

Deliver the Right Omni-Channel Experience

The Challenge

This is the era of the empowered and ultra-connected customer. Customers want a rich and consistent customer experience irrespective of interaction channel and businesses need to deliver the right Omni-Channel experience to achieve success.

Current Situation

Businesses can offer customers a rich digital experience through CRM solutions like Salesforce, however, when it comes to the contact center experience, they often fall short. This results in a disjointed and inconsistent experience for end customers.

Currently available market solutions present many challenges for businesses. Some solutions consist of separate platforms for digital and voice channels which involve competing routing engines amounting to lack of visibility into Omni-Channel statistics and inefficient use of resources. And, other solutions require businesses to utilize the contact center platform for voice and digital channels, which could result in an inability to leverage rich customer data available in a CRM platform like Salesforce.

The Solution

Vonage Contact Center for Salesforce Omni-Channel, a solution designed to deliver a consistent customer experience across all Salesforce digital channels and your contact center voice channels. With the Vonage Communications platform, you can route all your channel interactions in an integrated and unified manner, uniformly empower digital and voice agents, optimize resources, and obtain unprecedented management of KPIs across all customer interaction channels.

According to the Aberdeen Group (via annexcloud.com)

"Companies with the strongest Omni-Channel customer engagement strategies retain an average of 89% of their customers, compared to 33% for companies with weak Omni-Channel strategies."

Make Every Conversation Great

Key Capabilities

- Support for voice, e-mail, Live Agent, Web Chat, Live Message, SMS, Video Chat, SOS and social channels
- Unified business logic and single source of truth for routing across all channels
- Intelligent, routing capability across all channels
 - SLA based optimization
 - Skills-based agent selection
 - Personalized routing
- Salesforce as the Agent Desktop
- Omni-Channel statistics and reporting

Key Benefits

Deliver on the Promise of the Omni-Channel Experience

- Offer a seamless, integrated customer experience across voice and digital channels
- Enable intelligent routing capabilities across all digital channels—SLA based, skills-based, personalized

Boost ROI on Your Salesforce Investment with Vonage's Tightly Integrated Design

- Retain your Salesforce digital channels for customer interaction
- Maintain Salesforce as the single source of truth for all customer interactions
- Perform all your operations in Salesforce

Dramatically Increase Operational Efficiencies

- Utilize a single business logic for channels for customer interaction routing across all channels
- Obtain unprecedented visibility and management with Omni-Channel statistics
- Manage and administer pooled resources



Contact Us

Vonage Contact Center for Salesforce powers customer engagement that transforms businesses globally. The award-winning cloud customer contact platform revolutionizes the way organizations connect with their customers worldwide, enabling them to sell more, serve better and grow faster.

INT +44 207 206 8888 • **UK** 0800 280 2888 • **US** +1 (855) 534-2888 • **EMEA** +32 2 793 3835 • **APAC** +61 285 993 444
For more information visit vonage.com/contact-centers.