



# CUSTOMER CONTACT CONSULTING SERVICES

# OMNI-CHANNEL STRATEGY

## How we can help

The Omni-Channel Strategy Service can help you:

- create a more appealing, convenient and differentiated experience for your customers
- understand customer preferences, to develop compelling, personalised customer engagements
- allow customers to choose how they interact with you, by offering them a variety of contact options.

## About this service

The Service delivers a clear, practical, objective view of how to deliver an Omni-Channel strategy for your business. It enables you to:

- understand the business value of introducing additional channels into your customer contact strategy
- understand the priorities of the channels and the new skill sets required to support and deliver on customer promises
- identify the key risks and business changes required to introduce new channels
- develop a business case for the delivery of Omni-Channel in support of your key business objectives.

In order to drive the Omni-Channel Strategy, we assist you with your strategic planning, ensuring that you make informed decisions around channel strategy, communications, technology roadmaps and investments. We take a business centric approach that balances investment required against value delivered.



## WHAT YOU GET

Our service engagement is collaborative, beginning with the development of the project brief (scope of works and quotation) and continues through to the delivery of the Omni-Channel Strategy, in the form of a plan, endorsed by your senior management.

The plan takes into account your existing technologies and seeks to leverage them wherever possible and ensures any channel modification/additions achieve your operational and customer service objectives.

The Omni-Channel approach takes a review and analyse approach. Each of these phases contains specific frameworks used to extract, analyse, formulate and measure the required outcomes and deliverables:



### Review

The purpose of the review phase is to identify, document and validate your existing business environment, challenges and objectives against your current technologies. It develops an understanding of your 'future state' vision and business objectives, and identifies opportunities and recommendations to meet agreed organisational goals.



### Analyse

In the analyse phase, business objectives are translated into enabling technologies – existing and planned – and can result in effective cost management.

## WHAT WE DO

The Omni-Channel Strategy Services leverages the extensive experience of our Contact Centre consulting team to work with you to deliver strategic objectives aligned to your business journey, including mapping and identifying the use of people, processes and technology to support that journey.

We engage across your organisation, including inputs from senior management, your contact centre operations team, your contact centre operations team, your sales and marketing departments, other departments who interact with your contact centre and your teams. Within the contact centre, contribution is required at all levels including contact centre management.

## WHAT YOU DO

The following are ways in which you can help us deliver your Omni-Channel Strategy Service:

- identify your people and define how they'll participate in the delivery of this service; include senior management, contact centre operations people and IT people
- ensure that your people are available during the course of the engagement to provide information and to participate in scheduled information gathering sessions, interviews, workshops, meetings and conference calls.



### RELATED SERVICES

- Omni-Channel Strategy
- Performance Management Review
- Quality Management Review

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