



MAXIMIZE
VALUE

OMNI-CHANNEL SALES & SERVICE

Competent and individualized customer communication across all channels

Social media, websites, mobile apps – the number of channels customers can use to get in touch with companies in our digital age is constantly growing. Intelligent omni-channel services connect the various contact channels so seamlessly that customers can easily resolve any queries they may have, even if they use several different channels for this – without having to explain their problem right from the beginning again.

We operate an integrated service architecture for you, and offer you competent customer service that provides a comprehensive and positive customer experience on all channels – be it by text chat, video interaction and social media, or simply on the phone.

Customers today are making increasingly greater use of the various channels that companies are offering them. Responding to a billing letter via email, clarifying a further question by phoning the hotline at a later stage, enquiring about another rate via text chat while travelling by train, posting a complaint via Facebook – even taking known preferences into account, a significant number of today's customers are no longer bound to one specific channel of communication. ↘



OMNI-CHANNEL SALES & SERVICE

- Customer communication in keeping with the times – considering customers' channel preferences
- High service quality across all channels through cross-media customer history
- Improved service through personalized and individualized communication

This results in many challenges for the service team. To start with, there needs to be a centralized overview of all customer activity so that customer support representatives can select the correct customer approach in every situation. It also has the task of managing the capacity for answering queries across the various channels. It is significantly easier to do this in an environment that compiles all of these channels than by using isolated systems for each channel.

THE BENEFITS

With the omni-channel sales & service solution, the complexity of the service team's multiple channels for contact is distilled into a single, web-based user interface. The customer contact history is visible across all of the integrated channels. Additionally, customer data from other systems can be accessed in real time.

This means the customer support representative has a significantly better information base, making it possible to individualize conversations with customers and ask them about their preferred channels of communication.

Shifts in volume between individual channels no longer require a reactive change of plan because the same customer support representatives can respond to the queries within a single system, regardless of whether these queries arrive by email or by chat.

This solution is run from Majorel's data centers, which means we are the main point of contact, both for technology and service, providing a worry-free package for your contact management needs.

OUR EXPERTISE, YOUR BENEFITS

- Integrated communication channels and customer history information make an individualized and personal service possible across a variety of channels
- Specialized training and experienced agents guarantee a high level of service across all channels
- All relevant information can be called up on one central cross-channel interface; no need to change systems when switching channels

About us

Majorel designs, delivers and differentiates customer service on behalf of some of the world's most respected brands and has 48.000 employees in 26 countries worldwide. It provides classic customer communication as well as digital solutions such as social media and online communication, automated interaction and AI, analytics, self-services and loyalty programs.

**Driven to
go further**

