A tale of two journeys

Merge into the fast lane in a post-covid world with an omnichannel contact center.

Conventional multi-channel infrastructures and data are not fully integrated, which means customers experience fragmented service. But what if customers use an agent, whether it be through email, chat, voice, SMS, or social. These siloed infrastructures create a traffic jam.

With an omnichannel contact center solution, your customers can make a smooth transition across channels, and you can manage the customer journey with greater ease. An omnichannel architecture integrates customer communication channels and continuously optimizes the customer experience, which helps your company adapt to the shifting needs of your customers.

With an omnichannel solution, agents can access knowledge and insights from all customer touchpoints, allowing them to answer questions and resolve issues, no matter the channel they’re on. This agent receives.

Only 36% of contact centers have implemented an omnichannel infrastructure.

Multi-channel

Routing

70%

Omnichannel

Routing

70%

Agents

69%

Omnichannel

Agents

69%

Applications

64%

Omnichannel

Applications

64%

Data

72%

Omnichannel

Data

72%

Escalations

62%

Omnichannel

Escalations

62%

Recurring Engagements

66%

Omnichannel

Recurring Engagements

66%

These tools help AT&T

1.-focus on user experience and

2. transform your omnichannel solution into a single view of all interactions. You can now have a single view of the customer journey, across all channels, allowing you to provide a consistent and personalized experience.

3. increase agent productivity and

4. optimize outcomes across all customer interactions.

5. boost customer satisfaction and

6. improve your bottom line.

To learn more: AT&T

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