



STRATEGY GUIDE

Create Effortless Omnichannel Experiences

4 ways to hit the right notes with omnichannel customer journey orchestration and delivery.

A man with a beard and short hair, wearing a denim jacket over a light-colored t-shirt, is singing into a microphone on a stage. He is looking to the right. The background is dark with blue and cyan lighting. A large cyan diagonal shape is on the right side of the image.

Don't be another one to bite the dust

Digital channels continue to disrupt the CX world. Customers want to interact on their own terms, on their own time.

That's why brands who master a truly effortless omnichannel customer experience leave their competitors in the dust.

Performing a crowd-winning effortless experience takes meaningful work. It requires a deep understanding of your customers' unique journeys, which informs journey orchestration of effortless interactions across any channel customers choose.

In this strategy guide, discover **4 key strategies that hit the right notes to for effortless omnichannel CX.**

Rise up to the challenge

4 key strategies that hit the right notes with omnichannel CX



Design effortless customer-centric journeys



Automate & optimize the experience



Operate across the business



Leverage cloud technology



Be sure customers never walk alone



Design effortless customer-centric journeys

Get a clear view of what customers are experiencing before making decisions on new journeys.

Create a touchmap that deconstructs unique journeys into discreet steps that illustrate key moments of truth, delight, and frustration. Then learn what tools and technology are needed to fill in gaps to orchestrate and accelerate your future-state CX.



How to hit the right note:

Start with the customer and deploy an outside-in approach to journeys

Integrate data silos for a 360-degree view of your customer

Empower both the customer and employee through effortless design

Build an agile and insight-driven service delivery model

Make it easy like Sunday morning



Automate & optimize
the experience



Once you understand what an effortless customer journey looks like, keep refining it to continually improve the experience.

Simply bolting on new channels often results in a more disconnected and frustrating experience for customers. Instead, connect channels behind the scenes for a seamless customer-facing omnichannel experience. Find where automation will reduce effort and make it easy for the customer to have their needs met.



How to hit the right note:

Apply effortless customer self-service where it makes sense

Enable and equip your associates with the tools they need to deliver effortless experiences

Optimize the channel mix by balancing the ideal channel for the business with the most effortless channel for the customer

Apply different service levels for different customer needs – i.e., the fast path to an agent for a high-level need

Be (simply) the best



3 Operate across the business

The customer has a relationship with your entire company, so the journey shouldn't be confined to just the contact center.

Encourage other customer-related business units like marketing, sales, and finance to collaborate on a holistic CX ecosystem. Successfully managing and scaling operations across your entire ecosystem drives governance, superior customer experiences, and growth.



How to hit the right note:

Get buy-in from the top and ripple that throughout the entire organization

Assign a cross-functional transformation officer to oversee CX across multiple units

Encourage a collaborative, cohesive organization that embraces customer centricity and shares goals around delivering effortless interactions



Hey you, get onto my cloud



Leverage cloud technology



Cloud technology breaks down the barriers to successful omnichannel.

It's flexible. It costs less than on-premise contact center technology. It can support customers from virtually anywhere. But the real transformation happens when you get your contact center onto the cloud. AI and automation tools built into cloud technology enhance and augment the customer and agent experiences in ways not possible on premise.



How to hit the right note:

Find a cloud contact center partner with technology expertise and CX thought leadership to balance technology with humans

Develop a cloud strategy that focuses on leveraging innovative technology through the cloud to deliver effortless experiences

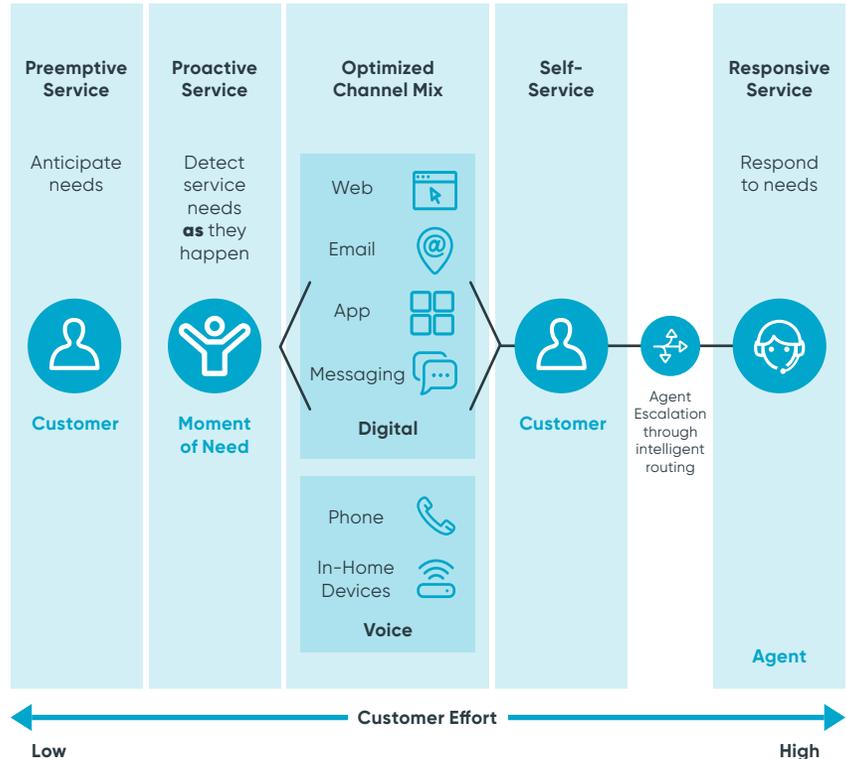
Act on cloud-based insights to drive further internal and customer improvements

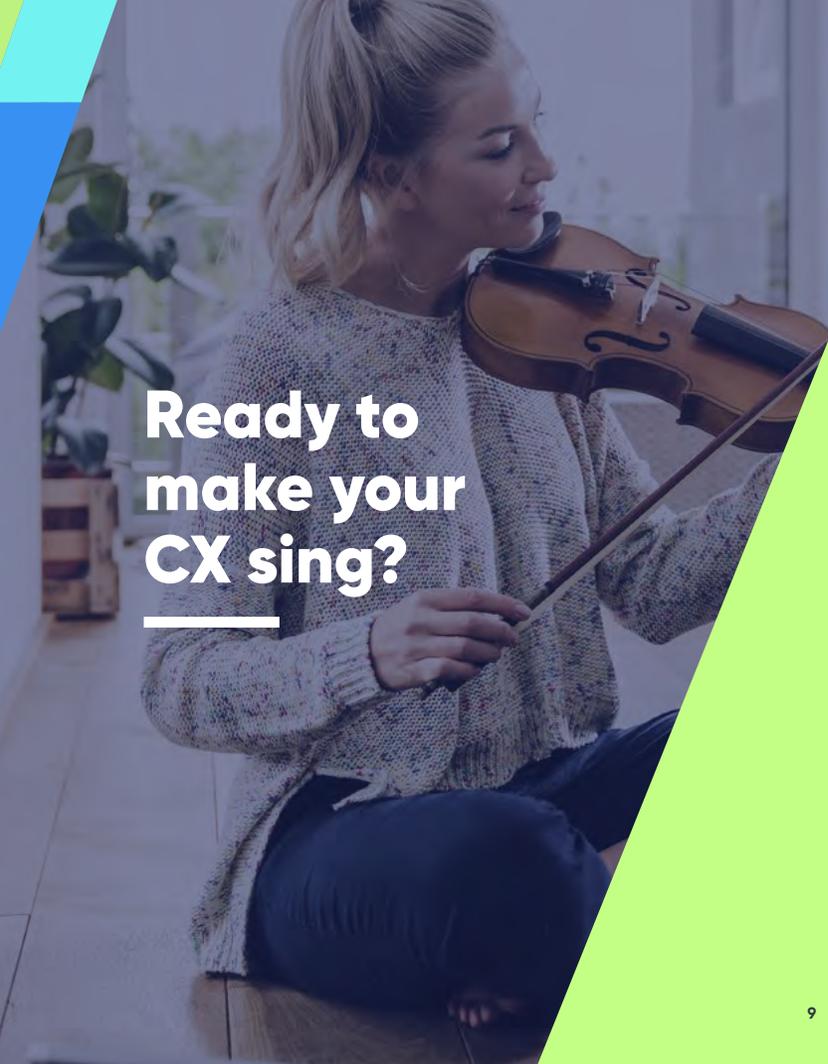
Omnichannel creates effortless CX harmony

Effortless omnichannel CX anticipates customer needs to enable preemptive customer service that avoids any customer effort, like automatically refunding an overcharge or alerting customers to service outage.

Brands can also be proactive or provide self-service options in a customer's moment of need. This saves effort on the part of the customer. And if customers need a helping human hand, agents are there to support them without any adding any more customer burden.

The result is harmonious CX that can't be easily replicated by competitors.



A woman with blonde hair in a ponytail, wearing a light-colored knit sweater, is sitting on a wooden stool and playing a violin. The background is a bright, indoor setting with a potted plant. The image is partially obscured by a dark blue overlay on the left and a bright green overlay on the right.

Ready to make your CX sing?

Technology alone is not transformative. Effortless experiences strike a balance of strategy, people, process, and technology.

TTEC is here to help leading brands launch and optimize omnichannel CX to deliver amazing and effortless experiences at scale.

Contact us today to learn more

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ttec.com/omnichannel-solutions

About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 59,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at [ttec.com](https://www.ttec.com).

