

GLASSIX



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Customer engagement centers, multichannel vs. omnichannel, technology and everything in between.

Customer Engagement Centers

Customer engagement contact centers are the heart of every modern business.

Customer service is a top priority for many companies, and for good reason.

Most people report that customer service is an important factor in brand loyalty. In fact, market reports show that in 2017 alone, companies lost \$75 billion in customer attrition due to bad customer service. Today's technologies offer a variety of solutions including various communication channels, smart CRM systems, advanced telephony solutions and more.

Let's explore the tactics, trends & technologies and how do we combine them together.

The Difference Between Multichannel and Omnichannel

First, a short explanation about the big difference between multichannel and omnichannel.

Multichannel means having different communication channels through which customers can contact your brand, which is what many customer service programs are capable of currently.

The prefix *omni-* is from the Latin *omnis*, meaning all or every. Though omnichannel suggests covering more channels, the omnichannel vs. multichannel distinction goes beyond number.

Omnichannel means there's a strategy behind each digital touchpoint and all are connected for a more holistic experience — a reality and a difference many organizations are still not aware of.

Too often, customers experience frustration when interacting with brands because of disjointed communications. For example, a customer who contacts a customer service representative using a Facebook post via the brand's business page to report a missing package may have to repeat his problem when, later on, wants to provide his personal information via email, or if the contact center agent changes.

Omnichannel is the next stage of evolution of multichannel: it's broader, updated in real-time, and to the end user (contact center's agents), it brings the most relevant communication channels together in one interface to create a comprehensive timeline of the company's interaction with the customer.

Where Omni-Channel Meets Technology

Contact centers need to solve for this unnecessary disconnect. Technology can handle communications virtually anywhere customers choose to interact with organizations, and what's more, omnichannel contact centers ensures all touchpoints build on each other, not restart.

So, what should we do with our CRM application and how does both combine?

The role of CRM in an omnichannel world is not to create it. Your CRM contributes to your real-time **operational insights** across channels, and in some ways provides a channel to respond to them, like steering a social media customer service complaint into a private channel to head off negative publicity. One can't live without the other.

Multimedia in contact centers

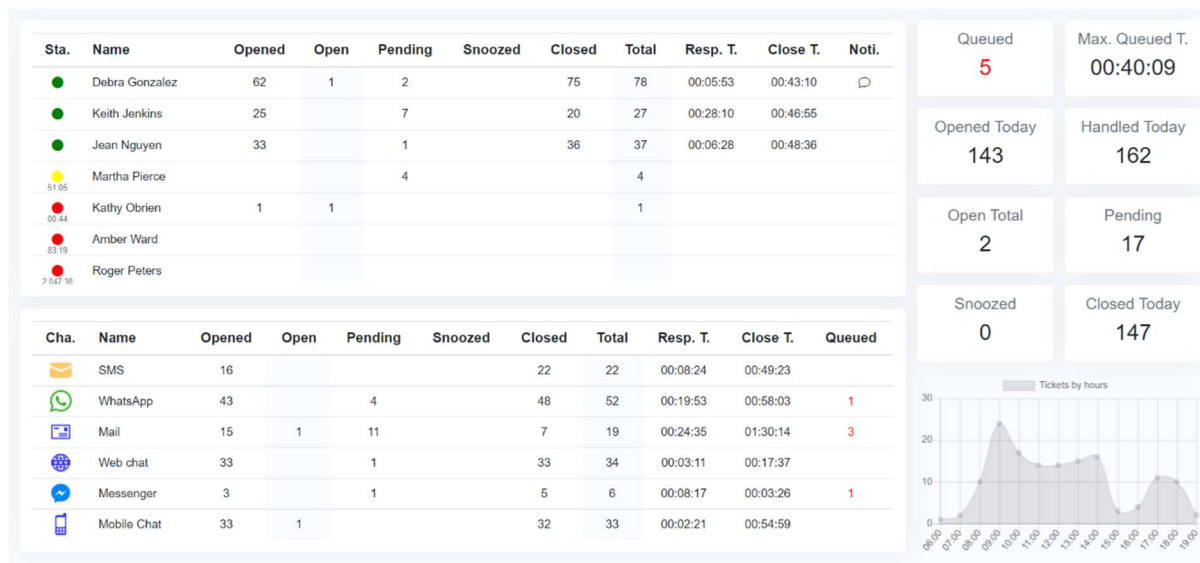
Multimedia is a great way to enhance customer experience, allowing brands to receive visuals, sound-clips and documents from their customers allowing collaborate digital processes collaboration.

Try to imagine how useful will it be to online view what a customer is talking about whether it is a defected product or a complicated document he can't understand. Let's combine it with self-service and allow a customer to view a video or an image-based user manual to shorten handle time. In a sales contact center scenario, think of a visual sale process where you can demonstrate or share your product gallery with your customer.

Glassix - Visual, Omnichannel, Interactive Communication Platform

Glassix understands the importance of integrating all the above and provides you with one platform that helps you to improve your customer experience and service in large scales.

Glassix enables businesses to turn their contact centers into a true end-to-end omni channel experience with rapid and simple implementation leveraging your existing CRM & IVR platform.



Full-duplex inbound and outbound omni channel messaging

- A full omni-channel solution including email, chat, social media, and more
- Transparent channel switching for a smooth customer journey
- Channel agnostic group chats with users in or outside your organization
- Smart knowledge base inc. self-service to reduce live agent involvement
- End-to-end encrypted messaging
- Secured authentication processes

Multimedia usage for saving time, money and on-site visits

- Receive visuals, sound and location to quickly understand your customer
- Send visual instructions by drawing or using readymade articles
- Dramatically reduce on-site visits
- Omni channel embedded document signature & collaboration module



A Secured open API

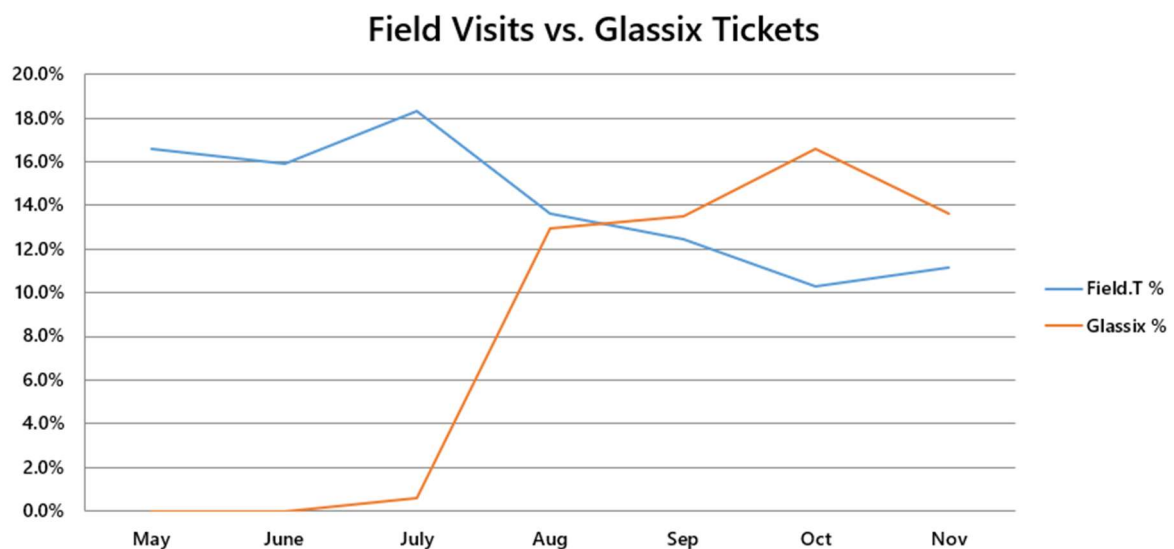
- A full bi-directional secure API to support any CRM or legacy system
- Managing user and roles via your existing CTI or AD
- The API is so broad, you can even make Glassix your bot's UI
- Push events including security online auditing alerts

Use Case I - Reduce On Sites Visits – **Verifone**[®]

Verifone implemented Glassix for hundreds of agents in 4 different departments with full integration to its' CRM systems

1. Sales team (documents signatures)
2. Credit cards terminal devices (visual support)
3. Retail POS software + hardware (visual support)
4. Head office applications (omni-channel communication)

In just 6 months, Verifone managed to show a 30% decrease of on-site visits in perfect correlation with Glassix's usage



Almost 10% increase in support engineers' productivity was viewed due to early adoption of new representatives and by switching to digital communication channels

Use Case II – Hybrid BOT/ Agent -

- Large highly regulated insurance company
- Digital hybrid BOT / agents using **IBM Watson's AI** via WhatsApp, Chat, SMS and more
- 5 independent departments including tickets' passing
- A fully audited secure solution including:
 - Penetration tests & technical due diligence
 - Secured website plugin using existing strict identification processes
 - Visual malware elimination module
 - Remote cloud data scramble after successful API import
- Full CRM & AI integration in just 4 weeks