Understanding the Omnichannel Approach
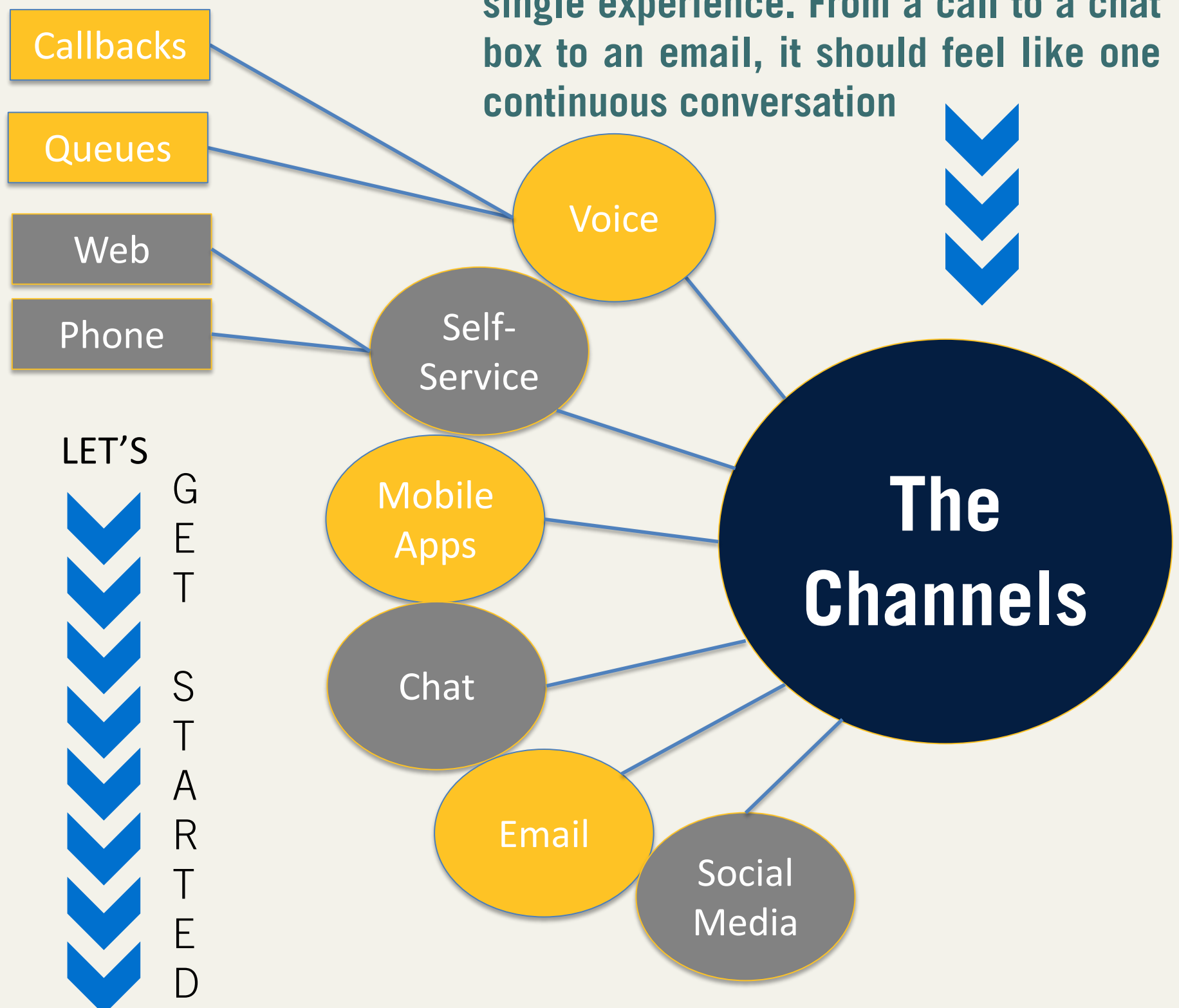
with

Mindsight
Formerly Tympani, Inc.
Technology. Transparency. Trust.

OMNICHANNEL DEFINED

Omnichannel is a contact center strategy which unifies all the disparate channels of communication between a business and their customers into a single experience. From a call to a chat box to an email, it should feel like one continuous conversation

Callbacks

Queues

Web

Phone

LET'S **GET STARTED**

Voice

Self-Service

Mobile Apps

Chat

Email

Social Media

The Channels

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4 Steps to an Omnichannel Strategy

1. Define Journeys and Channels

- Map your customer journey
- Understand Your demographics
- Include only channels you can truly support
- Make sure all channels are fully serviced by the customer service team.

2. Break Down Silos

- Silos are created by using different software for different channels.
- All information should be in front of the agent at all times.
- Give the agent time to prepare for the interaction

3. Drive Self-Service

- Avoid technical jargon and legal writing on your website.
- Provide the resources people want and need.
- Provide easy access to online forms and self-service options

4. Create Processes and Training

- Route each interaction to the best resource possible
- Deploy a single-interface omnichannel contact center application
- Proactively monitor and engage on your website or mobile application
- Respond to customer commitments in real-time

Download Mindsight's Free Guide:

Happier Agents, Happier Customers

An essential part of any omnichannel strategy is a trained and experienced contact center team, yet the contact center industry is infamous for high turnover rates among agents. Learn how to retain your top talent and improve your customer experience with our free guide, *Happier Agents, Happier Customers*.
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Happier Agents, Happier Customers

A Mindsight Guide to Optimizing the Contact Center through Improved Agent Job Satisfaction