



LIVEVOX

The True Omnichannel Contact Center

The ideal call flow made possible by an omnichannel environment as opposed to the typical multichannel contact center approach.

Traditional Multichannel

With traditional multichannel, communication takes place in separate silos and lacks rich information sharing across channels, resulting in frustrating agent and customer experiences.

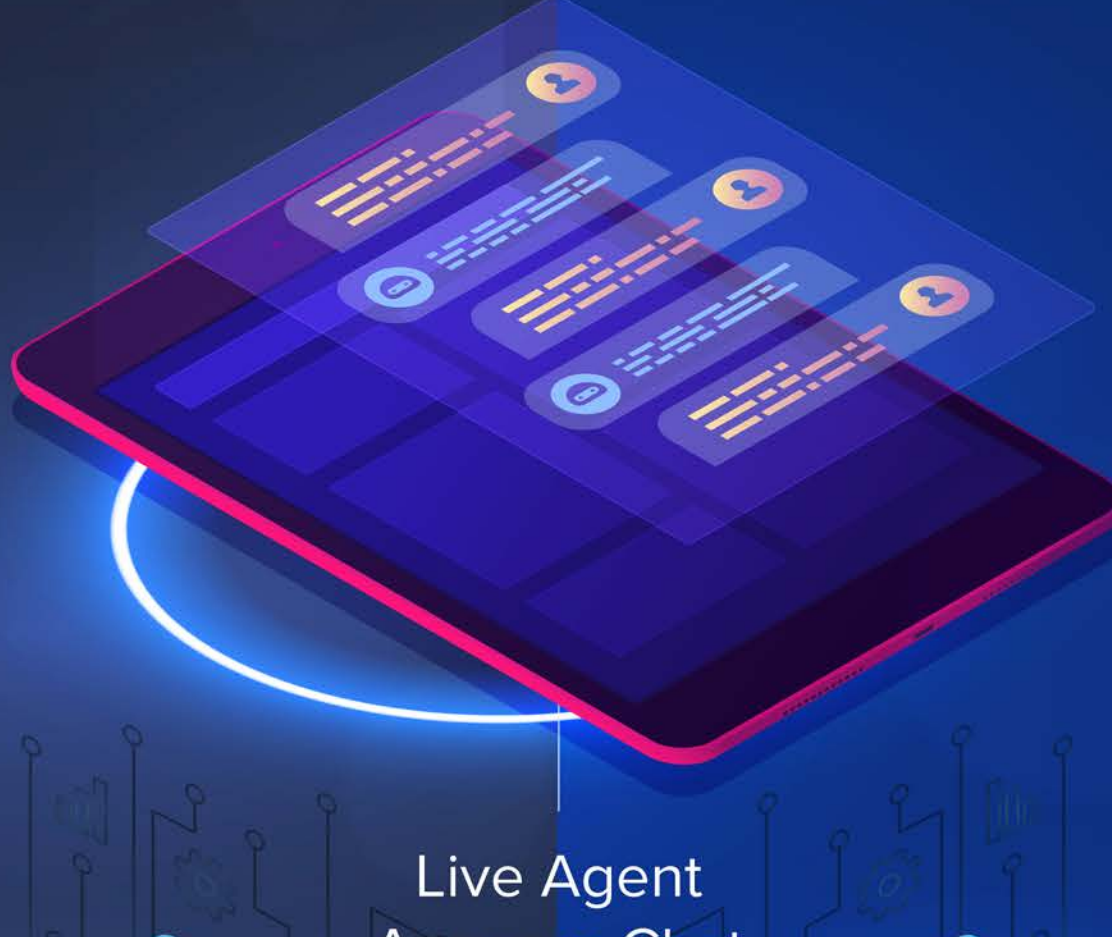
VS



True Omnichannel

With true omnichannel, agents are provided access to linked conversations, interaction history, and customer details for a holistic view of past and present customer needs.

Customer chats into website

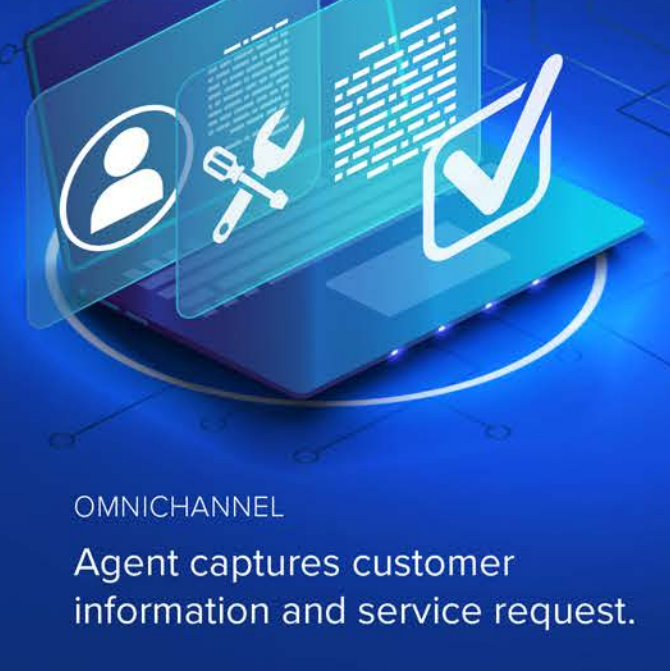


Live Agent Answers Chat



MULTICHANNEL

Agent captures customer information only.



OMNICHANNEL

Agent captures customer information and service request.

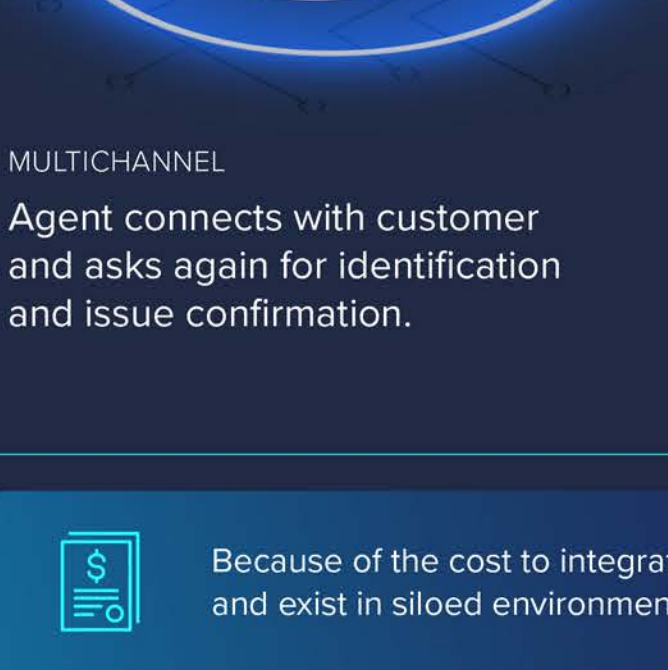


Typically, the cost to integrate digital channels properly into the voice-centric contact center ecosystem runs steep and requires robust IT resources.

Customer calls business back, interacts with IVR

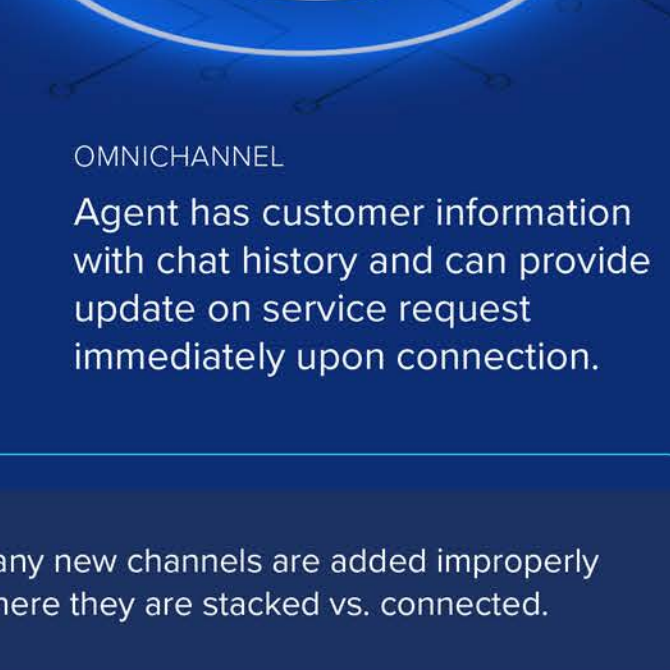


Call Routed to Agent



MULTICHANNEL

Agent connects with customer and asks again for identification and issue confirmation.



OMNICHANNEL

Agent has customer information with chat history and can provide update on service request immediately upon connection.

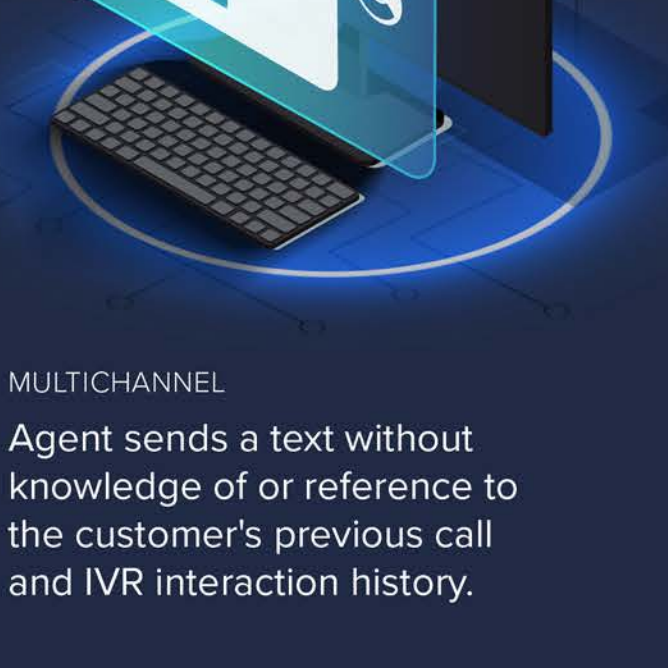


Because of the cost to integrate, many new channels are added improperly and exist in siloed environments, where they are stacked vs. connected.

Customer opts in to receive SMS



Agent Sends SMS



MULTICHANNEL

Agent sends a text without knowledge of or reference to the customer's previous call and IVR interaction history.



OMNICHANNEL

Agent sends a text that acknowledges the customer's previous contact history and offers to resolve the issue via SMS conversation.

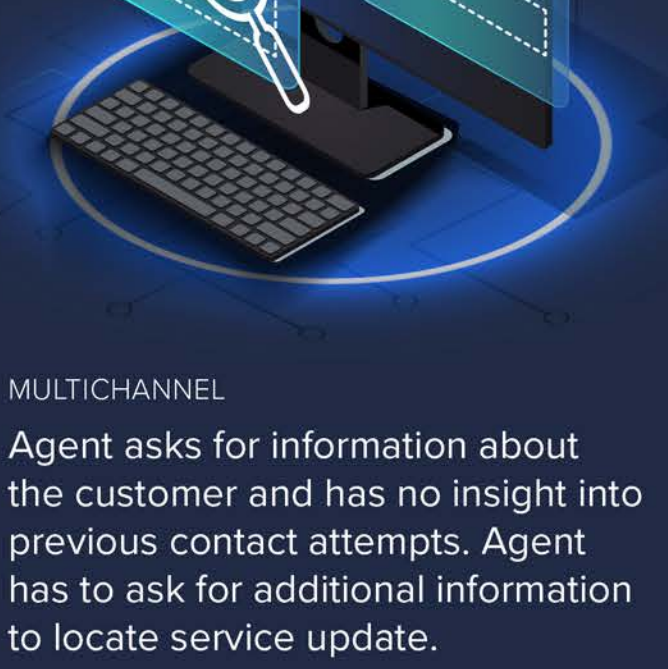


As customers channel hop, these disconnected channels create friction as the interaction history does not follow them from channel to channel.

Customer Texts Back

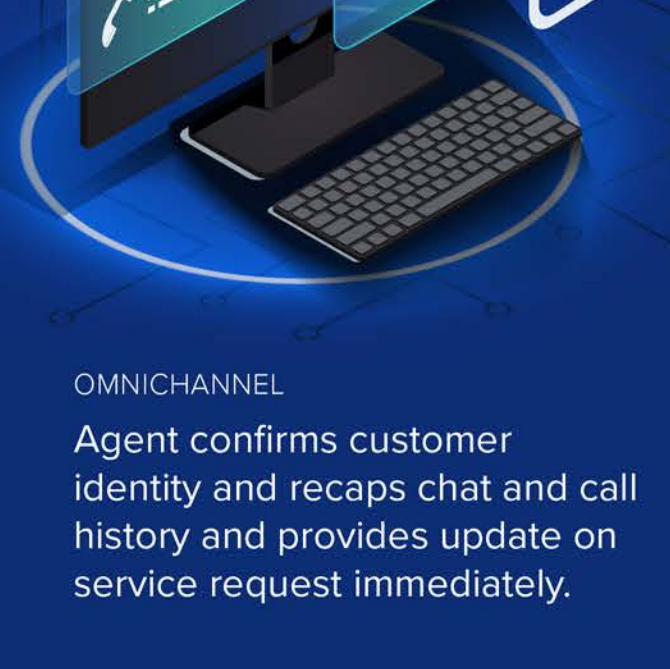


Agent Responds to Text



MULTICHANNEL

Agent asks for information about the customer and has no insight into previous contact attempts. Agent has to ask for additional information to locate service update.



OMNICHANNEL

Agent confirms customer identity and recaps chat and call history and provides update on service request immediately.



In a true omnichannel ecosystem all channels and data are integrated, allowing the customer to channel hop while agents benefit from the context provided by the underlying unified data model.

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