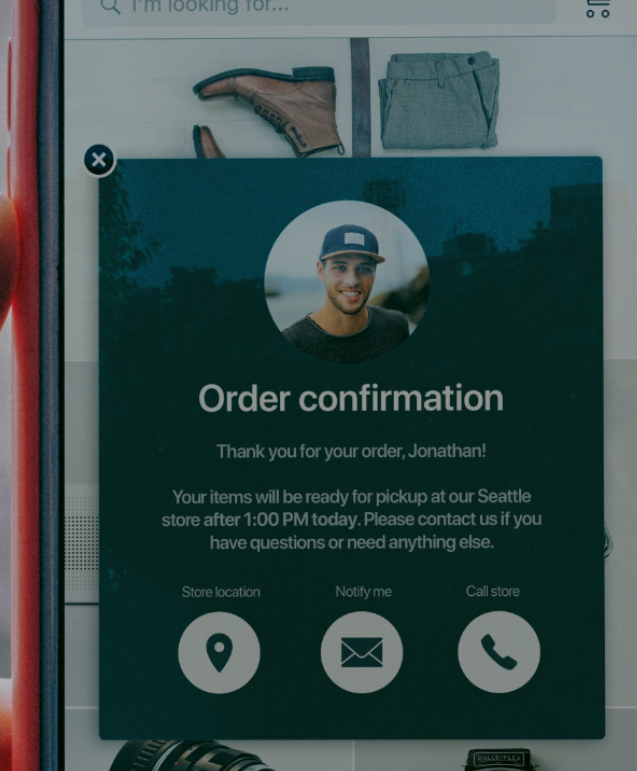# Omnichannel

Every channel, synchronized.

Channel of choice

From chat to social to video to voice and mobile apps, today's customers expect personalized service, delivered whenever and wherever they want. And if they don't get the experience they desire, the competition is just a click away.

From multi-channel to omnichannel

Digital transformation is not just about adding channels, it's about delivering seamless interactions within and between channels. We combine strategy, technology, and analytics to deliver a true omnichannel experience that enables always-on customer interactions across every touchpoint.

Context is the key to humanizing interactions

Digital transformation is no longer about adding channels – its about shifting, combining and crossing over touchpoints and channels.
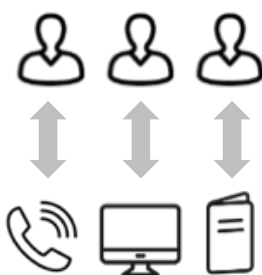
Aways-on customer interactions across every touchpoint

- Best-in-breed customer experience technologies

- 24/7 interaction across all channels

- Voice, IVR, email, mobile apps, social, SMS, chat, co-browsing, video, and bots

- Intelligent routing based on a customer's profile and history

- Scale at the pace of your business
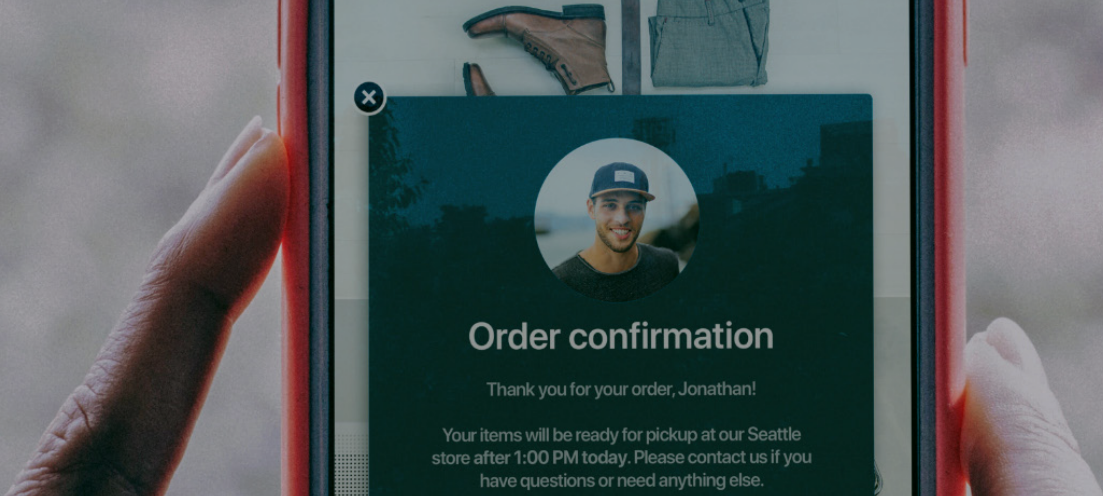

Single Channel   **Multichannel**   **Omnichannel**   **Automated**

Humanify™ Technology Platforms

⚬ Omnichannel Platform

Engage and delight customers at all times, across all channels, with a reliable and scalable platform.

Journey Orchestration

Enable seamless customer conversations, including assessment and analysis of the journey, throughout their entire customer experience.

Knowledge Management

Set associates up for success with a unified knowledgebase that is accessible anytime, anywhere, and is always getting smarter.

Workforce Productivity

Get the tools to make your team successful: Workforce optimization, agent desktop, unified communications automation, and analytics.

AI + Automation

Intelligent Virtual Assistants make it easy for customers and brands by humanizing digital touchpoints and setting up support associates for success.

Omnichannel Benefits

Better Customer Experience

Engage customers when, where and how they want, with seamless coordination across channels.

Customer Expectation

Change how customers expect to interact and exceed those expectations.

Simplified & Flexible Deployment

Fast time to value and ramp up deployment that is consumable at your pace.

Reduce Cost

With the right channel mix and automation, brands can save millions a year.

Phased approach to modernization

Single channel to multi-channel to omnichannel to automated.

"The customer experience has become a lightning rod. It has risen from a tactical cost of doing business to the battle ground where customer loyalty is won or lost."

Ken Tuchman
Chairman + CEO, TTEC

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ttec.com
+1 (303) 397-8100