




STRATEGY GUIDE

Create Effortless Omnichannel Experiences

4 ways to hit the right notes with omnichannel customer journey orchestration and delivery.



Don't be another one to bite the dust

Digital channels continue to disrupt the CX world.

Dialing into a call center to connect with a brand is often a last resort for customers. They want to interact on their own terms and in their own time.

That's why brands who master a truly effortless omnichannel customer experience leave their competitors in the dust.

Turning on channels or technology is simply not enough to win. A deep understanding of your customers' unique journeys is essential, which informs journey orchestration of effortless interactions across any channel customers choose.

This guide walks through **4 key strategies to hit the right notes for effortless omnichannel CX.**

Rise up to the challenge

4 key strategies to hit the right notes with omnichannel



Design effortless customer-centric journeys



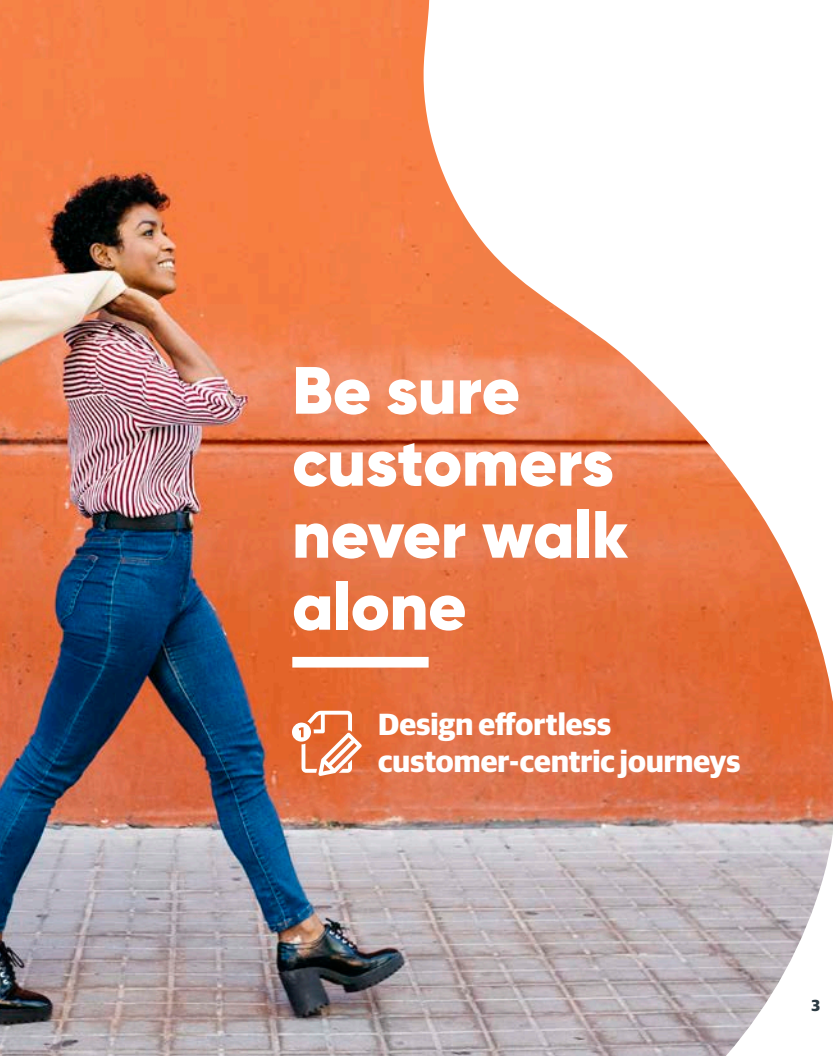
Automate & optimize the experience



Operate across the business



Leverage cloud technology for nimble, effortless CX delivery



Be sure customers never walk alone



**Design effortless
customer-centric journeys**

Get a clear view of what customers are experiencing before making decisions on new journeys.

Create a touchmap that deconstructs unique journeys into discreet steps that illustrate key moments of truth, delight, and pain. Then learn what tools and technology are needed to fill in gaps to orchestrate and accelerate your future-state CX.



How to hit the right note:

Start with the customer and employ an outside-in approach to journeys

Integrate data silos for a 360-degree view of your customer

Empower both the customer and employee through effortless design

Build an agile and insight-driven service delivery model



Make it easy like Sunday morning



**Automate & optimize
the experience**

Once you understand what an effortless customer journey looks like, keep refining it to continually improve the experience.

Simply bolting on new channels often results in a more disconnected and frustrating experience for customers. Instead, connect channels behind the scenes for a seamless customer-facing omnichannel experience. Find where automation will reduce effort and make it simple and easy for the customer to have their needs met and for the agent to do their job successfully.



How to hit the right note:

Apply effortless customer self-service where it makes sense

Enable and equip your agents with the tools they need to deliver effortless experiences

Optimize the channel mix by balancing the ideal channel for the business with the most effortless channel for the customer

Apply different service levels for different customer needs - i.e. the fast path to an agent for a high-level need

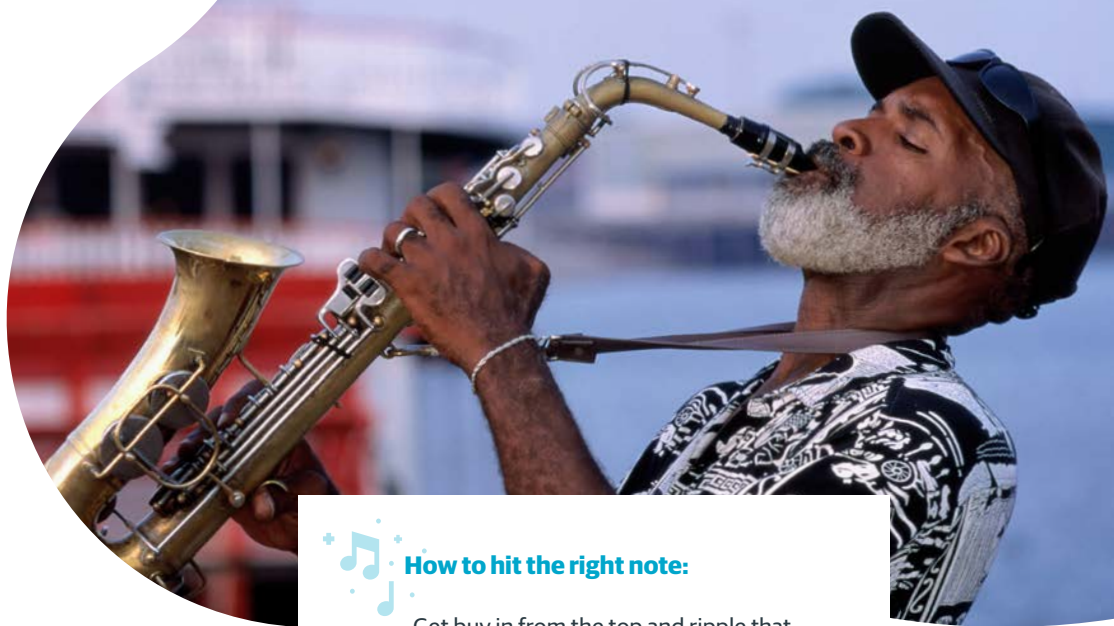
Be (simply) the best



**Operate across
the business**

The customer has a relationship with your entire company, so the journey shouldn't be confined to just the contact center.

Encourage other customer-related business units like marketing, sales, finance, and others to collaborate on a holistic CX ecosystem. Successfully managing and scaling operations across your entire ecosystem drives governance, superior customer experiences and growth.



How to hit the right note:

Get buy in from the top and ripple that throughout the entire organization

Assign a cross-functional transformation officer to oversee CX across multiple units

Encourage a collaborative, cohesive organization that embraces customer centricity and shares goals around delivering effortless interactions

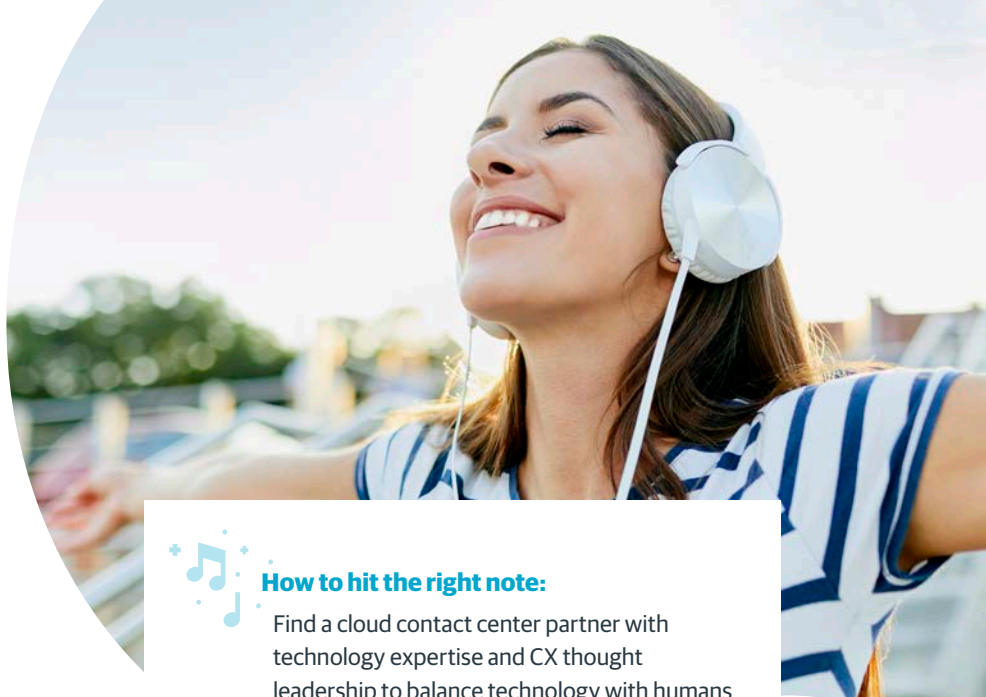
Hey you, get onto my cloud



Leverage cloud
technology for nimble,
effortless CX delivery

Cloud technology breaks down the barriers to successful omnichannel.

It's flexible. It costs less than on-premise contact center technology. It can support customers from virtually anywhere. But the real transformation happens when you **do more** once you get your contact center onto the cloud. AI and automation tools built into cloud technology enhance and augment the customer and agent experiences in ways not possible on premise.



How to hit the right note:

Find a cloud contact center partner with technology expertise and CX thought leadership to balance technology with humans

Develop a cloud strategy that focuses on leveraging innovative technology through the cloud to deliver effortless experiences

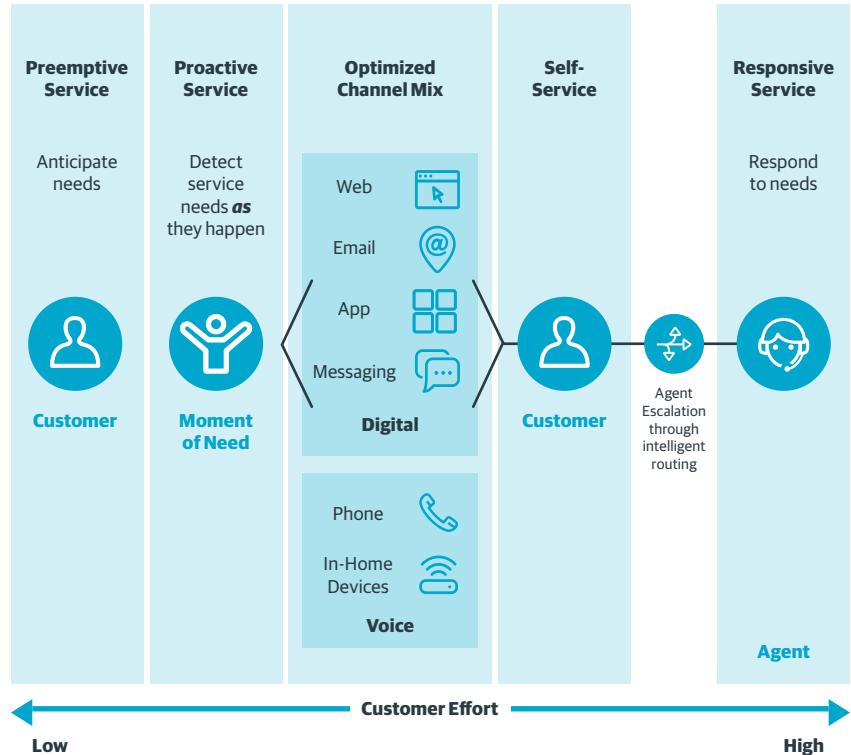
Act on cloud-based insights to drive further internal and customer improvements

Omnichannel creates effortless CX harmony

Effortless omnichannel CX anticipates customer needs to enable preemptive customer service that avoids any customer effort, like automatically refunding an overcharge or alerting customers to service outage.

Brands can also be proactive or provide self-service options in a customer's moment of need. This saves effort on the part of the customer. And if customers need a helping human hand, agents are there to support them without any adding any more customer burden.

The result is harmonious CX that can't be easily replicated by competitors.



A woman with blonde hair in a ponytail, wearing a light-colored knit sweater and dark pants, is sitting on a wooden floor playing a violin. She is looking down at the instrument with a focused expression. In the background, there is a modern living room with a white sofa, a large potted plant, and a television. The overall scene is bright and airy.

Ready to make beautiful music?

Technology alone is not transformative. Effortless experiences strike a balance of strategy, people, process and technology.

TTEC is here to help leading brands launch and optimize omnichannel CX to deliver amazing and effortless experiences at scale.

Contact us today to learn more

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ttec.com/omnichannel-solutions

About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](https://www.ttec.com).

