

Tactically speaking an omnichannel platform is crucial to making your agents more efficient.

Adding digital channels can make your workforce more efficient by taking sessions from a 1-to-1 agent to customer call ratio to a 3-to-1 agent to SMS, email, voice, or webchat interaction depending on agent ability and issue difficulty.

But a unified omnichannel platform offers more than just a multitude of digital channels. Unified omnichannel platforms integrate channels with other core functions of the contact center such as performance management, compliance controls, and CRM.

Here are 5 positive ROI benefits that a unified omnichannel platform can offer. ●



1. AN ALL-IN-ONE PLATFORM MEANS ONE BILL FOR EVERYTHING.

Many companies tout their platform as true omnichannel but rely on integrations with partners to provide a full service. This means hidden fees that add up quickly. Not to mention the FTE overhead it takes to integrate and maintain these platforms with existing systems.



2. DIGITAL CHANNELS REDUCE COST & MINIMIZE INEFFICIENCY.

The average cost of a customer service phone call ranges anywhere from \$6 and \$25 – a total on average of nearly \$20 per interaction. Webchat and text, on the other hand, are significantly less spendy at around \$1 to \$5 per session. Layer in automation and self-service options such as a chatbot or knowledge base and the average spend per interaction can lower to just .25 cents.



3. AUTOMATION REDUCES MAN HOURS & ENHANCES THE CUSTOMER EXPERIENCE.

Unifying data better position businesses to plan, budget, forecast, and build products. It also allows them to get to know customers better and continually refine day to day operations. By layering channels over a unified data platform, you can pinpoint the channel of choice and reduce agent interaction times.



4. ANALYTICS EMPOWER FASTER, SMARTER DECISION MAKING.

With a platform that offers a streamlined approach to leverage data and gain insights into your operations, you can reduce the total cost of ownership over multiple tools or on-prem systems. This means that the cost and time it took your team to manage those operations is now freed up.



5. PERSONALIZATION INCREASES CUSTOMER RETENTION.

It's up to 25 times more expensive to obtain new customers than it is to retain existing ones. In fact, by increasing retention rates by just 5%, profits can soar an impressive 25 – 95%.

Customers engage with unified organizations, not just channels. Businesses need to invest in core capabilities on the front and back end to provide a universal experience. LiveVox's next generation unified contact center platform joins together all of your contact center needs into a unified ecosystem of products that streamline operations from end-to-end.