

OMNICHANNEL CUSTOMER SUPPORT:

One seamless experience



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OMNICHANNEL CUSTOMER SUPPORT: ONE SEAMLESS EXPERIENCE

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LANDSCAPE: EVOLVING CUSTOMER BEHAVIOURS



LANDSCAPE: EVOLVING CUSTOMER BEHAVIOURS

In an increasingly crowded market, companies have to work harder to win customers' business these days. In the fight for brand loyalty and advocacy, exceptional customer support is your ultimate [competitive advantage](#). Businesses these days not only need to keep up with their competitors but also the growing needs of empowered, tech-savvy customers everywhere.

In a time where convenience is key and speed is king, a speedy and seamless customer support experience helps companies stand out from the pack.

Before when a customer had a problem, there weren't a lot of options available for them to reach out to a company. But now, with technology weaved so seamlessly into modern customers' lives, it's not uncommon for customers to use multiple devices and move across different channels when seeking support.

This seamless experience is quickly becoming the norm - so much so that customers now expect a certain cohesiveness in their interactions with companies. A well-unified experience that feels so seamless the customer may not even notice it. In fact, it's often the lack of integration that the customer notices because it results in a jarring experience.



Companies that provide a consistent level of quality of service across their channels have 89% [customer retention](#), and companies that don't only have 33%.

Consider how frustrating it would be for a customer to reach out and instead of the support agent having all the information they need to solve the issue at their fingertips, the customer has to repeat the same information they've already provided. It would be an extremely disjointed experience. 89% of customers are frustrated that they have to [repeat their issue and relay the same information](#) to multiple support agents.

Great customer service is about reducing customer effort and friction.

In response to a changing landscape and evolving customer behaviors, omnichannel support emerged.



MULTICHANNEL VERSUS OMNICHANNEL



MULTICHANNEL VERSUS OMNICHANNEL

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The idea of multichannel and omnichannel came about in response to the evolving ways in which customers shop, seek support, and interact with companies.

To explain what omnichannel support is, we have to first explain into what multichannel support is. There are many different support channels that customers can communicate with you on. Below are examples of popular support channels:



Phone



Forums



Email



FAQ pages



Live chat



Knowledge bases



Video



Social media

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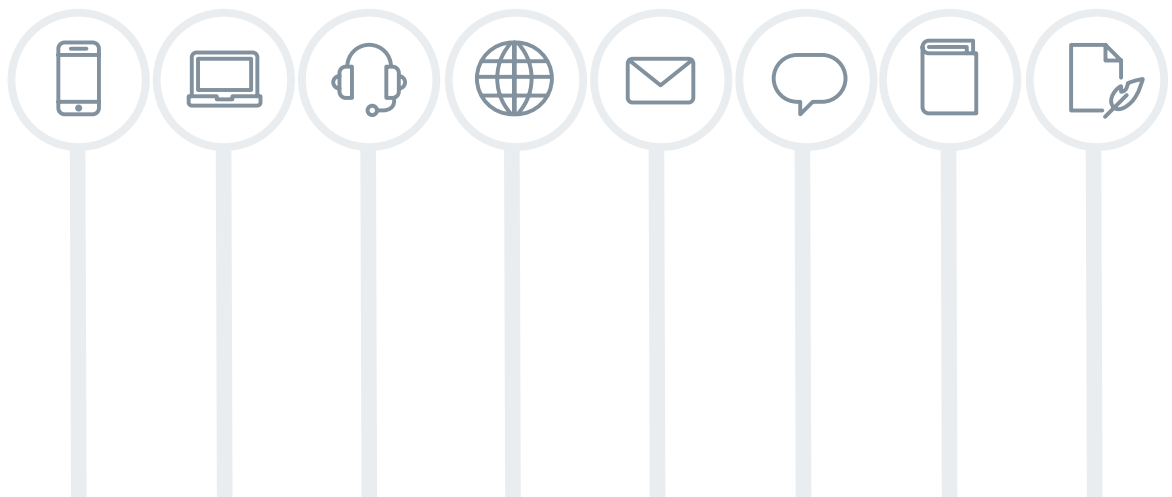
At its core, multichannel customer support is simply support provided across more than one channel. People used to only have a single method to contact companies. Now, multichannel support is the norm.

Customers now use a variety of devices and are constantly on the go so there are going to be certain channels that are more convenient for your customers, which makes it hard to cater to them if you only offer one support channel.

So multichannel support is exactly what it sounds - providing support across multiple channels. Omnichannel support goes one step further. While most companies offer multichannel support, fewer companies tie everything together to offer an integrated, omnichannel experience.

With multiple different channels, it can be difficult to provide an omnichannel experience without a support solution that's able to integrate all of your channels. "Omni" is Latin for all, meaning all of your channels are connected and can leverage other channels to create a cohesive experience for your customers.

This type of support solves the problem of a disjointed experience many customers are experiencing. As mentioned in Chapter 1, it's not uncommon for customers to jump around from channel to channel when researching and seeking support.



As more customers adopt mobile devices, the lines between offline and online channels start to blur. Think about it from a customer's perspective. To them, they're not thinking about how they're moving across channels. To them, it's the same company and therefore should feel like a consistent experience.

Plus, when they're reaching out for support, it's even more important that the experience is streamlined because customers' number one priority will be on how to resolve their issue.



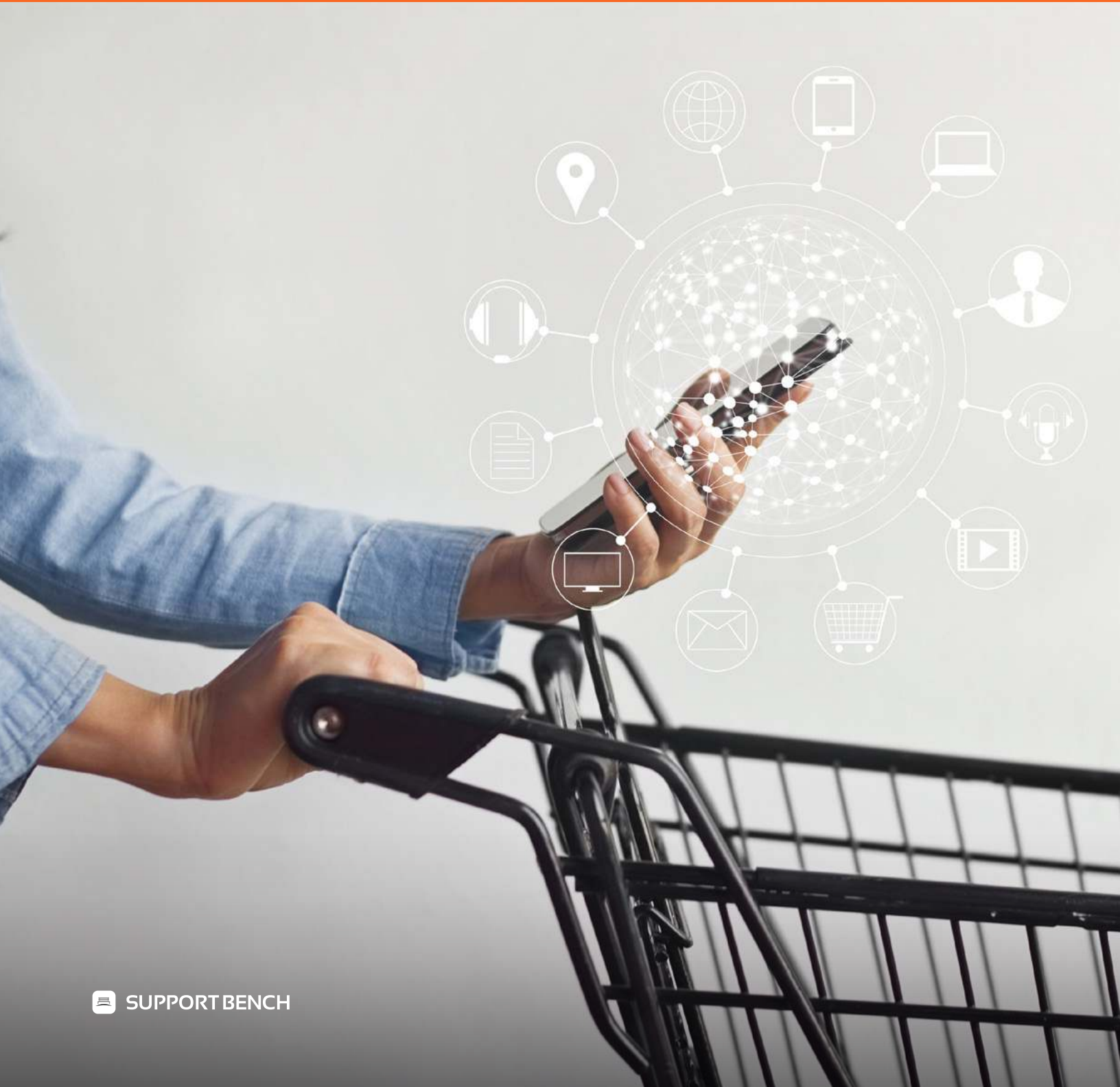
Before the idea of omnichannel, it was not uncommon for different support teams to be silos. When the phone support team isn't in communication with the social media support team, customers experience friction. Poor customer support costs businesses [\\$1.6 trillion](#) in lost opportunities.

On the other hand, an omnichannel experience may start with a tweet on Twitter, and then continue to an email and followed up with a phone case. And the unified experience carries over the customer's context and history to each channel so that the conversation is not interrupted. Omnichannel support empowers the customer to interact with you in one channel and seamlessly continue it on another.

An omnichannel experience is a holistic one with all of the channels operating as one so that when customers reach out for support on their preferred channel, they get an equally effective experience.






OMNICHANNEL SUPPORT BENEFITS



THE BENEFITS OF GOING OMNICHANNEL

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Better support your customers: Whether it's through your mobile app, via email, or on social media, let your customers reach you in whichever way they prefer and then easily continue the conversation across touchpoints. Customers will be much happier when they experience frictionless interactions.
- 
All-in-one view: With an omnichannel support solution, you get a high-level dashboard view of all your consolidated information, making it easy to manage and monitor all of your channels from one place.
- 
Streamlined agent processes: An omnichannel support solution aggregates all the relevant customer information (contact details, tickets, cases, escalations etc.) in a centralized location. This type of integrated interface gives your agents easy access to a complete history of customers' interactions, providing them the context they need to provide a smooth customer experience and allowing them to focus on making customers happy.

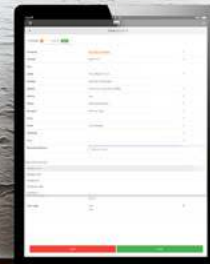
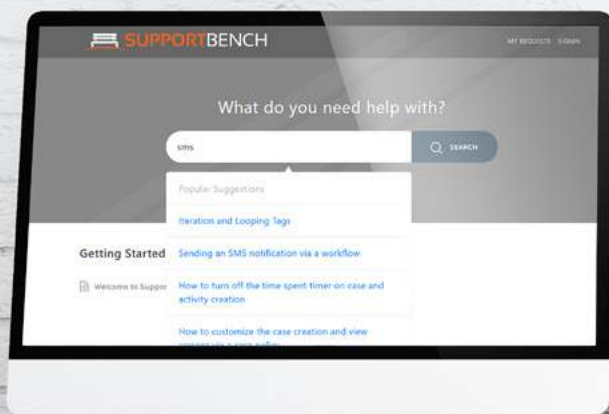




Better communication between departments: Omnichannel customer support helps encourage [collaboration](#) between your support teams as well as other departments in the company. A support agent can save a lot of time by searching whether other agents have already encountered and resolved the same issues.



Cost savings: In the long run, omnichannel customer support saves you both time and money. [Productivity](#) increases and resolution time decreases because your support agents no longer hindered by cumbersome processes. Customer satisfaction goes up because they get an [amazing customer experience](#), which turns them into brand advocates for your business, bringing in even more business.



OMNICHANNEL SUPPORT BEST PRACTICES

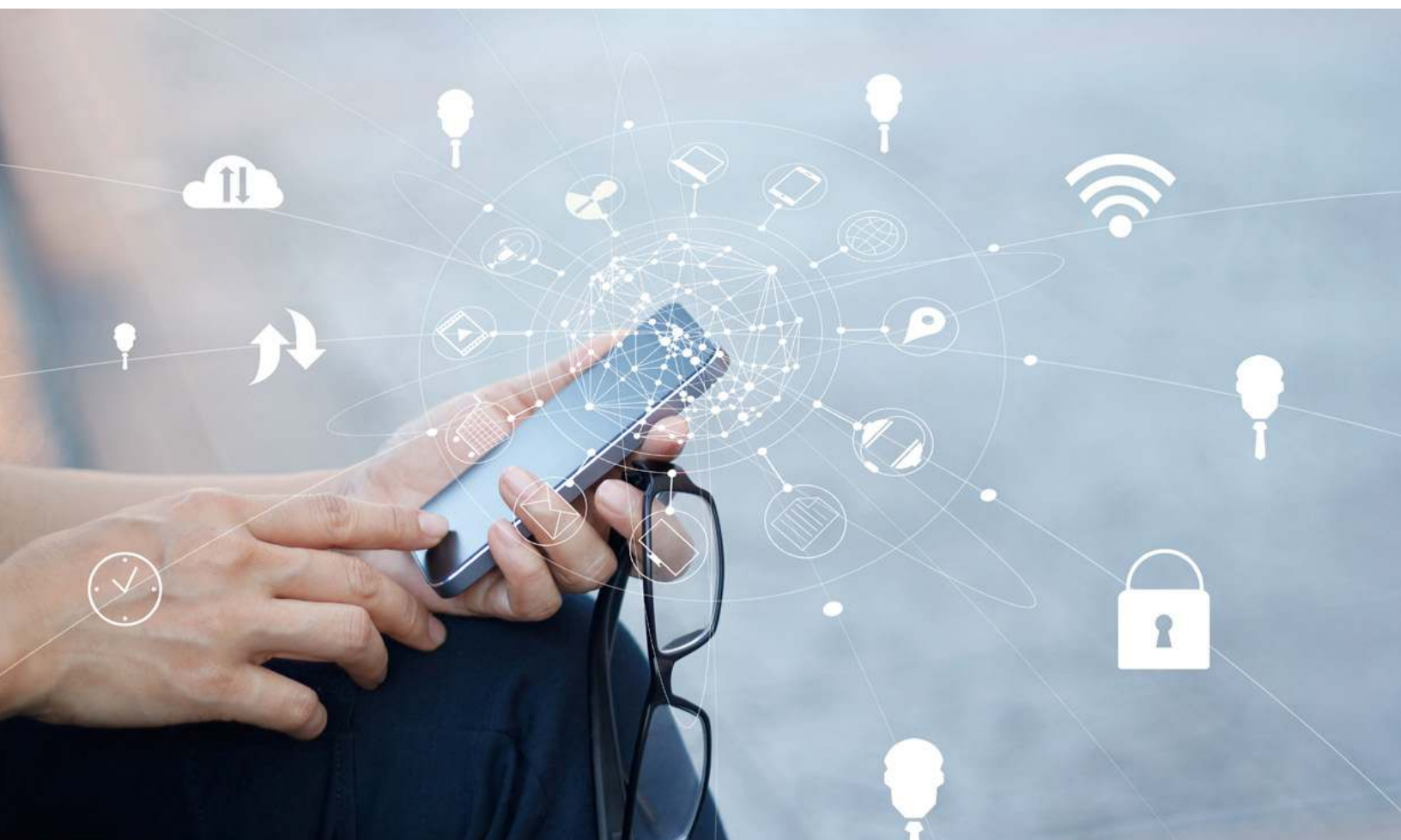


OMNICHANNEL SUPPORT BEST PRACTICES 04

1. RESEARCH THE RELEVANT CHANNELS

Omnichannel support certainly doesn't mean that you have to implement every channel under the sun. That might not be feasible in terms of resources and bandwidth but you should be offering support on the channels where your audience is seeking help.

Each business is different; conduct research to determine which channels would best support your customers and then ensure that those channels work together cohesively to provide an excellent customer experience. Because that's what it always comes back to - providing the customer with the best experience possible.



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2. OPTIMIZE FOR MOBILE

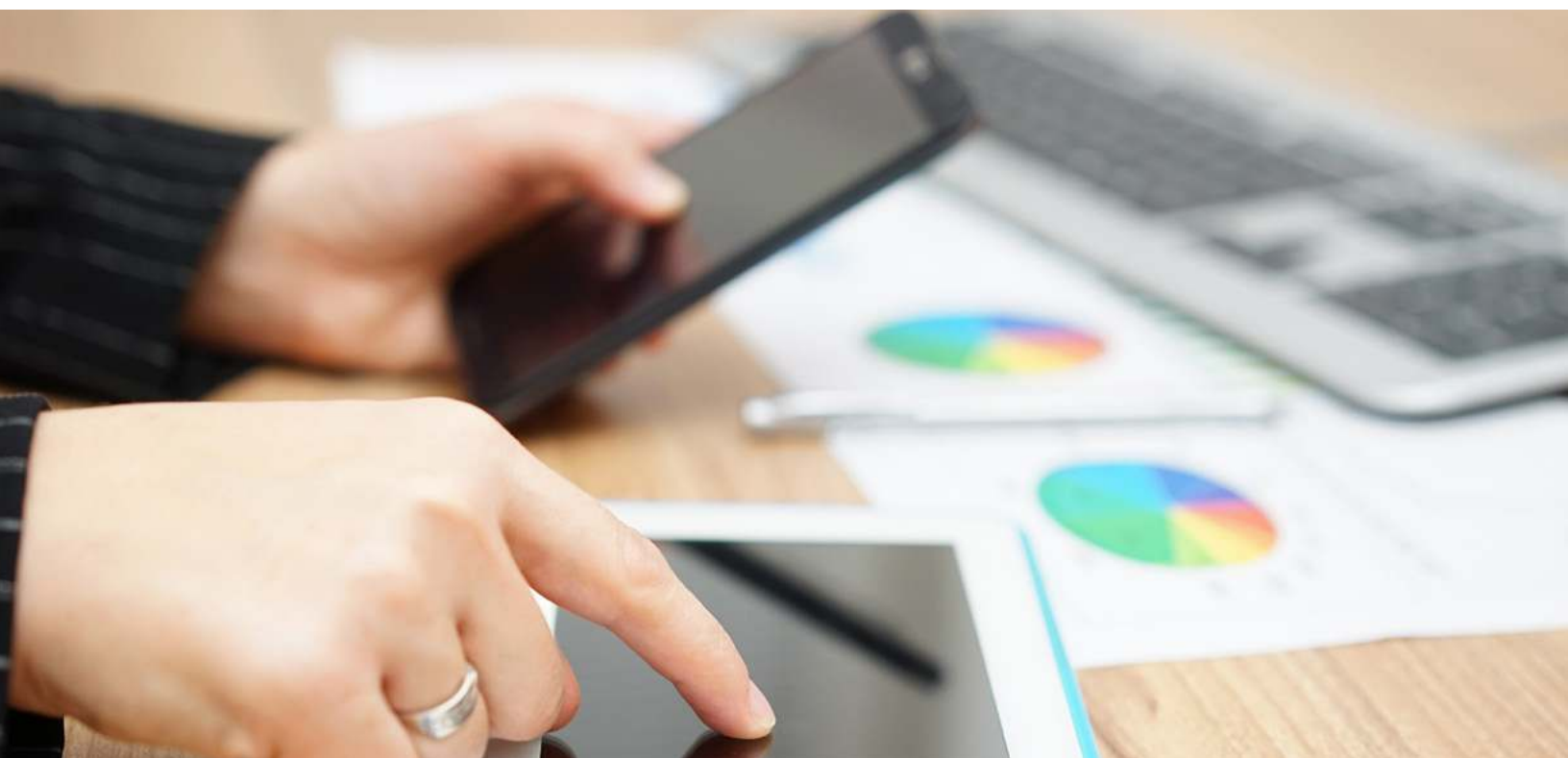
More and more customers are shopping and seeking support through their phone so it's more important than ever that your mobile experience is a seamless one.

52% of customers say that a [poor mobile experience deters them from giving their business to a company.](#)

One of the top customer friction points when searching for information on a mobile site is [incorrect display and difficult to navigate.](#)

Slow loading times also frustrate customers looking for information. Remember, speed is king. [A page load speed of 3 seconds or more can actually hurt your business.](#)

You want to remove as many blockers as possible and make it as easy as possible for customers to find what they're looking for.



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2. RESPOND PROMPTLY

In the age of instant gratification, it will not do your business well to respond to customers slowly. An omnichannel experience not only means that your channels are all seamlessly connected but that you are actively and promptly responding to customers.

Set up [SLAs](#) that make sense for your business in order to properly manage customer expectations of when they can expect a response.

Customers expect even faster help when it comes to social media. Social media is regarded as more instantaneously than other channels, and so customers expect an immediate response.

40% of customers who complain via social media expect [a response within one hour](#) but the average response time for leading businesses is [157 minutes](#), while 12% of businesses don't respond to customer messages on social media at all. Social media interactions cannot be ignored. In fact, [slow responses infuriate customers](#) more than when a business doesn't respond at all.

You also can't afford to ignore these messages because social media puts your customer interactions on a platform for a wider audience. When customer support is executed properly through social media, it provides the perfect opportunity to amplify these interactions and gain new brand advocates.



3. PROVIDE EXTENSIVE SELF-SERVICE RESOURCES

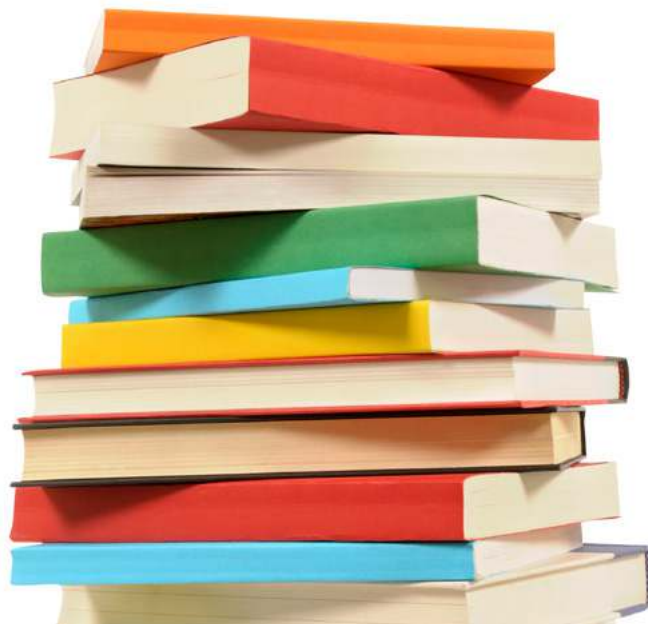
Many customers prefer to find the answer to their support issues themselves.

- At least 70% of customers [expect a company to have a self-service option](#)
- 72% of customers [prefer to self-service to resolve an issue](#) compared phone or email

In response to this shift towards self-service support options, companies have started to build knowledge bases and comprehensive FAQ pages to cater to their customers' preference and meet their needs.

A knowledge base is a support channel like any other. In order to have a truly omnichannel support strategy, the quality of the information found in the knowledge base needs to be consistent with the quality of service a customer would get speaking to a support agent.

[An effective knowledge base](#) not only empowers customers to find answers on their own but reduces the amount the number of calls, resulting in a higher customer satisfaction and lower overall costs to the company.



4. CONSIDER IMPLEMENTING LIVE CHAT

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Depending on your business, a live chat tool can help be very beneficial. Live chat helps position your agents at the moment a customer experiences friction and alleviates customer frustration.

- 42% [prefer live chat](#) because they can avoid being put on hold
- 63% are [more likely to revisit a site](#) that offers live chat
- 44% say that being able to get support during a purchase is one of the [most important features a website should offer](#)

Advancements in AI technology and bots are paving the way for the [future of customer support](#). Live chatbots can answer some of the less complex problems, giving customers an instant answer and freeing up your agents' workload to focus on more complicated cases.



5. USE A CENTRALIZED SUPPORT SOLUTION

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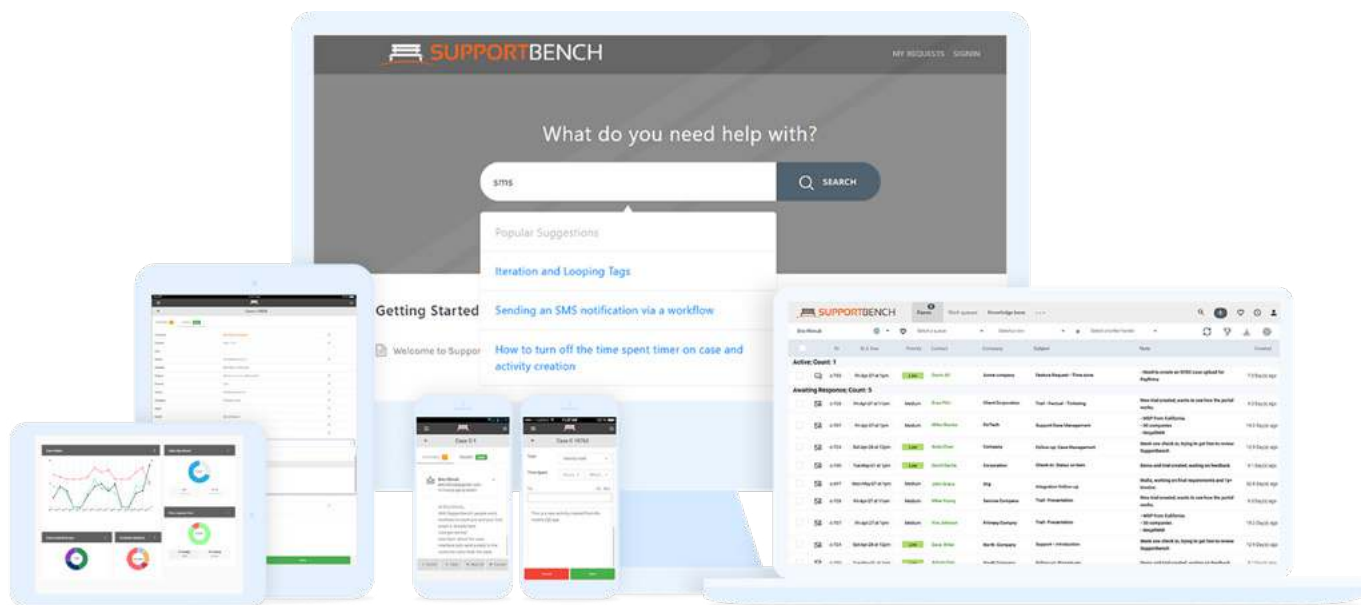
One of the main benefits of going omnichannel is that agents get an integrated view of customer data in one place, enabling them with the necessary tools to provide the best support.

Not only is it convenient for your agents to have everything in one place, a centralized support solution makes it easier for you to look at an aggregated view of your analytics to identify trends or gaps in your customer support. You can then [use the data to improve your customer support.](#)



CONCLUSION

The way that companies handle customer support has changed dramatically in recent years. Omnichannel support improves the customer experience by ensuring that as customers move from channel to channel seeking support, their context and history moves with them and regardless of how a customer reaches out, they're provided with fast, efficient, and consistent support. Historically, these channels worked separately but now they work together, sharing data, insights, and context, blending all of the channels into one seamless interaction.





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