

The Future is Omni-channel Customer Experience

24/7



Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

—Steve Jobs

DO YOU KNOW?



- By the year 2020, customer experience will overtake price and product as the key brand differentiation
(Source: Walker)

- Companies that are experience-led have 1.6x higher brand awareness, 1.5x higher employee satisfaction, and 1.9x higher average order value. Experience-led businesses also have 1.7x higher customer retention, 1.9x return on spend, and 1.6x higher customer satisfaction rates.
(Source: Forrester)

- 89% of businesses are expected to compete mainly on customer experience.
(Source: Gartner)

3C's of omnichannel CX



CONVENIENCE

CONSISTENCY



COMMUNICATION

Run the future with Omni-channel CX

There is a growing need for Omni-channel Customer Experience, establishing new opportunities for telecom service providers to offer unique customer experiences and dynamic brand engagements.



Benefits of an Omni-channel Customer Experience strategy

- Reduce churn and improve Customer Experience
- Deliver unified experience across physical and digital channels
- Deliver contextual, relevant and personalized communications across all channels
- Offer higher customer engagement
- Personalization gets easier- Customers can experience a journey that is personalized to their needs and preferences.
- Enterprises get a “360-Degree View of the Customer”.
- Delivering the Right Service at the Right Time is the competitive advantage.
- Predicting Customer Behaviour is easier and accurate.
- The brand loyalty is enhanced.



UniServe™
NXT

helps you create highly personalized, cross-channel customer engagement. This delivers exceptional brand experiences uniformly across all digital touch points. Contextual experiences powered by data gathered from the most recent customer interactions help you improve revenues by sending personalized offers tailored to customer needs. UniServe™ NXT brings people, processes, and technology together to deliver a complete omni-channel experience.

