

# TEN TIPS ON THE BEST WAY TO ADOPT OMNI-CHANNEL

When looking at new technology, how it appears, and its journey to when it is eventually accepted, there are usually three stages.

First up there is the **'let's wait and see'**. Many companies rightly want to avoid jumping on board too quickly, just in case all the fanfares turn out to be all smoke and mirrors. We've seen it happen many times, and the last thing you want to go through is a massive change in your business, only to find you are on the wrong train.

Then comes the second stage of **'we need to be on board'**. Here, the new technological wonder has been around the block a few times, been tried and tested by a fair few early adopters, and it turns out it does all those great things it promised. The efficiencies and benefits are obvious, and the tech is now established, so you don't have to worry about it being sunset three months after adopting it.

Finally comes the third stage of **'how do we implement it?'** Knowing that the new tech is proven and you should be using it is only part the battle. Working out how you are going to use it, and how it will be implemented into your business to achieve the best results, is the real challenge.

Cloud has been a good example of this over the last few years for many companies. It took a while for people to be convinced, and then a little longer for people to have their fears around the security of their IP and data leave the building put to rest. Now it's pretty much a given, and in only a few rare cases is there a decent argument not to be adopting cloud.

And so it is the case now, for **Contact Centres accepting the need to introduce omni-channel capabilities into their business.** Its proven, the benefits are obvious, and your customers expect it.

So for those of you at the **'how do we implement it?'** stage, here's a list of the ten things you should do to ensure you approach and implement omni-channel the right way...



## PUT YOUR STRATEGIC BUSINESS GOAL FIRST

First and foremost you need to think about your strategic goal and vision as a company. Adopting an omni-channel Contact Centre might be appealing, but the first question you need to ask yourself is 'WHY do we need it?' The Contact Centre solution needs to be the answer to the challenges that your business is experiencing. Rather than thinking 'the Contact Centre solution will improve my customer experience' you should think 'what are my weaknesses, how can I improve them and what do I need to implement to fix this?' You need to identify specific goals, so you can work towards them and build a relevant strategy.



## ADOPT THE OMNI-CHANNEL MODEL WITHOUT LOSING SIGHT OF THE BIGGER PICTURE

You cannot measure what you don't know. Adopting an omni-channel Contact Centre is a valuable step, but being able to track the interactions that you have with your clients across multiple channels will considerably increase your efficiency.

To make the most of your Contact Centre solution, you should adopt an omni-channel CRM system that will be able to track the multiple ways in which a client has been interacting with your company under a unique record. Whether it is through their Facebook or Twitter accounts, email, SMS, phone or via chat, having a unique source of information will be time efficient and much easier to manage.



## ENSURE A SEAMLESS INTEGRATION

Implementing a new Contact Centre solution can be a huge transformation for your business. In order to ensure a smooth transition, you will need to consult your IT experts to assess whether or not other systems within your company are compatible with the new solution. The last thing that you want to do is implement a solution that doesn't work with your current infrastructure!



## HIRE THE REQUIRED SKILLS BEFOREHAND

One new feature of the Contact Centre is its social media capabilities. Being able to communicate with clients through Facebook, Twitter or even LinkedIn is a great opportunity to reach them wherever and whenever is suitable for them. Just be aware that you may need to change your style of communication across the different channels. Our recommendations would involve planning ahead with these changes, and hiring talent who are aware of social media best practice.



## BE SOCIAL MEDIA CAPABLE

We can't stress enough that you **must not bring social media into the mix until you have the right foundations in place**. The omni-channel solution will give you new opportunities to deliver a great customer service, but protecting the reputation of your company is paramount. Having skilled and trained people on social media is key. Here are some pointers to think about:

- **Social listening:** First of all, you should analyse what is being said about your company and services. You might learn a lot about your brand image and social media is a great way to listen to find out what people are saying. Take some time to analyse how each channel is being used: the tone, the habits, the content, etc. You may also find that people are using different channels depending on their message.
- **Training:** Once you have a clearer idea about how your targeted audience is using the different channels, you would need to obtain advice on designing your own process and best practices. You would need to develop a reference document for your agents, providing support and training for your team. Engaging through social media isn't the same process as providing customer services via phone, email or chat. The ideal situation would be for you to have some social media experts in-house that can train and accompany your agents throughout this new journey.
- **Engage:** Once you feel comfortable and familiar with the multiple ways that a client can reach you, and have your team ready, you will be ready to take control of your social media channels. Collecting feedback from your agents will considerably help to improve the quality of your customer service. Getting it right can be a long process, so do not hesitate to interact with your audience, measure and readjust your approach and strategy.



## REMEMBER THAT NEW CHANNELS = NEW KPI'S

With new channels come new expectations. As mentioned, your clients are certainly going to use them in different ways. Therefore you might want to amend or integrate new KPI's for your team.

Some things to think about include defining the acceptable time to answer a Tweet, a Facebook post, or a LinkedIn message. For example, Twitter is generally seen as an instant micro blogging platform, whilst it is more acceptable to answer within a couple of hours on other platforms. Besides the timeframe, you might also want to set up new KPIs: how many tweets / Facebook posts must be answered per hour? This is basically the same process that you are already using for phone calls or emails.



## THE EXPECTATION OF 24/7 SUPPORT

Certain social media platforms will require a constant level of control and response. If you are serious about adopting those channels, you need to be aware that your audience will expect you to be available for them at anytime. If you give them the opportunity to reach you, you should be able to answer them in a short time to avoid negatively affecting your reputation.



## ADAPT YOUR COMPLAINT HANDLING PROCESS

We express ourselves differently depending on the channels we are using, so be prepared for the dispute handling to be really different. With social media, as there is not a 'personal' engagement with an agent, people express feelings and spontaneous reactions rather than rational complaint. You might need to ask your team to be more patient and diplomatic, and they may need further training.



## ENSURE SHARED PLATFORMS BETWEEN YOUR CUSTOMER SERVICE AND MARKETING

It will be crucial that you bring your marketing and customer service managers together to design your social media strategy. You want to ensure that you don't end up having two conflicting positions as these teams both contribute to company reputation and growth. For this, you will need to align the tone they are both using, and if you are not sure that your agents are quite ready to take part to this journey, your marketing department might already know how to handle social media interactions. They should be able to give your customer agents some guidance and support until they are fully trained and operational.

Beside this, we recommend having someone partaking in social listening on a constant basis to check how your brand image is evolving, and monitoring what is being said about your company. Modify your best practices and organise training regularly according to what is being observed.



## MIXING YOUR MEDIA SOURCES

Don't be afraid to mix your channels. Rather than considering each channel as a unique way of communication, you can share a call to action via Twitter, a website link on Facebook, and so on. This will assist you in growing and optimising your online presence. The vast majority of customers are now comfortable with swapping between channels if it provides relevant and quick information.

We hope these tips have been useful to you, and if you require any assistance or advice, please do not hesitate to contact one of our experts at Nexon Asia Pacific on **1300 30 12 12**, or email [sales@nexon.com.au](mailto:sales@nexon.com.au).

We look forward to helping you along the journey.

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To find out more about Nexon Absolute Contact Centre, email us at [sales@nexon.com.au](mailto:sales@nexon.com.au) or visit [www.nexon.com.au](http://www.nexon.com.au)

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