OMNI-CHANNEL CUSTOMER SERVICE

The New Frontier for Contact Center Decision-Makers

Consumers are driving change

56% of consumers have used their mobile device to research products at home.[1]

81% of consumers are willing to pay more for superior customer experience, with 44% willing to pay a premium of more than 5%.[2]

87% believe that companies need to place greater emphasis on providing a seamless multi-channel experience.[3]

Performance pressures are real

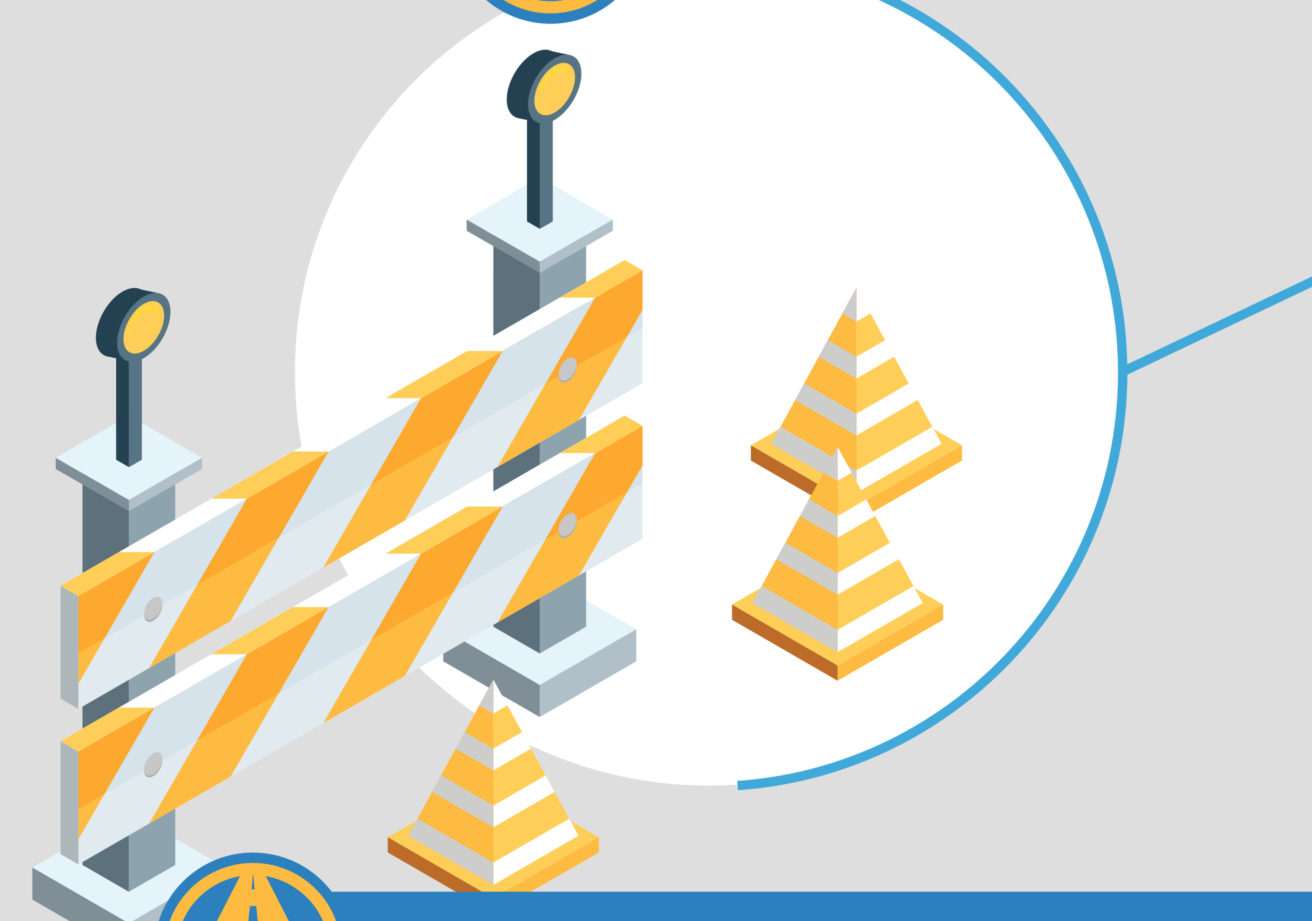
Telephony and email account for about 80% to 85% of customer interactions, yet **social media, at around 1%**, has a far higher profile in the enterprise.[4]

80% 1%

Businesses report that email and web chat **cost about 40%** of **a live call**.[5]

37% of customers now **expect to be able to contact the same customer service representative** regardless of which channel they use.[6]

CRM alone isn't enough



49% of CRM projects fail to meet objectives.[7]

Multi-channel is emerging as the new normal

Two thirds (67%) of online shoppers have made purchases in the past six months that have involved multiple channels.[8] — **67%**

64% of customers expect to receive real-time assistance regardless of the customer service channel they use.[9] — **64%**

89% of customers get frustrated having to repeat their issues to multiple representatives.[10] — **89%**

84% of consumers sometimes or always use the Web to get information before calling a contact center.[11] — **84%**

Multi-channel rules

54% of consumers **prefer to call** customer service.[12]

48% of customers **prefer email**.[13]

27% prefer to resolve an issue through a **self-service portal**.[14]

26% prefer to address a problem by **visiting a physical store**.[15]

Chat usage rates for support **rose from 38% in 2009 to 58%** in 2014.[16]

A company's reputation and success are on the line

75% **56%**

75% of consumers will return to a company with excellent service and 56% will recommend it to family and friends.[17]

78% say a company's reputation for customer service is important to them when choosing to buy from a particular brand.[18]

77% **48%**

77% of strong omni-channel companies store customer data across channels, compared to 48% for weak omni-channel companies.[19]

Companies with extremely strong omni-channel customer engagement see a 9.5% year-over-year increase in annual revenue, compared to 3.4% for weak omni-channel companies.[20]

Success depends on establishing a sound strategy and deploying the right ACD and CRM tools to produce a seamless and integrated experience for customers. **With a strong multi-channel framework in place, business can take customer service, support and sales to an entirely new level.**

VoltDelta
CONNECTING PEOPLE & INFORMATION
A NewNet Company

SOURCES

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