



LIVEVOX

A Successful Digital Transition in 5 Steps



Digital Transformation can sound like a daunting task but it doesn't have to be.

The path to an effective digital engagement approach can be broken down into a few practical, yet key steps. LiveVox General Manager of Digital Solutions and former VP of Digital Banking Solutions for US Bank, Boris Grinshpun, shared his best practices for a successfully transitioning to digital.

Below are five key takeaways:



1. MAP THE CUSTOMER JOURNEY AND BUILD A BUSINESS CASE

"Walk a Mile in Their Shoes."

From every touchpoint of your company's interactions, in-person, to self-service, to agent-assisted interaction – map your consumer's journey and identify the pain points they experience. This will help you build a business case for gathering the resources needed to improve them.



2. FIX WHAT'S BROKEN

"Start Small, Don't Try to Boil the Ocean."

Once you build a business case, start by simply fixing what is broken now based on what was learned from your customer journey mapping. This may likely be an issue that does not have to do with a new channel. If the foundation is not strong, anything added to it will exasperate the pain point.



3. KEEP IT SIMPLE

"Anyone Can Make Things Complex, it Takes a Genius to Make Them Simple."

Keep your initial strategies simple and build from there. See if there are little ways to supplement what is broken with a digital alternative.



4. UNIFY THE CUSTOMER EXPERIENCE

"Turn Cross-Channel, Into True Omnichannel."

Determine where there are cross-channel gaps / delays in the customer journey and link them together for a cohesive customer experience. This can only be done once you have the first three fundamental building blocks in place.



5. CONTINUOUS OPTIMIZATION

"Work is Never Done."

Do not view this as a one and done process. Technology moves too fast and without an evolving perspective on digital engagement, your effort will be obsolete/ineffective in 2-3 years.

- a. **Allocate Investment in Optimization** – Invest in the resources to continuously oversee the customer journey and its effectiveness. Analysts, customer experience leaders, and innovation all play a critical role in providing a positive digital experience for your customers.
- b. **Leave Room for Innovation** – Remain curious; test new technologies and assess the impact they will have driving business results.

About LiveVox:

LiveVox provides a simplified path to seamless digital engagement as the only cloud provider that incorporates modern channels, CRM and WFO into a single, one-stop-shop solution for true omnichannel.