



Intelligently Engage With Your Customers

With soaring expectations but limited time, today's customers often have little patience for waiting on hold or having to repeat their issue. They want hassle-free, personalized interactions across digital and voice channels and will seek out the brands that offer this level of customer experience.

In nearly every industry, companies are identifying the need to provide smarter, more seamless customer service to remain competitive. With an open, stable, and proven customer experience platform that supports omnichannel engagement, you can make this happen.

OVERCOME THE LIMITATIONS OF QUEUE-BASED ROUTING

Many common customer complaints are linked to traditional, queue-based routing. From extended hold times and repeated transfers, to the loss of context across channels, routing-related challenges are increasingly common. As service organizations add new communication channels to outdated, voice-centric call center systems, the customer experience can become fragmented and frustrating. A smarter option is true omnichannel routing with a universal queue that leverages customer history, case management, and back-office systems to identify customer intent and optimally route customers. With customers routed to the right agent or self-service channel every time, there are more first-call resolutions, reduced handling times and happier customers.

ELIMINATE CHANNEL SILOS

Another challenge of aging contact center infrastructure is siloed channels that hinder seamless customer engagement. In fact, one of the weakest points in customer journeys is the gap between self-service and assisted-service channels. Today's self-service options have expanded far beyond IVR and now include social media, SMS,

mobile apps, virtual agents, and more. Customers increasingly use self-service and appreciate its convenience. But, what happens when a customer can't obtain a quick resolution to an issue on a self-service channel? If there is no easy option for shifting between self-service and assisted-service where context is maintained, the customer is forced to take extra steps and will likely need to repeat their issue. This make-or-break moment too often results in increased shopping cart abandonment and customer churn.

To stay competitive, it's vital to break down channel silos and offer the omnichannel engagement that customers now expect. With a customer experience platform that is fully and natively integrated for both voice and digital channels, you can bridge the gap between self-service and assisted-service. In other words, you can overcome channel silos, provide a hassle-free way for customers to shift channels, and even deliver a proactive invitation to shift from self-service to assisted-service effortlessly.

CREATE PERSONALIZED CUSTOMER INTERACTIONS

Customer experience has become the most important differentiator in business today. While customers continue to move to digital channels because of ease of use, they also want more personalized interactions. With an omnichannel approach, you can leverage data and context, including customer profile and interaction history, to deliver tailored and targeted journeys. You can also support pre-routing decision-making based on this information to guide users to self-service and prompt post-routing actions, such as additional follow-up or surveys.

BETTER UNDERSTAND YOUR CUSTOMERS

With a customer experience platform that integrates all channels, you gain



the advantage of greater business intelligence. With insights derived from a single source of truth across all resources and interaction types, you can make smarter, more strategic, data-driven decisions that help you keep up with current customer expectations and stay one step ahead of the competition.

MAKE IT HAPPEN

Is it time to rethink your customer experience? If your customers are struggling with routing challenges, siloed channels, and fractured, impersonal customer journeys, it may be the right time to transition to a smarter solution. **PureEngage**, with the award-winning Genesys Customer Experience Platform, provides real-time contextual journeys, unequaled intelligent routing, and a global view to drive your success now and in the future. Available both on premise and in the cloud, PureEngage can enable you to achieve true omnichannel customer engagement.

Ready to find out more? Read the [Omnichannel Customer Engagement Playbook](#) and learn why PureEngage, powered by the Genesys Customer Experience Platform, is a smart business decision that can drive your service success. ■