

# BENEFITS OF MULTI-CHANNEL CONTACT CENTERS

Customers want it all - they want personalized attention from a customer service executive, as well as the convenience of anytime access to information at their fingertips. Today customers expect to communicate how they want; leveraging multi-channel contact centers that offer support through voice, email, live-chat, video-chat, social media, mobile apps, SMS, self-help solutions, and so on.

## WHAT CUSTOMERS EXPECT

66% of customers want immediate resolution when they contact via phone

Email must be responded to within 12 hours

Social media statement to be responded to within 2 hours

## TOP 8 BUSINESS BENEFITS OF MULTI-CHANNEL CONTACT CENTERS:



Multiple Channels;  
Single View of Customer



Enhanced  
Brand Image



Superior Customer  
Engagement



Deeper Customer &  
Contact Center Analytics



More Effective  
Marketing Campaigns



Faster Support



Better Up-sell &  
Cross-sell Opportunities



Maximized Agent  
Performance

## THE BIG SECRET

You need unified support for all the channels to your customers. Unified support means that a single record is maintained for each customer irrespective of channel and agents can use that record across channels to access customer information.

**ASK US HOW WE CAN HELP YOU IMPROVE YOUR CUSTOMER EXPERIENCE TODAY!**