



The Omnichannel Advantage:

How Enterprises Can Orchestrate Consistent, Customer-driven Experiences Across Channels



Digital Natives Require a Customer Centered Mindset

In today's always-on, always-connected environment, customers' expectations are changing faster than ever. Everything from ordering dinner, to banking to filing insurance claims, can be done from a mobile device, in real-time, and when it suits the customer rather than the enterprise. With 62% of customers now conducting their lives online, digital-native customers have become the majority.¹ And, this is forcing businesses to shift the way they interact with their customers across a variety of channels.

With a growing number of communication channels, including SMS, in-app messaging, WeChat, WhatsApp and Apple Business Chat, there are now more channels of interaction than ever – channels where the customer wants to be able to initiate conversations with businesses. Many organizations, however, have built siloed solutions to produce these communications – ultimately leading to internal inefficiencies, compliance risks and an inconsistent, disjointed customer experience.

Every interaction a business has with a customer is an opportunity to shape the overall experience and this puts pressure on businesses to effectively orchestrate those interactions, making them part of an interactive, personalized two-way conversation, as opposed to disjointed, one-way communications.

This ebook covers:

- Why omnichannel customer conversations are important
- How to prioritize channels, plus common challenges
- How to achieve true omnichannel customer interactions
- Why an end-to-end pure cloud platform is essential to success
- How Smart Communications can help

Multichannel vs. Omnichannel – What's the Difference?

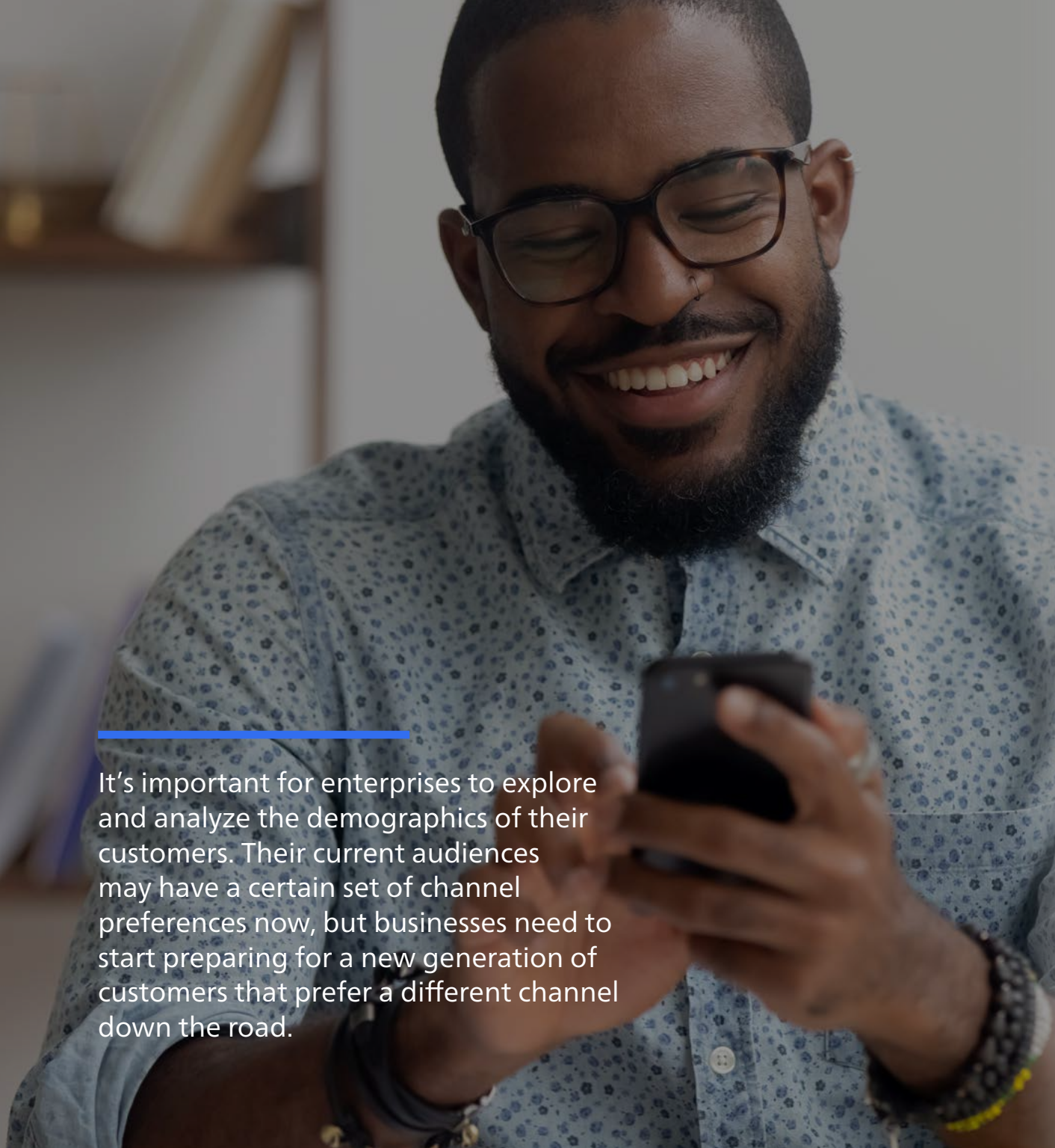


VS.



- Several channels of communication are available but often operate separately from each other
- Allows companies to only send one-way communications from multiple channels
- Lacks personalization and limits how and where a customer can interact with a business

- Orchestrated approach across multiple channels of communication
- Puts the customer at the center to enable two-way, interactive conversations
- Conversations are personalized and contextual, updating as a customer moves across channels and devices



It's important for enterprises to explore and analyze the demographics of their customers. Their current audiences may have a certain set of channel preferences now, but businesses need to start preparing for a new generation of customers that prefer a different channel down the road.

Customers' Expectations are Changing, and Digital-first is the Way Forward

For years, customers' expectations centered around the basics like "quality service and fair pricing." Today's customers, however, have higher expectations than ever, citing qualities like "proactive service, personalized interactions and connected experiences" as top priorities.²

These changing expectations, coupled with remote and/or hybrid work environments and an increasing appetite for mobile interactions, are leading businesses to rethink customer engagement, shifting away from one-way, transactional communications to two-way, interactive customer conversations. This shift is only achievable via a digital-first mindset and approach.

Today's businesses must effectively manage – or orchestrate – customer interactions to make them part of a continuous conversation rather than isolated, disjointed transactions. Effective omnichannel orchestration enables organizations to add digital channels to their print efforts, automate common customer interactions, effectively promote two-way conversations and more.

With two-way messaging across multiple digital channels, businesses can strategically orchestrate conversations across the end-to-end customer experience, ensuring that approved, compliant communications are delivered in real time and initiated when the customer demands it.

Identifying Challenges and Prioritizing Channels

Making the move to omnichannel, interactive conversations won't happen overnight, which is why it's important to have a "crawl, walk, run" mindset. And it's equally important to identify channel priorities that are specific to an individual business' goals and client needs – customer channel preferences will vary from business to business and industry to industry.

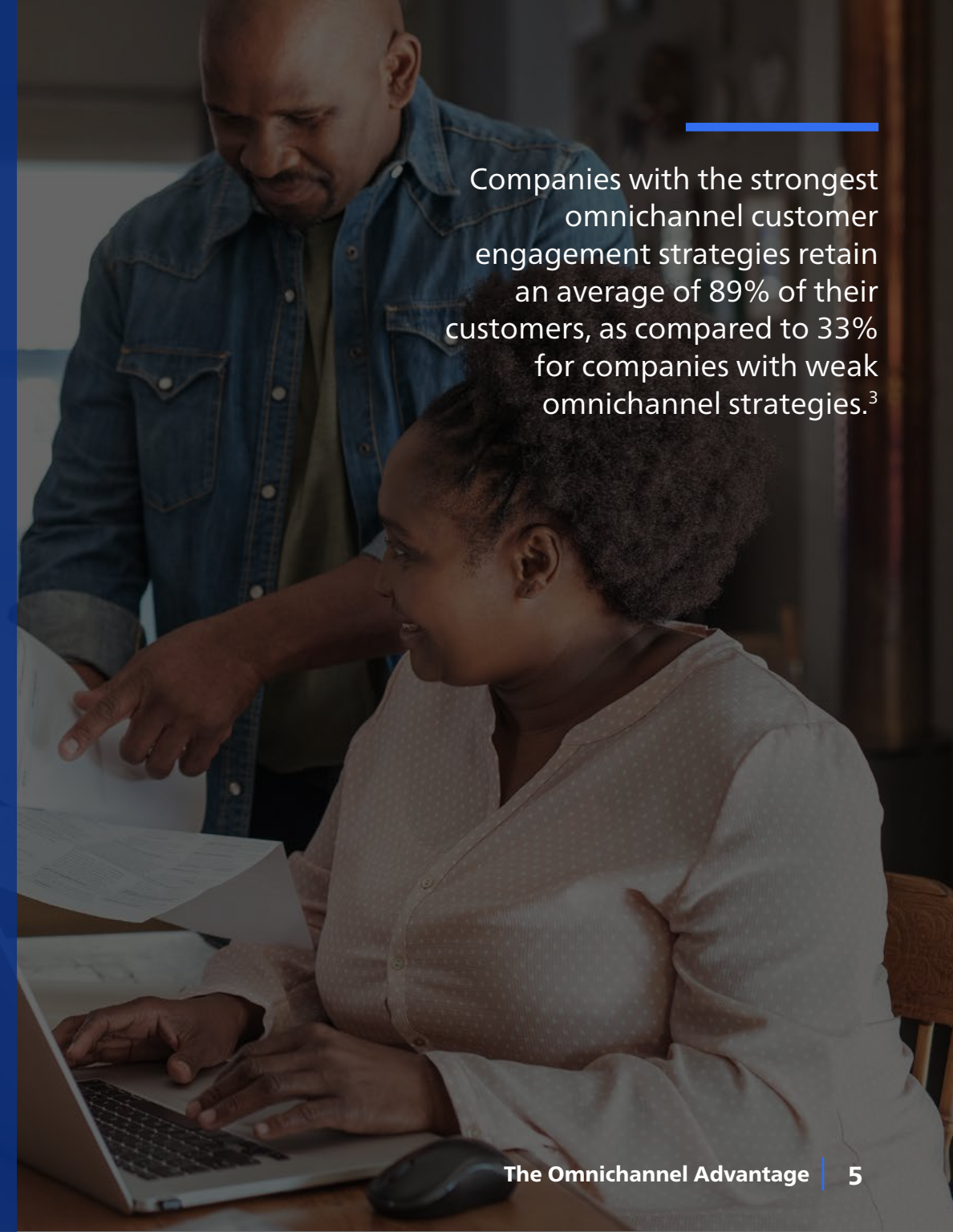
When determining if an omnichannel approach is the right move, businesses should first decide if any (or several) of the following challenges are applicable to their current state:

1. Only outbound customer communications, with little capability to respond in real-time or allow customers to initiate conversations
2. Low internal adoption of digital channels with a lack of formalized strategy to adopt additional channels of engagement
3. Siloed communication tools that lead to disjointed customer experiences across the lifecycle and increased compliance risks
4. Overwhelmed call center volumes and lack of self-service and automated solutions to common customer challenges or requests

If one or more of the above characteristics applies, businesses should strongly consider adopting an omnichannel strategy with the following goals:

1. **Improve the customer experience** via self-service tools, offering a seamless, guided, end-to-end experience
2. **Increase automation and reduce compliance risk** with straight-through processing of common customer conversation flows
3. **Reduce overhead and manual work** through automation of common processes

Companies with the strongest omnichannel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omnichannel strategies.³





Technology as the Foundation to Orchestrating Omnichannel Customer Engagement

To meet the needs of today's customers, enterprises must prioritize a digital-first, omnichannel customer experience. The only way to orchestrate omnichannel customer conversations at scale is to invest in and adopt a pure cloud solution that optimizes the end-to-end customer experience.

Business leaders should invest in technology that prioritizes agility, speed and scale. The companies that take a strategic approach and future-proof how they interact with customers, deploying a digital-first approach to engage with individuals on their preferred channels, providing personalized and relevant customer conversations and adopting the best processes and technologies will ultimately be the ones to succeed.

Visualize Omnichannel Orchestration Capabilities Across Industries



Insurance

Channel switch after failed email delivery to SMS or print, for example

Call center deflection for common document requests like policy or ID cards via SMS or email

Claims initiation and initial triage through SMS

Delivery notifications via SMS, supporting the delivery of key information in one channel through notification in another

Real-time notifications of key stages in a process, like claims updates

Onboarding engagement and cross-sell support during the onboarding process



Financial Services

Customize fraud alert processes to enable channel switching from SMS to email to print, for example

Reduce contact center demand and branch visits demand for common document requests via mobile or desktop devices

Delivery notifications – like new statement available – via SMS or a message inside the banking app

Real-time notifications of key updates in a particular process, such as digital account opening, account transfers, loan processes and more

Onboarding engagement and cross-sell support during new account opening process

Self-service support, like change of address or loan payoff requests, using AI-driven chatbots or in-app messaging



Healthcare

Channel switch after failed email delivery to SMS or print, for example

Call center deflection for common document requests like ID cards or policy coverage via app, SMS or email

Onboarding engagement and cross-sell support during enrollment and onboarding processes

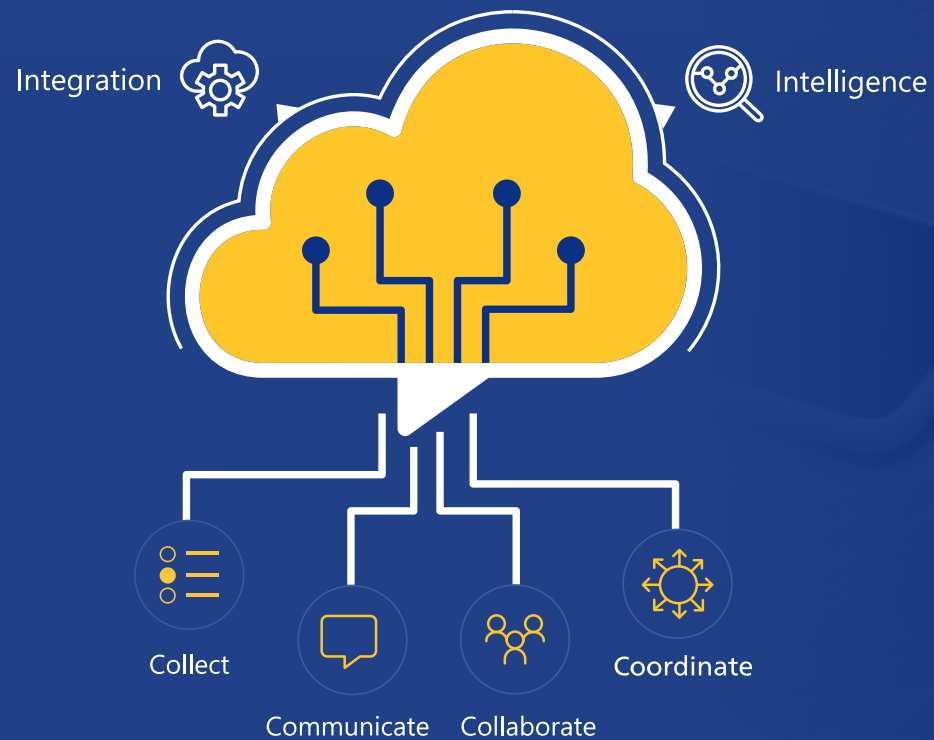
Claims status updates, like pending or paid notifications or linking the EOB directly to chat if a member has a question

Care management, including regular outreach across channels for reminders, updates and advice for improving care

Managing consent across lines of business, devices, channels and member journeys

How Smart Communications Can Help

Smart Communications is continuously working toward a SMARTER future, empowering enterprises around the world to deliver two-way, interactive customer conversations. Enabling conversations between businesses and their customers has never been more important, especially as customers increasingly prefer a digital-first, personalized approach. And since customers' expectations will only continue to increase, enterprises must optimize the end-to-end experience to succeed.



The Smart Communications' Conversation Cloud™

platform delivers personalized, omnichannel conversations across the entire customer experience. Its key capabilities – Collect, Communicate, Collaborate and Coordinate – are built on Integration and Intelligence layers, allowing enterprises to engage in SMARTER customer conversations.



Omnichannel Orchestration

As part of The Conversation Cloud, Smart Communications offers Omnichannel Orchestration, enabling businesses to evolve communications from one-way, single channel communications to a set of orchestrated, omnichannel interactions that guide customers through critical processes and provide richer, deeper and more engaging digital experiences.

Key benefits include:



Coordinate Conversations Across Channels

Easily build sophisticated flows and deliver richer experiences across analog and digital channels, turning one-way communications into two-way conversations



Improve Time to Market

Rapidly launch new customer interactions with drag-and-drop visual design tools



Build End-to-End Customer Experiences

- Improve the customer experience through engagement via preferred digital channels
- Connect back-end technologies with customer-facing interaction points
- Accelerate IT roadmaps with a future-proofed infrastructure



Integrate Effortlessly

Connect enterprise systems of record and partner applications directly to customer interaction channels



Leverage Real-time Analytics and Intelligence

Understand performance and automate interactions driven by customer behaviors

About Smart Communications

Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 650 customers from offices located across North America, Europe, and Asia Pacific. Smart Communications' Conversation Cloud platform includes the enterprise-scale customer communications management (CCM) power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. In 2021, the company acquired Assentis, a leading European software solutions provider specializing in customer communications management (CCM) with a focus on the financial services industry. To learn more, visit [smartcommunications.com](https://www.smartcommunications.com)

To learn more, visit
www.smartcommunications.com/omnichannel-orchestration/

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