

A Genesys eBook

Busting the top 10 myths of omnichannel customer engagement



Introduction

Customer experience (CX) is shaping up as the most powerful business differentiator. The present and future of your business is constant change, driven by digital transformation and the growing expectations of tech-savvy customers.

During recent years, contact center capabilities have changed, too. What began as call centers focused on mostly telephone interactions has evolved over time into multi-channel contact centers. And today, omnichannel engagement—using contextual information from a series of interactions across multiple channels, to manage the end-to-end customer journey—is the most visionary option. It offers the highest level of sophistication for delivering seamless, personalized customer experiences.

Think about the technologies you use, what your customers expect today, and what they'll demand tomorrow. A platform that supports omnichannel engagement should meet those demands in three major categories:

- **Customer Engagement:** connected experiences across self- and assisted-service channels
- **Employee Engagement:** empowered employees and greater workforce effectiveness
- **Business Optimization:** improved operational efficiency

This eBook focuses on why omnichannel customer engagement is your best choice for delivering exceptional CX. We'll look at 10 common myths about omnichannel and reveal how they are just that—myths. Some are based on inaccurate information. Others describe potential objections that may seem overwhelming at first but, when looked at carefully, can be minimized or eliminated.

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Myth #1 Omnichannel customer engagement is a buzzword & its success is yet to be proven

Today, CX is vital to sustaining competitiveness. Delivering seamless customer service across all digital and voice channels isn't just nice to have, it's an imperative.

Five or 10 years ago, companies drove CX innovation. But today, with the number of channels in use and the influence of peer recommendations, consumers are in the driver's seat. They have both choice and a voice. Consumers expect exceptional experience. And, if you don't provide it, your competition will.

Although most businesses today have multi-channel contact centers, as few as 25% have fully integrated their current channels, according to the 2016 Dimension Data Global Contact Centre Benchmarking Report.¹ If your business is among those that haven't yet integrated channels to offer an omnichannel CX, there's good reason to consider moving there sooner rather than later. Forrester Research has shown: "The portfolios of CX leaders outperformed the portfolios of CX laggards by 80 percentage points and those of the S&P 500 Index by 26 percentage points."²

Customers appreciate having multiple channels to choose from, but they also want to navigate across them seamlessly. If your business continues to struggle with legacy, voice-centric systems that are patched with siloed digital and voice channels, you can't offer this now or in the future.

You have an alternative, and it's proven by the robust results of CX leaders. When you offer your customers personalized, consistent experiences throughout their journey, the result is increased customer satisfaction and profitability.

¹ Dimension Data 2016 Global Contact Centre Benchmarking Report, "Dimension Data 2013-2016."

² Kate Leggett, "Forrester Report: Trends 2016: The Future of Customer Service," Forrester Research, Inc. 2015.

Myth #2 A multi-channel contact center is the same as an omnichannel contact center

It's not "marketing speak." There are substantial differences between multi-channel engagement and omnichannel engagement. Understanding those differences is fundamental to exceeding your customers' growing expectations.

Multi-channel refers to the ability to engage with customers across more than one channel. That's all. It doesn't mean that the services offered or information received across the channels is either integrated or consistent—or that the customer can seamlessly shift between channels.

The critical advantage omnichannel delivers is the ability to bridge systems and break down silos between channels to manage customer context holistically.

With a customer experience platform that supports omnichannel engagement, you can design, manage, and continually optimize journeys and deliver personalized experiences. Your company benefits, too—with better NPS, higher revenue and profitability, and reduced operating costs.

Myth #3 When it comes to contact center infrastructure, if it ain't broke, don't fix it

If your current contact center infrastructure delivers multi-channel engagement, you're supporting a series of separate, independently functioning, and independently maintained technologies. This isn't the most efficient or effective way to manage customer journeys, your CX technology stack, or your business.

Vodafone Germany switched from siloed communication channels to an omnichannel platform on which people and technology came together into one virtual contact center. Now, customers are served 30 seconds faster; 86% of customers are routed to the best agent within seconds; and agents can see all of a customer's previous contact history at a glance—all of which contributed to an NPS turnaround for the company.

The "2016 Dimension Data Global Contact Centre Benchmarking Report" highlights some of the latest trends in this area.³ For example, CX strategy and innovation are now the clear differentiators to deliver connected customer journeys. Of respondents, 78% recognize CX as their most important strategic performance measure, yet just 35% can track a customer journey that spans multiple channels.

Omnichannel engagement helps you meet the needs of your digitally-driven customers and enables effortless customer experiences across all channels, touchpoints, and interactions. If you're not leading these trends, your contact center infrastructure isn't meeting your customers' needs.

*3 Dimension Data 2016 Global Contact Centre Benchmarking Report, " Dimension Data 2013-2016.

Myth #4 Transforming for omnichannel customer engagement is complex

Transitioning to omnichannel engagement is easier than you might think. It doesn't have to be an overwhelming experience where you do everything at once.

Most businesses don't attempt a single, sweeping transformation. Instead, they use a phased approach, deploying one line of business after another to maximize success and minimize disruptions.

You don't have to replace your entire infrastructure in one fell swoop. You can implement a customer experience platform on top of your existing PBX system before you migrate to an integrated SIP-based telephony infrastructure.

As long as you select a customer experience platform that allows you to grow and is open enough to allow integration with other infrastructures, you can make it work. You can change at a pace that fits your business.

Myth #5 A best-of-breed approach to omnichannel is better than best-of-suite

A critical element in delivering omnichannel engagement is enabling employees and agents with the right tools. This requires workforce optimization capabilities such as call recording, workforce planning, quality management, training, and agent desktop to be “omnichannel ready.”

Best-of-breed solution proponents tell you that a basic system is good enough, you don’t need all that complexity, or, that omnichannel is too expensive. But once you understand the benefits of using a single vendor for “best-of-suite” rather than multiple providers, you’ll see the weaknesses in those arguments.

Best-of-breed vendors usually offer a rich set of capabilities, but you might wonder how many features and functions you’ll actually use. Further, you usually have to perform platform integration yourself—and every time you add something new, you’ll have to add it to multiple systems. That’s challenging and expensive. And when one platform needs upgrading, you may have to start from scratch.

With a customer experience platform, you have a single, integrated platform that offers both the contact center infrastructure and the workforce optimization capabilities. This delivers quicker time to market, reduced project risk, and lower total cost of ownership (TCO). It also provides tremendous data and insight into all the different types of interactions you have with your customers over all touchpoints, so you can come up with a more sophisticated, intelligent strategy for delivering the best possible CX.

Myth #6 Omnichannel engagement is the responsibility of CRM

What CRM solutions provide is more accurately defined as multi-channel engagement than omnichannel engagement. Comprehensive CRM solutions can service customers on most individual channels, but delivering omnichannel CX requires identifying and tracking customers across channels, which they don't do. Further, CRM vendors lack a native voice offering, and voice is still one of the most commonly used channels today.

In the Gartner Report **"Disruption Ahead for the Customer Engagement Center Workforce Optimization Market,"** Jim Davies, Analyst, wrote: "One of the problems CEC CRM vendors face as they try to optimize the customer process is that they have absolutely no awareness of the agent in charge of executing the process with the customer over the phone (or via chat or Twitter, etc.)."

With a customer experience platform that integrates with the CRM, you're able to go beyond the CRM capabilities to integrate crucial information about the agents and their skills. This combination informs pertinent decisions related to routing, scheduling, and what the agent accesses on the agent desktop.

CRM systems alone aren't a true system of engagement for delivering exceptional experiences. An omnichannel approach delivered through a customer experience platform enables you to engage with customers proactively and seamlessly throughout their journey across multiple channels.

Myth #7 A customer experience platform affects customer engagement and does little for employees

Employees are your most important asset in delivering next-generation CX. You can't succeed without them. You can increase employee engagement and enjoy the associated benefits—from improved staff retention to lower TCO—by ensuring that your employees have the right tools and technology.

An integrated customer experience platform enables you to manage your employees' experience. It automates their activities and allows them to influence their schedule. It also gives you the ability to coach employees, record and analyze customer interactions for compliance, create scorecards, and institute coaching—across all channels.

A customer experience platform increases employee engagement. By making it easier for employees to get a 360-degree view of the customer and deliver personalized customer experiences, you're ensuring that everyone wins.

Myth #8 A customer experience platform only affects the contact center and does nothing for the rest of the organization

A customer experience platform doesn't just manage your customer communications channels and activities within the contact center, it also ensures everything that must happen across your organization after the customer conversation has ended, from work items to SLAs, is managed. In other words, it manages the end-to-end customer journey.

With a single customer experience platform, operational improvements reach far beyond the contact center. They include back-office processes that agents use while providing customer service as well as inter-departmental processes involving marketing, finance, quality assurance, shipping, and other departments.

For example, a single platform supporting all departments delivers alignment with marketing. This gives agents access to the most up-to-date information on sales and promotions.

Limited insights into team workload, employee productivity and performance across the organization results in frequent backlogs or missed SLAs. With a single customer experience platform, you can schedule correctly, streamline tasks, and ensure service levels are being met, while customers receive consistent experiences across channels.

Myth #9 Implementing omnichannel customer engagement is too expensive

You may be worried that the investment to transition to a customer experience platform is too great or that it's not worth the effort. But the truth is, you can't afford not to take a serious look at omnichannel. When your platform supports omnichannel customer engagement, you see benefits across the company. Your customers experience consistent, seamless, low-effort, personalized experiences across channels. Your agents gain greater efficiency. You're able to optimize business operations and processes.

Recently, Forrester evaluated the effects of the Genesys Customer Experience Platform in a Forrester TEI Study, **"The Total Economic Impact of the Genesys Omnichannel Engagement Center,"** a multi-company cost savings and business value analysis. The study found that for a typical B2C company with 13 contact centers and 3,000 agents, the costs and benefits included:

- 12.5% improvement in agent handle time
- More than \$27 million reduction in infrastructure and operational cost
- More than \$1 million in increased sales through improved conversion rates, both online and with voice agent calls
- 50% reduction in customer abandonment

When looking at risk-adjusted results, the five-year return on investment (ROI) was 158%, with an average payback in 12.8 months.

Myth #10 It's a good story, but nobody's built an omnichannel contact center

Sure, it's easy to talk theoretically about the benefits of omnichannel. Perhaps you wonder if it's all just a big marketing story, without basis in reality. This isn't hype. There's plenty of solid, real-world evidence to disprove these myths. Companies around the world leverage an omnichannel engagement strategy in many ways to improve their CX. The case studies that follow are stories of companies reaping the benefits of omnichannel customer engagement today.

Success story: Marks & Spencer

Omnichannel shopping experience keeps the focus on customers

Challenge

Premium CX has always been at the heart of Marks & Spencer. The multinational retailer recognized the need to upgrade its customer experience platform and looked for an omnichannel model to serve both digital channels and 1,253 retail outlets.

Solution

With integration partner Anana, Marks & Spencer implemented the Genesys Customer Experience Platform, with multiple solutions including Workload Management, Analytics, and Digital, to achieve the largest retail transformation in Europe.

Outcome

Outcome The new integrated, omnichannel operation enfolds all areas of the business and connects all channels, including parcels and mail, voice, email, social media, text, web chat, and web engagement. The service paid for itself after just four months and is now being expanded into a full online sales support tool.

M&S

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Key benefits

- Better service and contextual CX across all channels: voice, email, social media, text, web chat, website, and even the mailroom
- Two-year project involved 30 suppliers completed in just 30 weeks, with no service interruption
- Significant increase in revenue in first four months with web chat

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“Traditionally, a project of this size, with more than 1,000 complex requirements, would take years to accomplish. By choosing the best combination of technology platform and integration partner, we achieved it in record time.”

Ian Mahoney, Head of Delivery Services
Marks & Spencer

Success story: Bank Hapoalim

Improved workload management and customer satisfaction

Challenge

Bank Hapoalim, Israel's largest bank, has more than 260 branches. With growth, the bank's traditional methods of handling customer work had become inefficient.

Solution

The bank pulled operational and risk management activities from the branches into back office centers. The back office centers needed a solution to help track the work activities of hundreds of employees and to enable definition of strategies for dynamic allocation of people to tasks. Today, Genesys Workload Management gathers customer work items from all branches into a single global task list for routing to the operations centers. The Genesys Customer Experience Platform prioritizes the tasks by SLA and business rules, and automatically routes them to the most appropriately skilled employees.

Outcome

Outcome Bank Hapoalim has improved productivity by nearly 50% and reduced time to complete key tasks by 40%. The bank has overcome its former processing challenges while ensuring the integrity of all data, tasks, and transactions..

“The consistency, accuracy, and quality of our work has been greatly improved and has created a lot of savings in terms of man-hours.”

Gideon Makleff, Executive Vice President of Back Office Operations
Bank Hapoalim



Key benefits

- Enhanced customer service delivery through streamlined, efficient execution of work tasks
- Revolutionized the way complex transactions are now handled
- Eliminated processing errors and delays

[learn more](#)

Success story: Touring Club Suisse (TCS)

Agent productivity boosted by 40 minutes a day

Challenge

Touring Club Suisse (TCS), the roadside assistance organization, had already achieved an 80% agent occupation level after closing local offices and consolidating calls in a single virtual call center. They wanted to improve agent occupancy rates, maintain customer satisfaction, and enhance agent motivation.

Solution

TCS called upon Genesys Professional Services to help implement the Genesys Customer Experience Platform with Workforce Optimization.

Outcome

Now, TCS pushes work to agents, rather than letting them cherry-pick tasks. The results were a 40-minute productivity gain per agent per day. The project paid for itself in fewer than two years. Agents love it, too.



Key benefits

- Achieved ROI in fewer than two years
- Raised agent occupation rate to 90%
- Improved agent satisfaction

[learn more](#)

“We realized we had hit on a winning formula even before we got the test results, because we had agents outside the pilot group wanting to use the system.”

Stephan Wymann, Workload Manager, Area Assistance
Touring Club Suisse

Benchmark your omnichannel customer service

We've explored the commonly perceived concerns with implementing an omnichannel engagement approach in this eBook, and explained how each can be minimized or eliminated.

Especially when sourced from a single vendor and developed in a staged approach, an omnichannel customer engagement strategy can be realized with lower TCO and greater benefits to your organization than you realize. Benefits include significant improvement in customer engagement, employee engagement, and business optimization.

The time to begin your investigation into omnichannel is now. It is possible, it can be done in stages, and it's worth it. To help you benchmark your readiness for delivering omnichannel customer service, we worked with Forrester to develop an omnichannel customer service assessment.

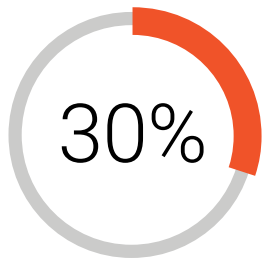
It has **9 simple questions and will take less than 5 minutes to complete**. On completion you will receive: A summary of your results with recommendations and next steps from Forrester tailored to your level of proficiency The Forrester report: Assess Customer Service Capabilities to Pinpoint Opportunities for Better Service A success kit tailored to your level of proficiency from Genesys

[take the online assessment now](#)

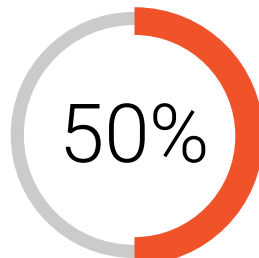
Take your customer experience to the next level

Whether your goal is to modernize your contact center, increase workforce quality and efficiency or drive better customer experiences, Genesys offers an open and scalable platform that efficiently fits into your existing enterprise architecture and reduces total cost of ownership.

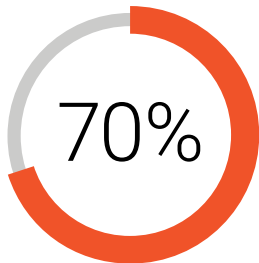
Industry leaders have achieved amazing results with Genesys, such as:



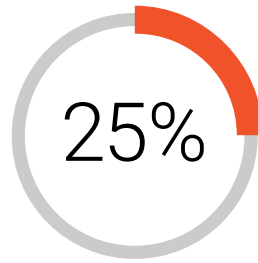
Increase in revenue



Increase in agent productivity



Increase in First Call Resolution (FCR)



Increase in Net Promoter Score (NPS)

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Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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