



Omnichannel Drives Superior Customer Experiences

What sets your company apart from the competition? When it's increasingly challenging to stand out from the crowd based on products, services, or pricing, the last bastion of differentiation is the customer experience. Yet, with the explosion of digital channels rapidly changing customer expectations, it's no longer effective to evaluate and fine-tune the customer experience within a single channel. Supporting customer needs requires an omnichannel approach to drive exceptional outcomes.

Today's customer wants to communicate with you across multiple touchpoints and channels. With legacy contact center infrastructure, these journeys are often fragmented and inconsistent due to siloed information or the inability for a customer service agent to see a complete view. The result is inefficient workflows, frustrated employees, and unhappy customers. To address these issues, it's necessary to expand the customer experience across digital *and* voice channels. This begins with implementing an all-in-one approach to your customer's journey.

WHAT DOES YOUR CUSTOMER'S JOURNEY LOOK LIKE?

The customer journey often begins before coming to your website and continues long after an order is placed. A customer calling in to your system has usually already had a few interactions with your company, whether those are in a physical store or indirectly through social media. Within your company, those touchpoints are managed by dozens of people in various departments. You customer, however, only sees one company.

One of the most common mistakes companies face when they want to improve their customer experience is focusing on single interactions rather than the context of the entire journey. It's necessary to identify all channel silos and gaps in service quality to sustain a competitive advantage.

WHICH SEGMENTS CAN YOU IDENTIFY?

Before you start mapping, it's important to step back and identify the

customer segments that exist within your audience. What groups have similar needs? A first-time customer may get segmented into a more hands-on journey, guiding them through any parts of your purchase process that could be confusing. Conversely, loyalty program members can be put in a prioritized queue to ensure any questions or issues they have are answered immediately. Build a journey for current customers for the opportunity to upsell.

By looking at the big picture, you can begin to see how journeys fit together and whether they're aligned with your overall customer experience—and business—vision and strategy. Identify those customer groups that align with your key business operations and prioritize accordingly.

THE EXPERIENCE DESIGN PROCESS

Once you've identified where to put your focus, you can begin the research and discovery process that will guide your customer experience design decisions. Start by identifying all the touchpoints a customer may interact with across their lifetime with your company. Then, you can compile your research via observation, contextual interviews, ethnography, and mystery shopping. You will also want to interview stakeholders to understand their perspective on the customer experience. Through this process, you can begin to identify user needs and define improvements based on your research. To optimize a journey that also factors in company goals, business requirements, cost to implement, and value created, you may need to test multiple solutions.

ACTIONABLE STEPS TO IMPROVE THE CUSTOMER EXPERIENCE

Now is the time to tune your customer experience, guided by your journey maps. Evaluate your current infrastructure against your goals. For example, replacing outdated voice-centric call center infrastructure with a solution built for supporting your evolving customer engagement across digital and voice is a critical path to achieving the optimal customer journey.



With [PureConnect](#), powered by the Genesys Customer Experience Platform, you can:

- Leverage business rules and orchestration across digital and voice channels to offer journey-specific, seamless service.
- Determine next best actions, based on real-time analysis, to shape the customer's experience at the optimal moment of opportunity and create personalized customer interactions.
- Make data-driven decisions with insights derived from a single source of truth across all resources and interactions to consistently meet customer expectations.

GAIN THE COMPETITIVE ADVANTAGE OF AN EXCEPTIONAL CUSTOMER EXPERIENCE

PureConnect by Genesys can help you optimize your customer experience through tested and proven customer experience design methodologies and industry-leading customer engagement solutions to orchestrate seamless omnichannel customer journeys that build lasting relationships.

Download the white paper, [Roadmap For Omnichannel Customer Engagement](#), for a practical guide to modernizing your contact center to transform your customer experiences and improve business outcomes. ■