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# OMNICHANNEL CONTACT CENTERS: THE FUTURE OF CUSTOMER ENGAGEMENT



In today's digital age, customers expect to engage with businesses on their preferred channels, whether it's social media, email, or chat. In this article, we explore the benefits and challenges of omnichannel contact centers, including strategies for integrating multiple channels and delivering a seamless customer experience.

Voyage recognizes that exceptional customer service is critical for the success of many industries. By teaming up with Dixa, a provider of conversational customer engagement software, and leveraging our own expertise in contact center consulting services, we can empower our clients to deliver seamless experiences that foster customer loyalty.

## 2. DON'T MAKE THE CUSTOMER WORK FOR YOUR ATTENTION.

When customers encounter significant obstacles during the purchasing process, their likelihood of seeking alternative shopping options increases. This is why conducting research on your users' journey becomes crucial. Seamless transactions are essential from the beginning to the end, but for returning customers, it holds even greater importance. It is crucial to maintain an ongoing conversation across multiple channels.

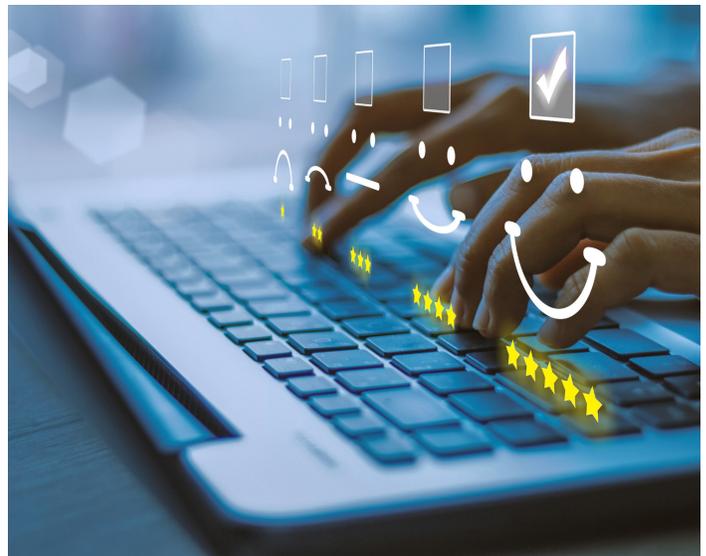
## WHERE DO YOU START?

How do you keep customers engaged, loyal and coming back for more? Try these 3 simple and effective steps:

### 1. KEEP THE CONVERSATION FLOWING.

Customers today engage with various devices throughout their customer journey. They might initiate the process on their smartphone, conduct further research on a tablet, and complete the transaction on a laptop. However, they anticipate a smooth and cohesive experience tailored to their preferences at every interaction.

It is crucial to eliminate the need for customers to repeat information by seamlessly continuing the conversation from where it was left off. This can be achieved by consolidating all customer interactions from phone, email, chat, and messaging apps into a single integrated platform. By providing agents with the necessary tools, they can deliver unmatched support experiences that span multiple channels.



By consolidating every customer conversation into a unified view, regardless of the channel used, you can gain a comprehensive understanding of each interaction awaiting an agent's attention. Equipping your team with the necessary tools, such as external customer data and a complete timeline of cross-channel interactions, enables them to provide unparalleled support experiences that encompass multiple channels.



- ✓ COMPLETE CONVERSATION HISTORY
- ✓ AUTOMATIC CUSTOMER RECOGNITION
- ✓ SKILL-BASED ROUTING





## HOW DO YOU MEASURE CUSTOMER ENGAGEMENT AND LOYALTY?

Today, 80% of companies use CSAT scores to analyze customer experience, all with the aim of measuring and improving their customer experience to drive greater loyalty and retention.



### 3. ADOPT AN APPROACH THAT IS NOT LIMITED TO SPECIFIC CHANNELS.

Modern consumers seek personalized and seamless experiences when interacting with your company. They strongly dislike having to repeat information or start over when switching channels, especially during complaint procedures or after previous contacts on different channels.

Adopting a channel-agnostic service approach is crucial in building trust and loyalty. This means providing agents with access to essential details, such as a customer's purchase history and past service interactions, regardless of the channel through which the customer reaches out. By doing so, you can enhance service interactions, prevent exacerbating customer complaints, and foster stronger relationships with your customers.

All channels are natively built into Dixa, enabling agents to set themselves as active on multiple channels at once. Meanwhile, managers have visibility into agent activity, and can ensure no channel gets backed up. If one channel needs support, an agent can be there with just a click (and without even switching tabs).

Voyage Advisory's management consulting services, combined with the comprehensive capabilities of the Dixa all-in-one platform, offer a powerful solution for measuring customer engagement and loyalty through CSAT metrics.

With Voyage Advisory's expertise, businesses can develop effective strategies and frameworks for CSAT implementation, ensuring accurate measurement and analysis of customer satisfaction and loyalty levels. By leveraging the Dixa platform, companies gain access to advanced tools and features that enable seamless collection and tracking of CSAT data across multiple channels. This integrated approach allows businesses to gain valuable insights into customer sentiment, identify areas for improvement, and ultimately enhance customer engagement and loyalty.



Voyage Advisory is a customer care modernization company that specializes in strategy, operations and technology solutions for their customers. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly personalized service experience that scales as your business grows. Teams and their customers benefit from greater satisfaction while automation helps increase service efficiency and effectiveness, which ultimately delivers real business value.

Visit us online to schedule a meeting or learn more.



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