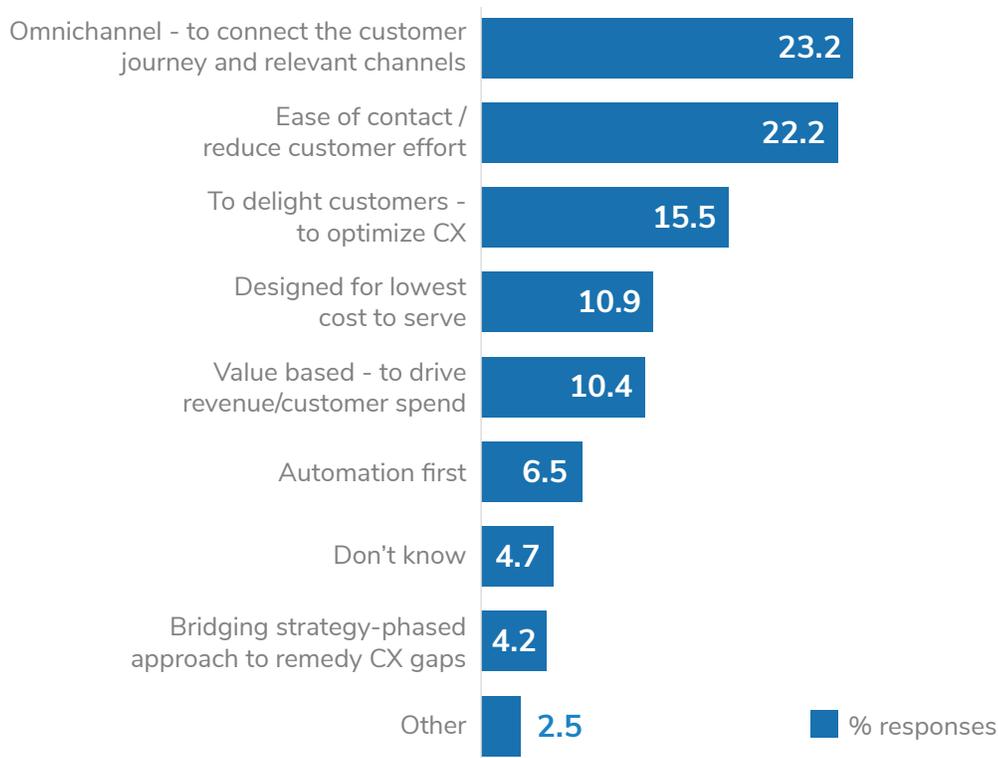
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In 2013, context and data flow were the primary focuses, but while this helped to smooth the customer journey, it represents only half of the story. What is truly needed to move the needle from omnichannel circa 2013 and supercharged CX and AX for the future is a platform that can meld together everything about the customer journey, from systems of record such as customer relationship management (CRM) and knowledge management databases, to critical information generated in real-time through AI-enhanced analytics capabilities such as speech analytics. Equally critical is being able to surface the right information at the right time for the agent (and supervisor) to serve their customers more quickly, knowledgeably, and confidently. The result? By improving AX, you improve CX.

### Is Omnichannel Customer Engagement a Reality?

Omnichannel is certainly a reality, but surveys show that execution is still lagging. To illustrate that this remains top of mind, the move to omnichannel has been one of the top trends in NTT's Customer Experience Benchmarking reports for several years. The 2020 Customer Experience Benchmarking Report, *The Connected Customer: Delivering an Effortless Experience*, marks the 20th edition of the study, surveying over 1,000 contact center decision-makers on issues pertaining to CX. The study reported, "Most organizations engage via eight contact channels, yet two-thirds (66.4%) have no cross-channel contact management strategy." At the same time, 23.2% of respondents placed omnichannel as the top driver of their customer journey design strategy. This gap between strategy and execution mirrors the similar disconnect the industry generally has between legacy systems and applications and more modern cloud-based technologies.

**Figure 1: Top Drivers of Customer Journey Design Strategy**



2020 Global Customer Experience Benchmarking Report. © NTT Ltd. All Rights Reserved.

## The Benefits of Seamless Customer Engagement

While execution is lacking, the benefits of omnichannel are clear. The seamless integration that omnichannel fosters has immense, diverse benefits for an organization, including:

- Unified customer engagement across channels no matter where the journey starts, fostering deeper relationships that facilitate brand loyalty and upsell opportunities.
- Agents who are more invested in customer outcomes that lead to greater employee satisfaction and higher retention rates.
- The ability for agents to truly understand what is happening with each customer interaction.
- The ability for agents to better align customer outcomes with business goals.
- More accurate and insightful quality management and compliance processes.
- Lower total cost of ownership (TCO).
- Reduced average handle time (AHT).
- Increased first-call resolution (FCR).
- The ability to more easily add channels as they are needed or invented.
- Increased customer satisfaction (CSAT) and brand loyalty.

However, Frost & Sullivan believes there are myriad inhibitors to omnichannel success. First, the vast installed base of contact centers represents a tremendous mix of old and new channels, systems and applications, some on-premise and some in the cloud, each representing various investment levels. This has too often meant that stakeholders take their “eyes off the prize” of omnichannel in lieu of squeezing out the most from their existing investments. Second is the lack of cross-organizational support for omnichannel strategies. Budgetary issues, the reluctance to move off-premise to the cloud, and a misperception that pursuing omnichannel will result in multi-year projects hamper forward movement. Finally, there is a lack of broad market awareness of existing providers, platforms, and tools that can help businesses attain and maintain omnichannel excellence.

**“ Budgetary issues, the reluctance to move off-premise to the cloud, and a misperception that pursuing omnichannel will result in multi-year projects hamper forward movement.**

## Unification is Key to Omnichannel Excellence

LiveVox, with its cloud contact center platform, is one such provider in the market. LiveVox's next-generation contact center platform provides seamless, omnichannel communications across the organization, integrated with the core applications that drive contact center operations, including CRM, knowledge bases, and workforce optimization (WFO).

For instance, LiveVox's Unified CRM was purpose-built for the platform with a built-in contact manager capability, enabling better control of the conversation and customer journey. With unified customer profiles that automatically centralize all interactions across all channels and account information in a single location, the information flows between channels. Yet the platform can easily use information from other CRM platforms if desired.

Seamless integration extends to the management of the contact center as well, with a complete WFO suite that includes interaction and speech analytics, quality and performance management, and risk mitigation capabilities—all accessed and controlled through a single unified interface.

The ability to seamlessly act upon a customer profile to control the customer journey outcome is what helps turn agents into super agents. To do so requires the implementation of tools that provide the insights and knowledge needed to improve both AX and CX at any touchpoint along that journey.

To learn more about how the LiveVox cloud contact center platform can help you attain omnichannel excellence, visit: [www.livevox.com](http://www.livevox.com).



## CHAPTER 2: EQUIPPING THE ORGANIZATION TO MEET TODAY'S CUSTOMER AND AGENT NEEDS

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In an omnichannel world of customer engagement, context and information flows with the customer no matter how or where they start their journey and picks up where they left off if they choose to re-engage. Ideally, omnichannel is a seamless flow of synchronous and asynchronous communication. With omnichannel, the conversation can be initiated through a call, an interactive voice response system (IVR), virtual assistant (VA), email, text, tweet, or any other digital starting point, and it starts and stops the way that customers work and communicate. Multiple channels can be used simultaneously, with the dominant channel changing over time depending upon need. For instance, a customer might chat with an agent, get visual information sent to their mobile device, then escalate to voice or video. An inbound call might later turn into proactive outreach through any number of channels. The key is customer convenience and flexibility.

### Data is the Main Ingredient for Omnichannel Magic

A customer engages with a business to place an order, get a question answered, or resolve an issue, with each transaction duly noted as part of the customer record. The driver behind the journey is data, whether it's customer profiles and interaction history or context; all is logged, often in different systems and databases. While the driver is data, the magic is in data handling, and that magic is multipurpose. Data is the power behind overall operations and, most importantly, for use by those in the front lines handling day-to-day interactions with customers.

### Powerful BI Tools Drive Operational Performance

Historically, poor access to or incomplete data was the hallmark of early call centers, and it grew worse as the industry moved to multichannel contact centers. Prior to the emergence of the omnichannel concept, the industry was burdened with siloed systems and applications, impacting agent-customer interactions. Think about it. How many times have you called a business and received a slow response from an agent, who then made the excuse, "My system is really slow today," when, in reality, they were clicking between a few to dozens of different screens to get the right information? And once the agent got to that one piece of information, the bigger picture, the one that would provide a 360-degree, holistic view of the issue at hand was lost because the full context was not right there in front of them.

It doesn't have to be that way for contact center operators either. With the right business information (BI) tools, you can surface the most salient and impactful information at the right time to unveil the breakpoints and inefficiencies impacting operations and agent performance. These tools unify data generated across channels and apply advanced analytics to create a continuous improvement cycle, producing actionable business and operational insights. This allows you to make strategic level decisions, to enhance operations and make changes to enhance agent performance and engagement.

### Data-driven Insights Enable Transformative Personalization and CX Strategies

Once it leaves the agent's fingertips, what happens to that data is the difference between disparate interactions and ongoing business transformation. With a modern customer engagement platform, all channels and the resulting data are unified, giving agents access to everything they need to resolve the interaction quickly, easily, and personally. Combined with the data-driven insights derived from BI tools, gaps in the information agents need can be quickly modified, enabling agents to personalize and transform customer interactions.

## Powerful Analytics Tools Foster Quality and Agent Performance

The data and analytics available in modern customer engagement platforms go beyond the customer journey and involve the quality and performance of agent resources. Powerful analytics bolster quality management programs by enabling supervisors to “monitor” all interactions to get a complete view of how their teams are performing and then drill down into individual interactions for further insights and action.

The LiveVox Contact Center with integrated CRM and a complete suite of WFO capabilities is one example of a data-driven, customer-centric platform that enables organizations to enhance the performance of individual agents and overall operations. Core to LiveVox’s platform is their purpose-built CRM, placing customer information at the core of their brand of customer engagement. LiveVox’s CRM has contact manager capabilities, built with an integrated database of customer information. All conversations are indexed into a unified customer profile, regardless of type, such as a conversation linked to a customer through an account number, phone number, email, or other channel identifier. It was designed with simplicity in mind, working out of the box with everything pre-integrated and with no need for development partners.

**Figure 2: LiveVox Omnichannel Agent Desktop**

The screenshot displays the LiveVox Omnichannel Agent Desktop interface. On the left is a vertical toolbar with icons for Voice, Chat, and Inbox. The main area shows a contact profile for Jane Johnson, including her phone number (555-457-9869) and email (jjohnson13489@gmail.com). Below the profile is a table of interactions with columns for Agent, Target, Date, Start, End, Subject, Outcome, and Campaign. A central pop-up menu shows icons for chat, email, phone, and voice call.

Agent	Target	Date	Start	End	Subject	Outcome	Campaign
THARRINGT...	555-123-4567	8/11/2020	12:02:04 PM		—	—	10712277_MANUAL_SMS
THARRINGT...	THarr4698@gmail.com	8/03/2020	10:21:18 AM	10:23:19 AM	PW Reset Request	Listened	10712277_MANUAL_SMS
THARRINGT...	555-123-4567	8/03/2020	09:28:07 AM	09:30:33 AM	—	AGENT - CUST RPC 1	10712277_MANUAL_SMS
THARRINGT...	THarr4698@gmail.com	7/31/2020	03:38:50 PM	03:40:20 PM	Application Request	Listened	10712277_MANUAL_SMS
THARRINGT...	555-123-4567	7/31/2020	03:28:57 PM	03:33:24 PM	—	AGENT - CUST 29	10712277_MANUAL_SMS
THARRINGT...	(+1) 555-123-4567	7/31/2020	03:24:03 PM	03:24:07 PM	—	Listened	10712277_MANUAL_SMS

Source: LiveVox

Further, LiveVox WFO, which was specifically designed for ease of use in an omnichannel environment, provides the tools to support compliance, performance, and quality controlled through a single, unified interface. Backed by analytics and data-driven insights, LiveVox WFO enables team leaders to boost team performance and improve AX through constructive feedback, and targeted training and coaching. Its comprehensive BI tools surface key information when a supervisor needs it most, with instant access to 360 degree visualization of agent performance across channels and across operations. Through highly configurable visual reports and dashboards, LiveVox WFO puts supervisors in the driver’s seat to maintain omnichannel excellence.

## Complexity Requires Simplicity

Handling the complexity that can arise from broad omnichannel operations requires powerful workforce and performance management capabilities, but it doesn’t have to be difficult. LiveVox provides a simple, integrated solution to power smarter, faster, data-backed business decisions with ease. To learn more, visit: [www.livevox.com](http://www.livevox.com).

## CHAPTER 3: EXCEPTIONAL AGENT EXPERIENCE DRIVES AN EXCEPTIONAL CUSTOMER EXPERIENCE

By now, it should go without saying that happy agents mean happy customers. But it's true. In any job, if the employee is happy, it spills over to the customer. This is particularly true for customer contact centers because when customers engage with a business, their priority is getting a job done, an issue resolved, questions answered, or something fixed. And often in today's world of multichannel interaction, by the time they connect with a live agent, they have tried and were unsuccessful with self-service options. Typically this means that either their issue is complex, or the effort they've already put in hasn't delivered the desired result, which leads to a frustrated customer. However, given the right tools, the agent, who is also a consumer, can make the customer happy and help improve customer service for everyone, which can be quite satisfying and beneficial for morale.

The tie in between agent and customer has not gone unnoticed and has been one of the top-of-mind development priorities for almost half a decade. While progress is rapidly being made, a lot must still be done. In NTT's 2020 Global Customer Experience Benchmarking Report, participants were asked, "In the last 12 months, what benefits can your organization evidence by an improving CX capability?" Almost half (47.6%) of the survey respondents evidenced a relationship between improved CX and enhanced EX. Equally important is that 53.7% answered that they could also see increased customer loyalty and value as a result.

**Figure 3: In the last 12 months, what benefits can your organization evidence by an improving CX capability?**



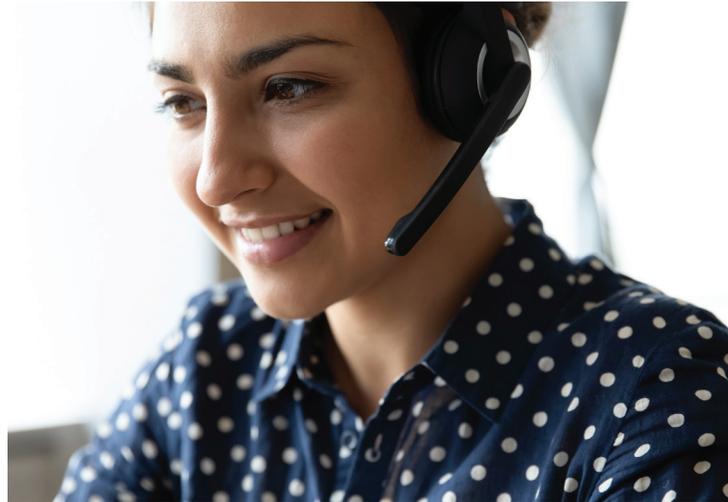
2020 Global Customer Experience Benchmarking Report. © NTT Ltd. All Rights Reserved.

An unhappy, poorly trained agent or one lacking the proper tools to do the job can damage the interaction with the customer and the customer's loyalty to the business. As further proof, in the same report, 48.3% of organizations said that poorly designed agent user interfaces are negatively affecting the use of digital contact channels. With so much at stake, it seems intuitive that companies would invest in not just analyzing interactions and uncovering critical data to assist agents, but in getting the right data to agents when they need it. It would further make sense to set the agent up for success by managing the routing of calls to make the best match based on customer data.

## Superior CX Starts with Exceptional Agent Desktop Experiences

An unheralded aspect of omnichannel excellence is pre-processing agent interactions at the start, setting agents up for success and the customer for delight. This entails incorporating everything we know about the customer and applying it before the interaction with the live agent begins. This could be creating a profile beforehand with a first time customer, or setting up routing and individualized workflows based on an existing customer re-engaging with a new interaction or continuing an existing one. By getting the customer to the agent best equipped to seamlessly and quickly assist them, the table is set for both the agent and customer to have a quality experience, not to mention assisting with improving the operational metrics the contact center is measured by.

For instance, with smart ticketing, the customer is routed to the best agent to handle their needs. Factoring in things such as who that customer last spoke with, the type of issue they are calling about based on IVR interaction, or simply populating fields of information pertinent to the customer's journey and prompting the agent to collect specific details can create a more fruitful interaction. The ability to create a bespoke engagement every time is certain to move the needle on improving both AX and CX.



Clear, intuitive, visually appealing agent dashboards allow agents to see the entire customer journey, including history, the current issue or task, what the customer has attempted to do, and how long it took them to do it. With omnichannel engagement, dashboards visually enable agents to see activity across all channels and engage with customers across those channels without hiccups.

Having the right information at the agent's fingertips without searching or screen hopping improves performance and morale. Enabling your agents to do this effortlessly by providing the right guidance helps them improve customer engagement and their workday.

## Making Seamless Engagement Happen

LiveVox, a leading customer engagement platform, provides robust tools coupled with the agent desktop to set the agent up for success by centralizing all channel interactions. At the core is LiveVox's Unified CRM with a single database of unified customer profiles that are updated in real-time that also provides the ability to push and pull information out of other systems of record, including other CRM systems, keeping data fresh and consistent. Critical information, such as consent management, address changes, or payment updates are then reflected across all data touchpoints.

Flexibility is key. With LiveVox, rather than simply loading customer records for a campaign, the platform enables clients to upload data and hundreds of variables for each customer, and then build business logic for contact handling. It then customizes and personalizes each contact. For example, it might separate platinum accounts for one level of engagement, combine it with known preferences and special offers, and then apply particular workflows to specific segments of customers. One set might get an outbound call, and another gets a personalized email or text. The solution also provides channel preference management, which captures and automatically updates customer preference and consent to be contacted on any channel at any time.

Then the system layers on a visual component, giving the agent the complete picture, including who the customer is, the relationship they have with the company, interaction history, preferences, or any other pertinent information, creating a unified customer profile that incorporates key customer data across channels.

### Right Time, Right Information:

- Increases customer satisfaction.
- Decreases average handle time.
- Improves employee confidence and morale.
- Reduces agent fatigue that impacts productivity.
- Improves accuracy.
- Helps maintain compliance.

### Real-time Information Doesn't Leave Agents in the Dark

Additional tools further streamline the agent's ability to proactively assist customers. For instance, integrated ticketing that is tied to customer profiles and moves with the customer throughout their journey empowers the agent to help the customer without transferring them elsewhere. Live agent scripting solutions can ease the burden on agents by subtly changing the customer dialog as the situation dictates. And tools such as a knowledge base provide answers to help them quickly and easily answer customer inquiries.

A modern dashboard and real-time customer journey data are necessary to address today's omnichannel challenges. However, the real key is providing the right data and guidance to assist agents in elevating customer engagement. To learn more about how LiveVox can help your agents attain omnichannel excellence, visit: [www.livevox.com](http://www.livevox.com).

**“ Live agent scripting solutions can ease the burden on agents by subtly changing the customer dialog as the situation dictates. ”**

## CHAPTER 4: BEING PROACTIVE ELIMINATES COSTS & MAINTAINS COMPLIANCE

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According to [Thomson Reuters' 2020 Cost of Compliance Report](#), 60% of survey respondents expected a slight or significant increase in total compliance team budget in 2021. While this survey of global risk and compliance practitioners across financial services is not simply tied to compliance in the contact center, it exemplifies the central importance of risk mitigation in one of the most regulated industries in the world that is also heavily reliant on the contact center.

Let's take a look at an example of evolving risk mitigation in the contact center. In the early days of call monitoring, limited by the need for a human being to physically listen to calls in order to review them, a commonly used "wake-up call" test would be to listen to a small sample of recorded calls made by a company's accounts receivables management (ARM) group (i.e., the team looking to collect on accounts past due). The idea was to see how many agents were not starting their outbound calls with the well-known "mini-Miranda" statement required to advise the called party that the call is an attempt to collect on a debt. Oftentimes, this exercise resulted in identifying a staggering number of agents out of compliance. Speech Analytics technology, once available, started to help by enabling operators to run those recorded calls through speech analytics programs to perform keyword searches. Now, with services like LiveVox's SpeechIQ®, all calls can be automatically scored. However, even though automated speech analytics tools can now process all calls and help companies avoid huge fines, a majority of companies collecting recordings today still do not employ speech analytics technologies and are taking on unnecessary risk.

While this is one isolated example, it should be viewed as the tip of a giant iceberg that contact centers must navigate.

**“ Compliance regulations have ballooned in recent years, leaving companies exposed to potential litigation at every turn and left with the need to continuously train and monitor agents. Worse yet, it places added pressure on agents to remember and comply with regulations, when their primary concern should be helping customers. This has left compliance as a large and often-overlooked issue in the contact center, competing for attention with agent engagement, CX, and other critical factors.**

In reality, without handling the complex contact center compliance issues, you can't safely engage in omnichannel communication with your customers. You also can't separate compliance from CX and AX, as the ability for agents to do their jobs well and keep the customer happy includes the customer-desired components that make compliance adherence necessary in the first place.

## A Well Meaning Industry Developed a Sticky Reputation

Compliance goes beyond what agents say. The industry is regulated in multiple ways beyond an agent stating they are collecting a debt or providing other necessary disclosures. Perhaps the most familiar example is found in the way companies reach out to customers. Originally put in place in ARM organizations, outbound dialers automatically dial a list of phone numbers and connect answered dials to contact center agents which is great for contact center productivity but can be fraught with issues. The most infamous was contact centers gaining the reputation for intrusive and unwanted “robocalls,” often generated by fraudulent companies preying on consumers.

Despite decades of enhancement such as improving outbound outreach by layering in customer preferences as well as campaign management and other achievements, the damage was done. Now the environment is highly regulated with rules that companies need to follow, or they risk significant penalties and reduced customer loyalty.

## Outbound, Dialed Down and Secure

Even though the compliance risks seemed dire, the industry addressed these challenges, and development surged ahead with a multi-pronged approach that addressed meeting government requirements and developing solutions that improve both AX and CX. As examples, several regulatory acts stand out. The Telephone Consumer Protection Act (TCPA) was enacted in 1991 and is designed to safeguard consumer privacy by restricting, among other things, the use of automated phone equipment such as autodialers in certain instances. For example, callers may not use automated dialing to call wireless phones nor leave pre-recorded messages on wireless phones without prior express consent. If a company violates these rules and a customer reports it, a company can be sued with a penalty of \$500 to \$1,500 per violation. For instance, TCPAWorld reported that the average TCPA class action settlement in 2018 was \$6.6 million! Additional acts, such as the Fair Debt Consumer Protection Act (FDCPA) prohibit abusive practices by debt collectors.

As expected, contact center providers quickly developed solutions to help companies maintain compliance with these and other regulations. A good example is the Payment Card Industry Data Security Standard that was developed to keep customers' data secure, that resulted in providers developing multiple ways to shield sensitive information, such as customer credit card information, from agents both on screen and in recorded calls or on self-service channels. A particularly germane development is the recent set of protocols and procedures named STIR/SHAKEN. The acronym is short for Secure Telephony Identity Revisited and Signature-based Handling of Asserted information using toKENs. STIR/SHAKEN is aimed at combating caller ID spoofing on public networks so that customers can be assured of who is calling them, but it also protects companies in the outbound customer contact market, as it is intended to build consumer confidence when they are called as to the legitimacy of who is calling.



## Fine-tuned Compliance Tools to Enhance CX and AX

Besides addressing regulatory requirements, solution providers also rapidly worked on critical issues, such as preference management, answering machine detection, multi-channel outbound contact, and also converted outbound outreach efforts into proactive, two-way communications that raised both CX and AX. In today's competitive world of customer engagement, enabling customers to contact a company on the channel of choice is key, but just as important is contacting customers in the way they prefer while still taking into account the compliance-based focus for each channel.

LiveVox, one of the premier players in customer engagement, came of age in this highly regulated space and helps companies improve their compliance postures while also improving their outbound outreach campaigns. The LiveVox Four Clouds with built-in CRM and unified customer profiles allows companies to control the customer conversation with simplified and comprehensive contact attempt management controls to help adhere to the complexities of various regulations – including local ones, such as prohibited calls during the times of day when is not allowed. LiveVox simplifies risk management with embedded compliance controls spanning CTIA, CAN-SPAM, CFPB, PCI, and other compliance-related considerations.

Applications such as LiveVox Phone Dial Attempt Supervisor, when properly configured, prevent further outbound call attempts when limits have been reached and take into account different regions' regulations down to the county and state levels, including time of day and other factors. The solution also enables companies to facilitate consent management and revocation, tracking how often and on which channel customers were contacted, and what happened during the interaction, driving performance and mitigating risk. In particular, the platform's Human Call Initiator® (HCI) provides an innovative solution that addresses the need for businesses to contact customers in a world that increasingly favors mobile devices over landlines. HCI allows for efficient outbound contact that mitigates the aforementioned TCPA risk by helping companies adapt to the rules of not auto-dialing unconsented mobile devices.

### Critical Compliance Tools for Multichannel Customer Care

- Real-time multi-channel consent and revocation management.
- Consistent compliance across channels.
- Multi-channel preference management.
- Speech and text analytics.
- Back-end PCI compliance for secure transactions.
- Comprehensive risk and compliance analytics and reporting.

LiveVox provides an even richer solution when considering their other tools, such as integrated speech analytics. This enables businesses to capture customer sentiment, pinpoint issues before they impact operations, mitigate risk, find coaching and training moments, and locate the unsung heroes in the contact center with the ability to foster great customer relationships. The tone and tenor of each engagement helps customers understand whether or not they want to interact with your company.

## Non-compliance Costs More Than Money

Comprehensive risk mitigation saves money and allows you to build trust with customers by giving them peace of mind that their data is safe and their preferences are respected. It assures customers that they can interact with a company on their channel of choice while choosing if and when they can be contacted again on any channel. Among other benefits, this provides an easier path to broaden the breadth of self-service and automated options that meet evolving customer expectations as well as lessen the load on human agents and drive contact center efficiency. Can your contact center afford to not take compliance seriously?

To learn more about how the LiveVox Platform can help you maintain compliance, while enhancing CX and AX, visit: [www.livevox.com](http://www.livevox.com).



## SUMMARY

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As our revised omnichannel definition points out, omnichannel care is a strategy that embraces multi and cross-channel interaction whether live or virtual agent/bot assisted. It encompasses every aspect that can make an interaction successful. Compliance, speed, accuracy, and proactivity are just a few of the goals of an omnichannel strategy. But getting there requires adoption of a modern customer engagement platform that seeks to seamlessly improve both CX and AX.

## NEXT STEPS

- ① [Schedule a meeting with our global team](#) to experience our thought leadership and to integrate your ideas, opportunities and challenges into the discussion.
- ② Interested in learning more about the topics covered in this white paper? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.
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