



# Omni Channel

## Why we love Omni Channel (and so should you)

The key to an effective customer service is focusing on the channels where your customers are. Know your customers and let them interact with you across their favorite channels!



Voice, E-mail, Web Chat, SMS, Facebook, Twitter and other social media platforms...Yeah, you may think that today there are too many channels...and you will need a lot of time and resources to handle them, but do not worry, we can assist in managing the complexities.

## Overview

Today customers expect to communicate with companies using different channels and devices.

For example they may contact you by email, then on socials and finally they may call to talk with an operator, which needs to know all the previous interactions the customer had, in order to avoid the repetition of information and frustration.

Omnichannel is a great opportunity to improve your customer experience, if you collect information from different channels as a unique interaction.

# xCally Omni Desktop Interface

The Omni Desktop Interface enables your Customer Care Agents to manage the Multichannel Interactions i.e. Voice calls, Web Chat, Open Channels Interactions, E-mails, SMS, Fax and more.

Furthermore, the Agents can access to the Contacts (advanced address book), Internal Messaging, Real time Dashboards, Voice Calls List managed by the Agent him/herself (generic, scheduled and abandoned), Recordings



## Channels

### Email

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The XCALLY MOTION EMail Channel allows you to define the Email Accounts that the Agents, belonging to specific Email Queues, will use to send and receive Email messages from XCALLY Motion Omni Desktop Interface.

XCALLY Motion Email Channel service needs to be connected to the IMAP service of the mailing system.

#### → Benefits

- You can easily track email messages and agent assignments
- Organising and retrieving past email conversations is very simple
- Save Agent time by using pre-formatted responses
- Access to Customer Journey
- Performance metrics and reporting

### WebChat

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The XCALLY MOTION Web Chat channel allows you to define the Web Sites where you will be able to insert a Web Chat Snippet, which visitors will use to interact with your Customer Care, and to configure the routing logic, in order to deliver the Web Chat Messages to your Agents Queues.

### SMS

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The SMS Channel allows you to receive/send SMS from/to predefined providers, whose list is managed by XCALLY Integration Support Team. When xCally SMS Channel receives a request from that provider, it manages it providing a standard interface for all types of providers and Agent will manage the SMS interaction transparently.

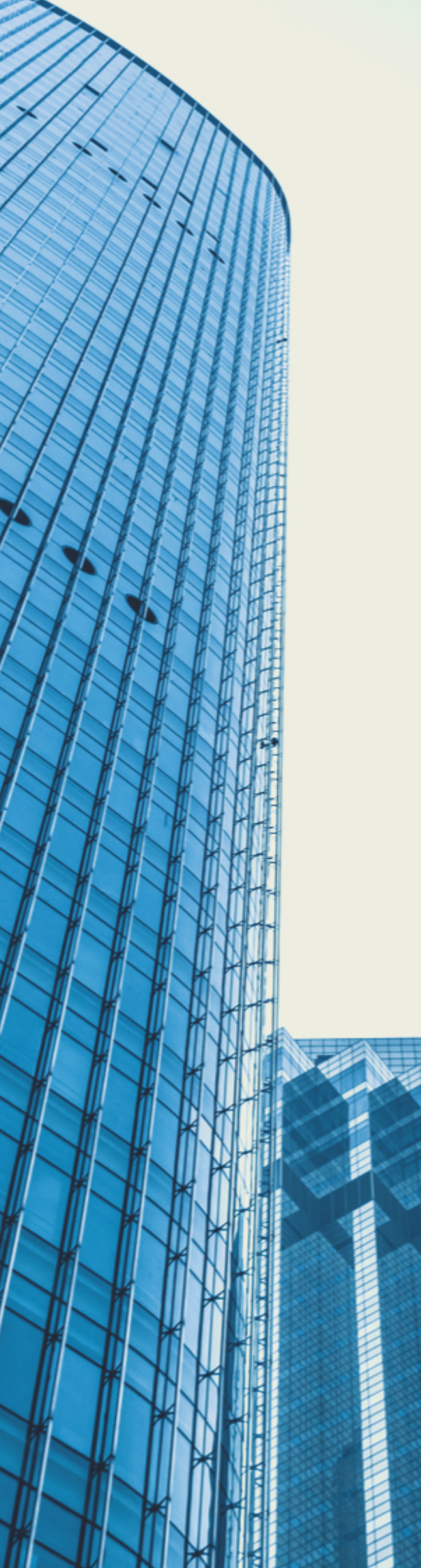
#### → Customer Service

- The interaction content is shared, retrieved and managed easily
- Supervisors can monitor in realtime all activities taking place in the SMS channel
- Save Agent time by using pre-formatted responses
- Access to Customer Journey
- Performance metrics and reporting

### Open-Channel

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XCALLY Motion Open Channel enables you to develop your favorite channel integration in just few steps: you will be able to easily manage your customer interactions through any channel inside the same OmniDesktop interface. Enjoy **Facebook, Twitter and Whatsapp** channels



## Contacts Manager

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Contacts manager is a light CRM that enables you to effectively manage interactions with your contacts. You can easily retrieve contact information and track activities related to the contact. you can view existing contacts or add new contacts to a list manually or import a file.

## Omni Channel Features

### Routing

Define action plan for each channel interaction . Route the incoming interaction to Queues, Agents, Auto-reply, Close

### Queues

Distribute each interaction to the proper skilled Agents

### Notifications

Custom seamless Agent notification

### Channel Capacity

Agents can manage several channel interactions according to the skills and capacity

### Customer Journey

All the channels share the same data structure

### Canned Answer

Reduce Agent response time by using preconfigured responses

### Custom Dispositions

Specify outcomes for interactions to inform the whole team of the closed interaction outcome choosing the proper label

### Tags

Use tags to better classify interactions and simplify work

### Collaboration

Know in realtime who is working on an interacton. You can easily contact another Agent through the internal Messenger chat

### Omni-Channel Monitoring

Realtime dashboard, default and custom reports