

[Creating an Omnichannel Customer Engagement Strategy]

Five Questions for Government and Public Sector Organizations to Help Focus Your Efforts



Don't just deliver experiences.
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Introduction

For years, consumers have engaged with organizations in a linear manner, trying one channel at a time as they worked to resolve an issue or gather information. Increasingly, customers are using multiple channels simultaneously—browsing the Web as they talk on the phone, cruising the store aisles as they use mobile devices to compare prices online, and so on.

Empowered by technology, these omnichannel customers are quickly becoming the norm. But is your organization prepared to engage them? Can you deliver omnichannel customer service? Are you able to collect, analyze, and act on the large amounts of customer interaction data—structured and unstructured—across all your communication channels?

If not, you're not alone. Research performed by the Aberdeen Group indicates that only six percent of all organizations are extremely satisfied with their ability to make timely and effective business decisions through customer data.*

The questions that follow can help you determine where you stand—and gain insight into new ways to enrich customer interactions, optimize your workforce, and improve your customer service processes.

*Aberdeen Group, *State of the CEM Market 2014: It's All About Better Use of Customer Data*, March 1, 2014.





Can your service representatives add communication channels as needed to enhance the customer service process?

Today's empowered consumers routinely use digital devices to “multitask” across different channels and platforms—and they expect your service representatives to be able to do the same. That's why your service representatives need to be able to access and effectively use all of your organization's communication channels, either one at a time or concurrently.

Example: When Maria calls a customer service center for information about her benefits eligibility, the customer service agent should be able to provide her with a list of available alternatives, delivered via the channel (email, app, browser, etc.) that best meets her needs.



Do your service representatives have a complete view of customer preferences and histories?

Your service representatives need to be guided by context when serving individual customers and deciding exactly which combination of channels can best meet their needs. This might include providing reps with a listing of the customer's services ordered and received, current and previous complaints, and all channels used.

Ideally, service representatives should be presented with a consolidated view of this data, so that every customer interaction can be complete, consistent, contextual, and personalized. This not only helps enhance customer engagement, but also can deliver significant improvement to operational efficiency.

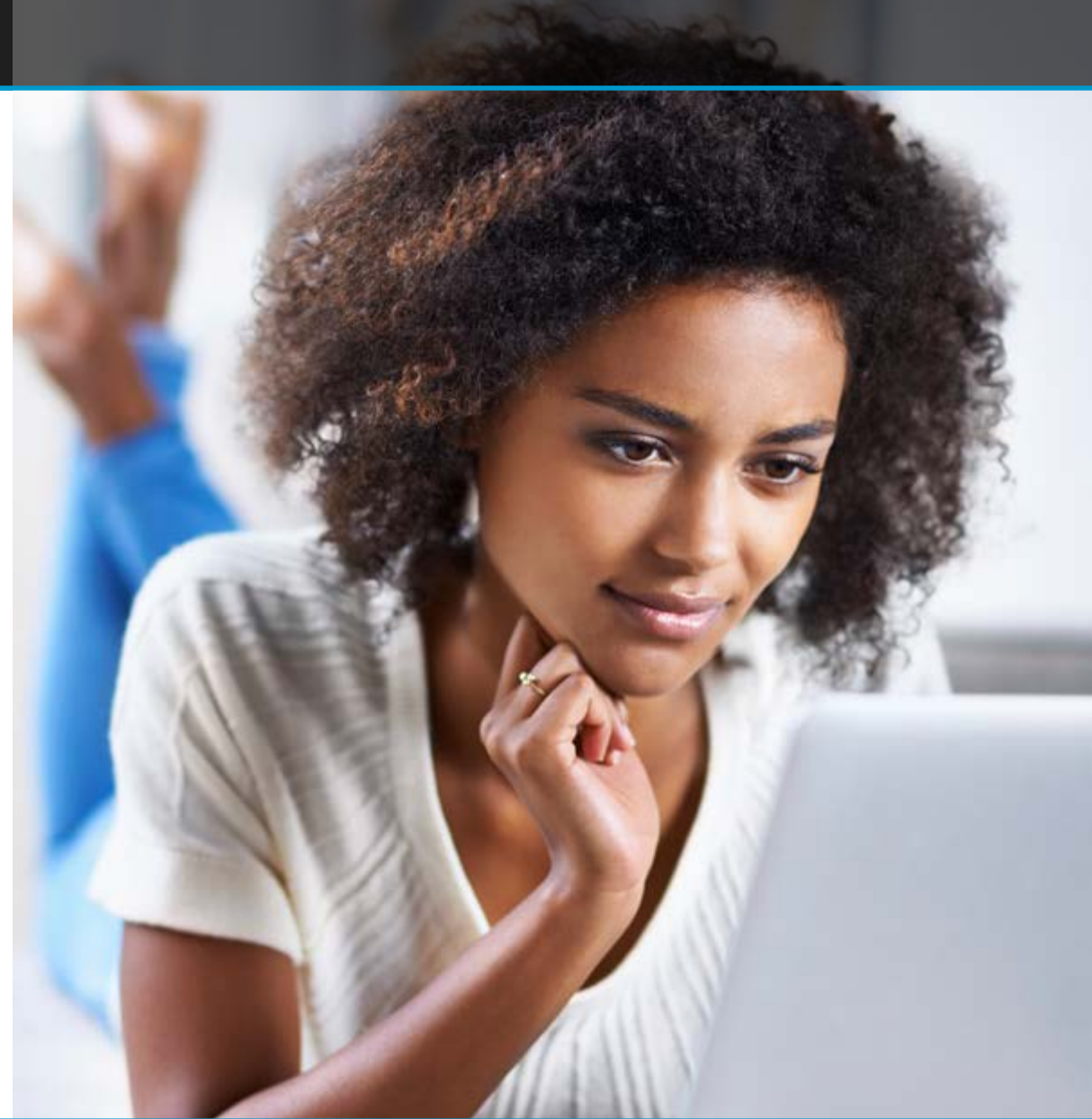
Example: If William phones a contact center—or customer engagement center—to report that the streetlight outside of his store is broken, it would be helpful for the customer service representative to know he is a legitimate business owner who has never called before, or that he has a history of making frequent complaints.



Are you delivering a truly seamless customer experience?

As your customers jump from channel to channel, they expect an experience that's continuous and consistent. However, it's worth pointing out that "consistent" does not mean "identical." The goal is to deliver consistent answers and the same level of feeling, responsiveness, and knowledge across all channels. This means all channels must draw on the same knowledge base and customer profiles. It also means that you need to have the right number of staff with appropriate skill sets available to deliver service as needed.

Example: Sophia's government payroll, employment and pension account information is stored in multiple computer systems. If she chooses to change her contribution percentage, the contact center agent needs access to that same information to help ensure her experience is consistent and convenient. This means that information needs to be centralized so that it can be shared by the different functional areas of your organization.





Which performance metrics are you using?

New customer engagement strategies demand new approaches to measuring performance. Many organizations are augmenting their traditional, interaction-based metrics, such as first call resolution and average handle time, with engagement-based metrics. Metrics for customer service and performance management will continue to evolve as organizations devise new measurements to assess omnichannel interactions. These new metrics will focus on whether the desired outcome was achieved and can have a significant impact on customer experience and satisfaction drivers. They can also help drive employee coaching and training programs, which in turn can influence staff effectiveness and satisfaction.

Example: Organizations are relying more and more on customer satisfaction trends, channel shift metrics, and sentiment ratings. Having the right metrics in place can help organizations measure what really matters.



Do you know which service channel will be most popular with your customers next year?

While analysts may debate which service channels will earn the greatest favor with tomorrow's customers—mobile, social, live chat, or perhaps something new entirely—the real answer may well be “all of the above.” To help maintain your competitive advantage, you must optimize your customer engagement strategy so that your channels, processes, interaction data, and customer history / preferences are integrated. Once that's accomplished, your customer service representatives can deliver true, omnichannel customer service.

Learn more at: [verint.com/customer-engagement](https://www.verint.com/customer-engagement)



Learn More: Verint® Systems offer a portfolio of solutions to help transform customer engagement in today's omnichannel service environment. Our customer engagement optimization solutions include a broad range of functionality for workforce optimization, customer analytics, and customer service. They can help your organization deliver consistent, contextual, and personalized experiences that can improve operational efficiency, no matter which channels customers use to engage.



About Verint® Systems

Verint® is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place.



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