



Unifying Customer Touchpoints

Enhancing Omnichannel
Experiences with Contact
Center Solutions



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Unifying Customer Touchpoints: Enhancing Omnichannel Experiences with Contact Center Solutions

Introduction

“Teams, communities, and groups work best when complementary skills, strengths, and experience combine to deliver on a shared goal.”

With an astounding **73%** of consumers admitting that CX is the decisive factor in their buying choices, the pursuit of exceptional service is more than just a goal—it's a necessity.

Today's customers demand top-notch customer service that offers convenience, swift resolutions, and uniformity. While businesses have broadened their communication platforms to improve accessibility and hasten response times, ensuring consistency across these channels remains a challenging feat.

Leveraging omnichannel contact center software empowers businesses to effortlessly meet the expectations of modern customers. Research from Aberdeen Group (cited by **Internet Retailer**) highlights that firms with robust omnichannel strategies retain 89% of their customers, as opposed to a mere 33% for those with weaker strategies.

Providing a smooth experience across all channels paves the way for remarkable support and enduring customer relationships. Companies like Disney recognize the value of implementing omnichannel experience, as evidenced by their **Magic Band** program. The Magic Band allows easy access to parking entry, hotel rooms, and purchases while offering personalized surprises for guests at the resort.

At **HoduSoft**, we focus on innovative contact center solutions to improve customer engagement and optimize operations. This ebook offers an in-depth and integrated perspective on unifying customer touchpoints and elevating omnichannel experiences, enabling businesses to thrive with our contact center Solutions.

Chapter 1 - Understanding customer touchpoints

1.1 Defining customer touchpoints

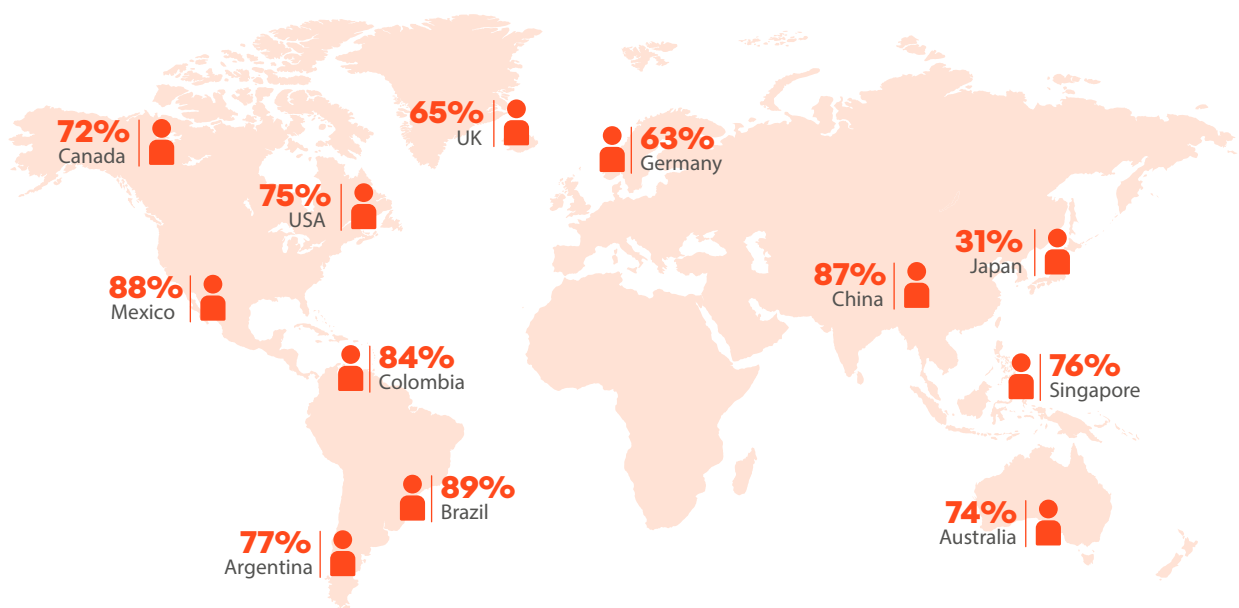
Customer touchpoints encompass the diverse interactions between your business and its customers, spanning channels, platforms, and instances that shape a customer's perception of your brand. These interactions include online conferencing, live website chat, VoIP telephony, text messaging (SMS), and social media (Facebook, Instagram, Twitter, and more).

Touchpoints wield a significant influence on customer experience from the first spark of awareness to post-purchase support.

1.2 Identifying key touchpoints in your business

For an unparalleled customer experience, pinpointing the vital touchpoints within your business is crucial. A revealing **PwC survey** discloses that an impressive 43% of customers are ready to dig deeper into their pockets for a stellar customer experience, underlining the urgency for businesses to meticulously tackle every touchpoint with precision and care

Customer experience helps people decide between buying options



Source: PwC Future of Customer Experience Survey

1.3 How to identify key touchpoints in your business?

1. Map out the customer journey

Create a visual representation of the customer journey, from initial awareness to post-purchase support.

2. Collect customer feedback

Gather feedback from your customers to understand their experiences at each touchpoint. This can be done through surveys, focus groups, or customer service interactions.

3. Analyze data

Analyze data from various sources, such as website analytics, social media metrics, and customer service logs, to identify trends and pain points.

4. Takes off the headache of maintenance

Determine which touchpoints significantly impact the customer experience and prioritize improving those first.

5. Iterate and improve

Continuously monitor and improve the identified touchpoints based on customer feedback and data analysis.



Chapter 2 - The power of omnichannel customer experience

2.1 What is an omnichannel approach?

The omnichannel approach involves a strategy for customer support that integrates various touchpoints of the customer journey across traditional and digital channels, creating a seamless and personalized experience. **89%** of businesses can boost their customer retention rate just by adopting omnichannel strategies.

While the focus is on customer engagement, it is also essential to consider the impact of personalized marketing on the overall customer experience. By leveraging personalized marketing, businesses can enhance customer relationships and further improve the effectiveness of the omnichannel approach.

2.2 Examples of successful implementation of omnichannel approach

Starbucks

Starbucks' omnichannel strategy stands out with its 'Starbucks Card' that can function as a wallet, rechargeable through multiple channels and modifications reflected across all platforms. Any modification to the user's profile or the card is reflected immediately on all other channels.

Oasis

Oasis is a British retail company that exemplifies omnichannel marketing by offering a seamless experience across its mobile app, website, physical stores, and customer service. Their omnichannel strategy is so subtle that it goes unnoticed by the customer. If an item is out of stock in the store, the employees can use a mobile application to send it directly to the customer's home.

BBVA

BBVA has been a pioneer of innovation with their "**BBVA Anywhere banking**" initiative. They offer real-time access to expense management, mobile payment options, and seamless online and phone customer support. Operators have immediate access to a client's current information when contacted. Additionally, their social media department efficiently handles inquiries and claims.

Chapter 3 - Creating a seamless omnichannel experience through contact center solutions

3.1 Benefits of omnichannel contact center software

Without omnichannel contact center software, addressing the communication needs of modern consumers becomes a challenge.

1. Offers diverse communication options

By adding multiple communication channels such as email, social media, and messaging, customers can choose their preferred method of contact. A unified dashboard makes managing these channels easier for businesses.

2. Improves customer retention

An omnichannel contact center solution can increase customer retention rates more quickly than single-channel approaches. This enables businesses to engage more customers and build loyalty.

3. Increases agent productivity

By combining data from all channels, agents can quickly access relevant information, such as customer history, before taking a call. This leads to efficient resolutions and improved agent productivity.

4. Delivers consistent experience across channels

Omnichannel contact center software caters to **90%** of customers who expect a seamless experience across channels by integrating data from various communication platforms.

5. Delivers consistent experience across channels

81% of customers try to resolve issues on their own before contacting a live representative. Omnichannel contact software improves self-service by incorporating bots across various channels, reducing call volume and allowing agents to address complex issues.

3.2 Key strategies for effective omnichannel

1. Adopt cloud-based communication solutions

33% of businesses are already using cloud-based communication solutions and 38% plan to adopt this technology. These solutions offer upgraded services, including conversations, messages, and video conferences hosted on the cloud.

2. Bridge customer service gaps

90% of customers expect seamless interactions across all channels. To enhance customer relationships, businesses should offer service on the same platforms where they sell and align their vision with customer perception.

3. Ensure accessibility

To provide exceptional customer experiences, businesses should select appropriate channels and touchpoints based on customer behavior and preferences, while also anticipating customers switching between devices.

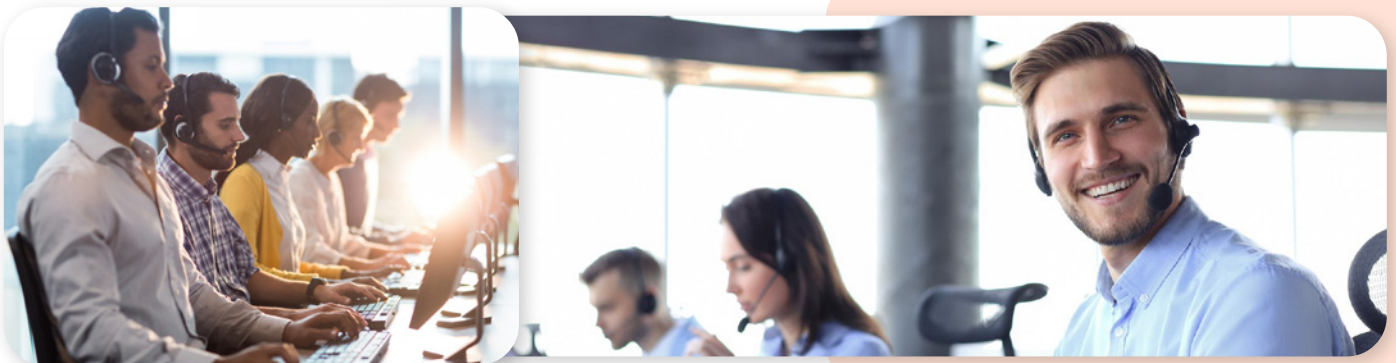
4. Integrate CRM with customer service

Integrating your omnichannel contact center software with your CRM can prevent customers from having to repeat themselves. This integration enables agents to view a customer's entire journey and recent interactions, making it easy to continue where the last agent left off.



Chapter 4 - The Future of Contact Center Solutions and Omnichannel Experiences

The future of contact center solutions and omnichannel experiences is shaping up to be more customer-centric, technologically advanced, and data-driven. As businesses continue to adapt and innovate, several key trends and developments will likely define the future landscape:



Trend 1: AI Links Human Expertise with Digital

In contact centers, AI is already addressing routine inquiries that don't need direct human intervention. Examples include offering directions, stating store hours, or managing prescription refills. This automation streamlines contact center operations, leading to cost savings and the conservation of crucial agent time.

Trend 2: Video chat as a new customer service channel

Rather than waiting on hold, customers prefer using chat services for timely assistance in resolving their issues. A novel addition to this trend is video chat. This feature enables contact centers to foresee issues as customers browse their websites, ensuring that the right agent pops up at the right time.

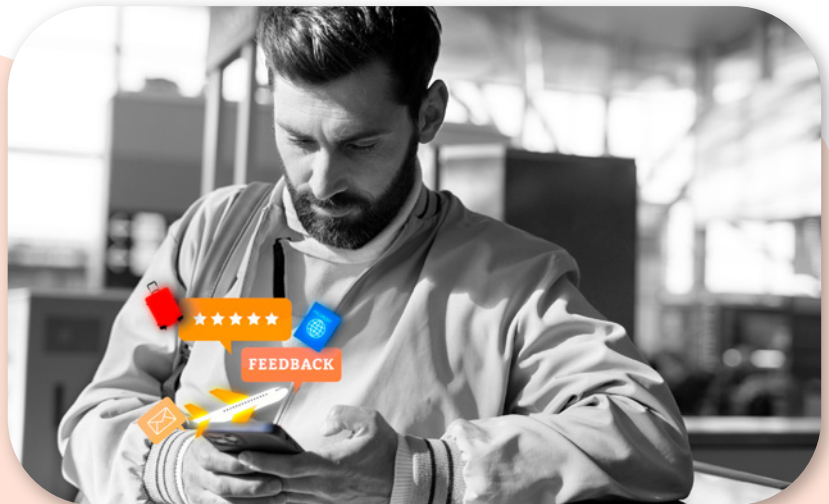
Trend 3: Advanced call routing systems facilitate the ideal pairing

Connecting customers with the most suitable agent has long been a focus in contact center and call center technology. Intelligent call-routing systems are gaining traction, and their use is expected to increase. Whenever a customer makes a call, a sophisticated "match-making" procedure takes place to promptly pair them with the appropriate specialist.

Chapter 5 - How HoduSoft's Omnichannel contact center solution prepares your business for the future?

“We have been using HoduCC and especially like the Webphone builds in WebRTC. It Saves the cost of IP Phones. The important thing is, there is always support provided as and when required.”

Gautam Singh ~ Project Manager, D D Motors

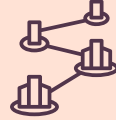


Choosing the right contact center software can be a daunting task due to the overwhelming number of options available. However, HoduCC stands out as an excellent option with its versatile FreeSwitch contact center software. With personalized and on-demand services, **HoduCC** caters to the needs of your customers both online and offline, making it an optimal choice for your business.

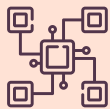
Here's how HoduCC equips your business for success



Fosters Unified Communications across all channels



Delivers a scalable approach to your business



Intelligent integration capabilities



Cost-effective solution

Adopting advanced contact center solutions is crucial for businesses aiming to succeed in a competitive market. By unifying customer touchpoints and focusing on omnichannel experiences, businesses can effectively meet modern customer expectations and build enduring relationships that secure long-term growth.

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