

multichannel CRM: going with the flow

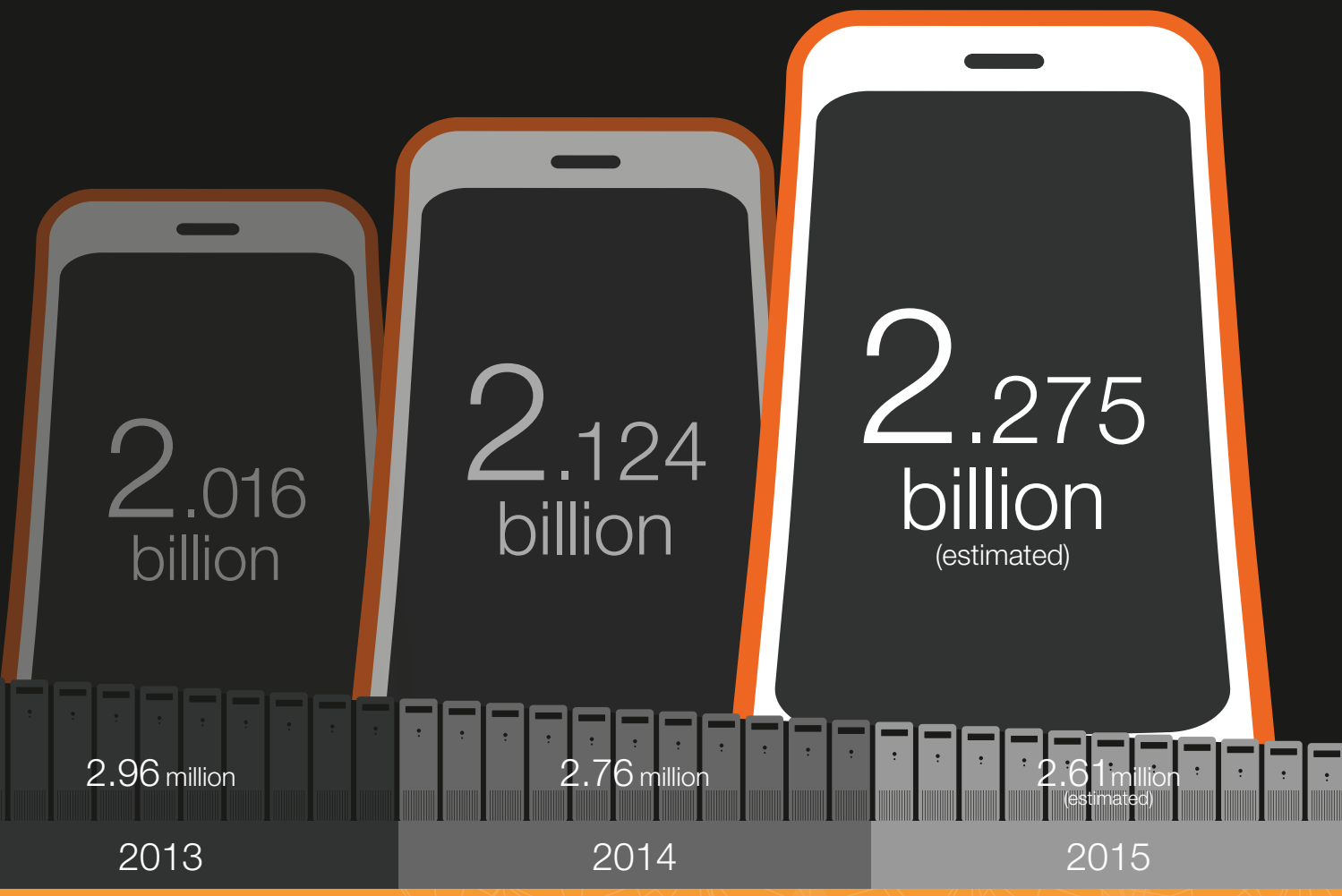
In the hyper-connected and increasingly-mobile world organisations need multi-channel CRM to stay in touch with their customers. What are the latest trends? How can your business provide an excellent digital customer experience?

where are your customers?

The world is going mobile. In some regions, mobile data has already overtaken fixed line and in many developing markets mobile has always been ahead.

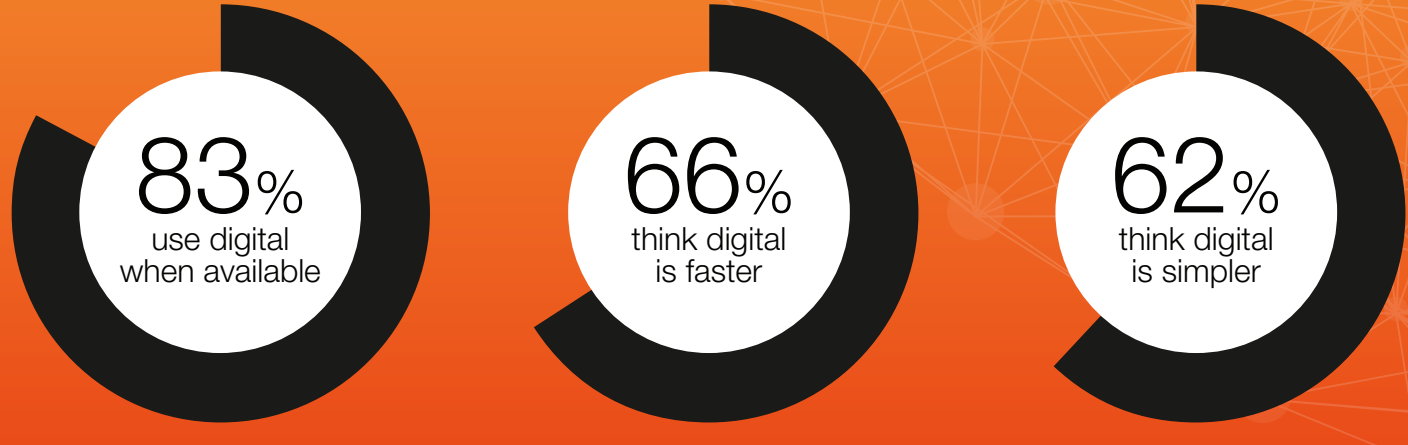
billions of mobiles!

PC shipments decline as mobiles dominate.
(source: Gartner)



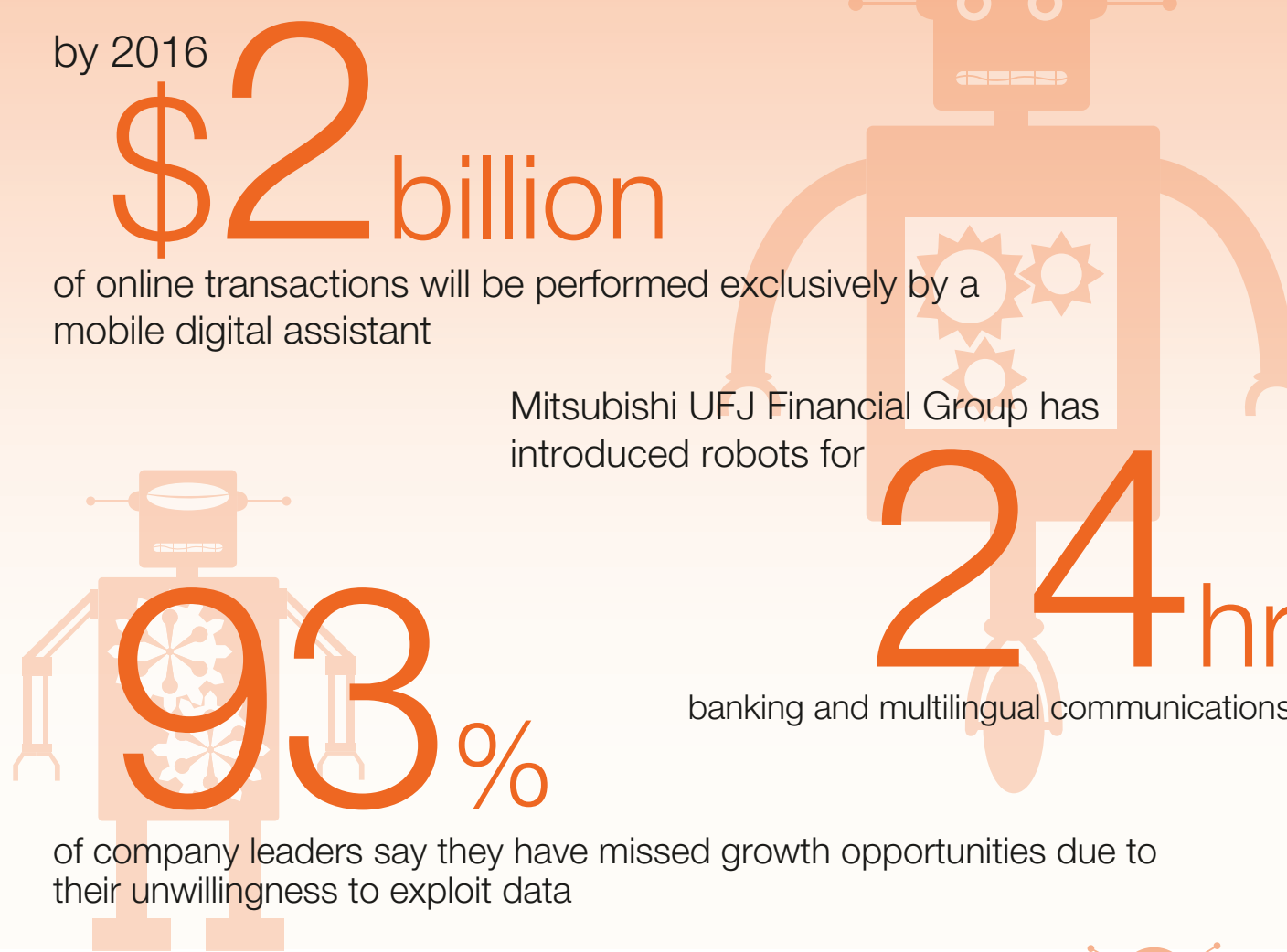
preferred communications channel

Digital customers prefer digital channels
(source: Fujitsu)



automation everywhere!

The mix of Mobile, Machine to Machine, Big Data, Automation and Artificial Intelligence changes everything!



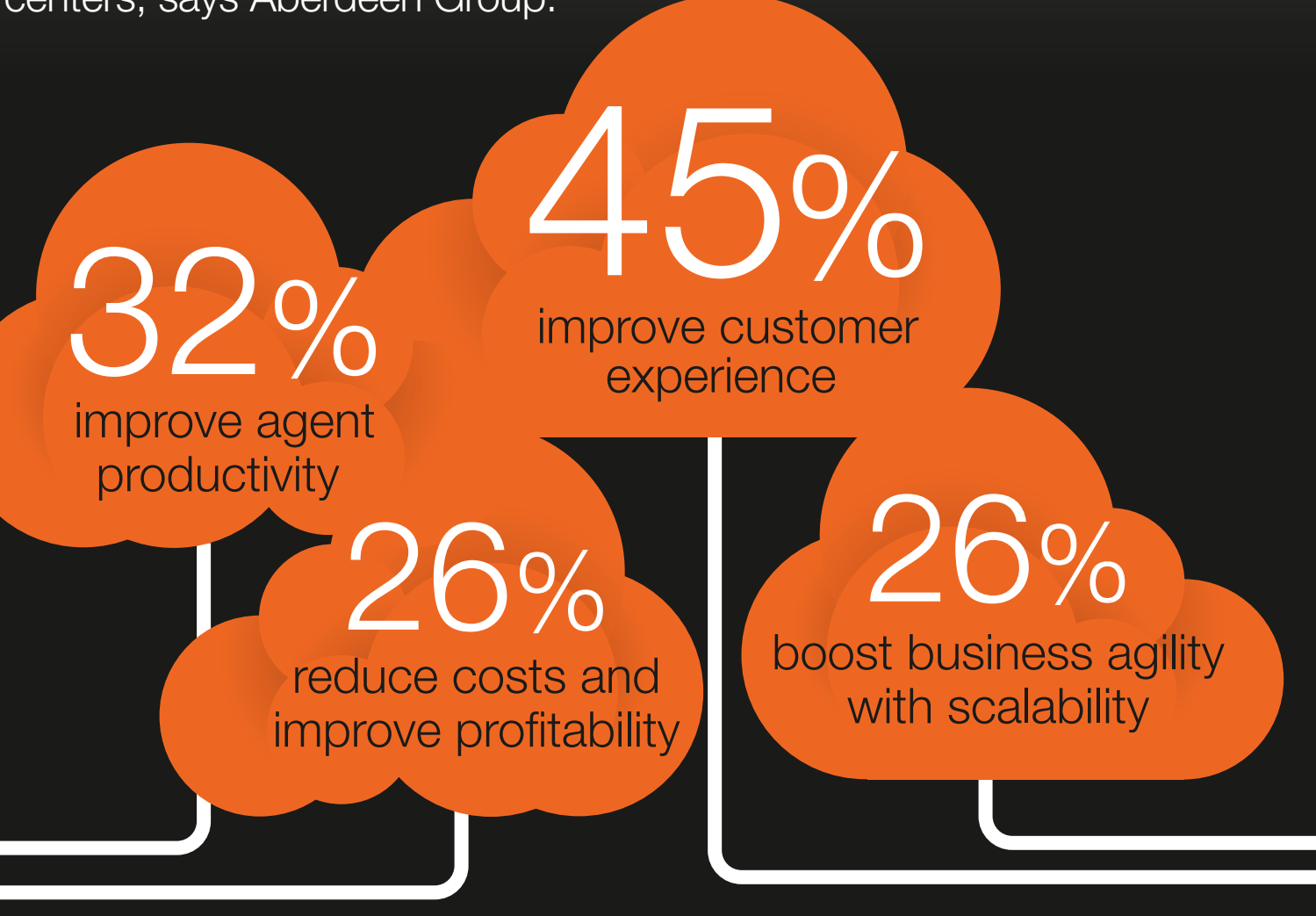
Southwest Airlines

uses speech analytics to extract and analyse data from live-recorded interactions between customers and personnel

(source: Orange Business Services, Gartner, Venturebeat)

customer experience driving cloud

Cloud contact centers help break down silos between channels to deliver an improved and consistent omnichannel customer experience. Customer experience is the leading enterprise driver for cloud contact centers, says Aberdeen Group.



costs and automation

Not all channels cost the same per contact according to Forrester Research. Look to optimize the lowest-cost methods while maintaining customer satisfaction.

