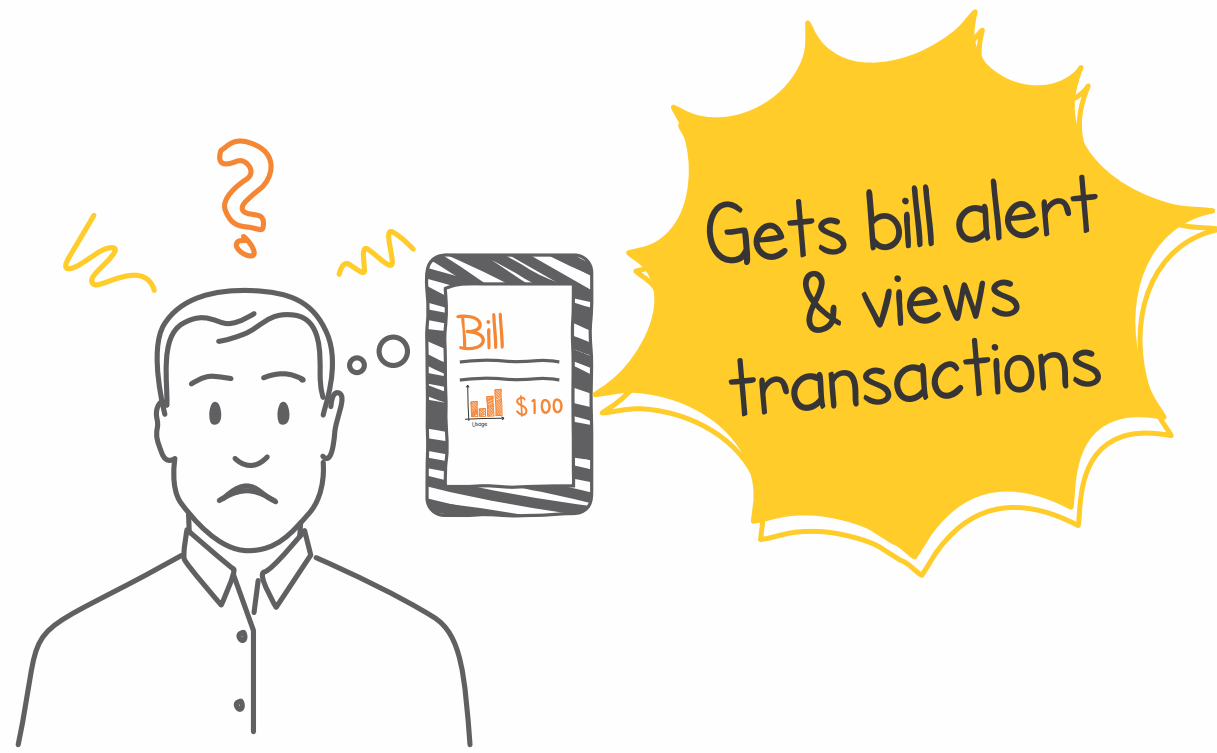


# Omni Channel Customer Service Use case

## Step 1: Bill shock



## Step 2: Raises a complaint



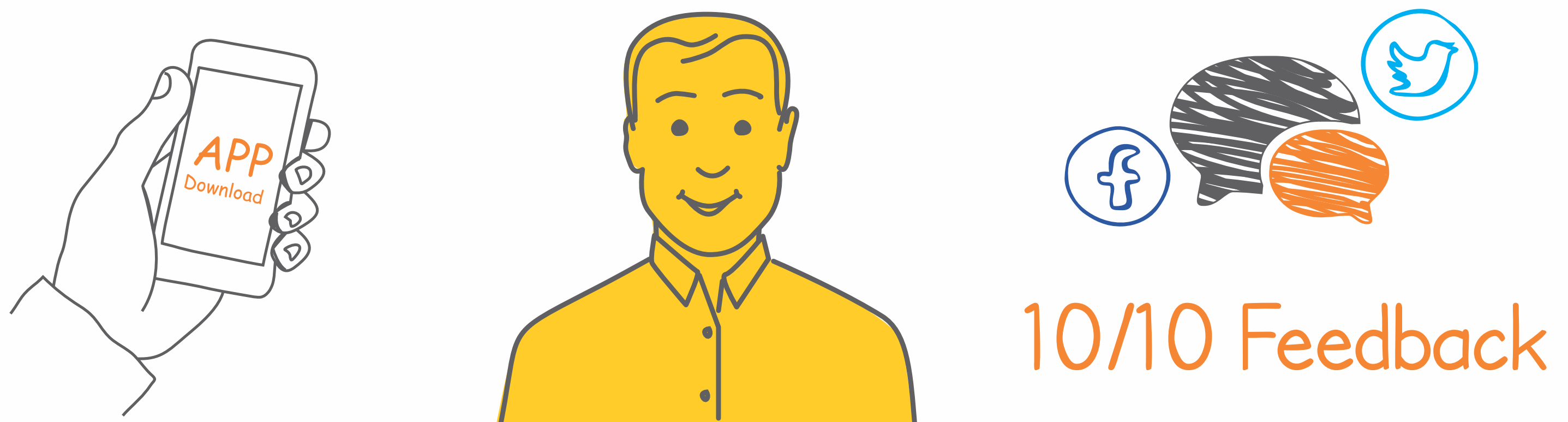
Begins raising a complaint on the mobile, but submits through the desktop  
When customer hops channels, information from previous channels is pre-filled

## Step 3: Customer care representative delivers contextual experience



CSR is empowered with a single view of customer, where she knows customer is HNI and has subscriptions in others lines of business as well.

## Step 4: Customer downloads mobile app and shares positive feedback



Customer is happy with the contextual alerts and convenience of self-service.  
Shares his experience on social channels