The Connected Customer

The contact centre plays a key role in digital transformation, delivering service over interactive channels and deepening customer engagement. 4net Technologies are enabling contact centre transformation through our award winning technology and service innovations that will support your organisation and your agents.

Omni/Multi Channel Contact Centre Solutions

Customer service has changed. The traditional way of managing customer relationships has changed. Your customers are more aware, more informed, and more connected. The way they want to engage with you has also changed and because of that, our businesses must respond and adapt.

Today's new "customer experience" strategies are being driven by these changes:

Your customers expect to interact with your business how and when they want, and they expect consistent experiences across all channels.

This has meant new challenges for the contact centre:

– How to improve customer satisfaction across many channels

– Staffing and managing new channels appropriately.

– Understanding the customers' choice of how they wish to be served and managing the experience.

– Understand what is causing poor customer experience and adapt in real time.

– Future proofing operations & infrastructure for flexibility to evolve easily and cost effectively in line customer expectations

– PCI compliance – how to provide easy cost effective management around electronic card payments and compliance

According to a recent survey, 93% of business managers recognise that not providing a, personalised, proactive customer experience can lead to lost customers, missed sales opportunities, lower revenue and reduced loyalty.

Omni/Multi Channel Contact Centres allow your customers to contact you the way they choose – voice, e-mail, web chat, social media, fax, SMS, video interaction, voicemail and walk-in. They provide a holistic, proactive experience by enabling companies to centralise and orchestrate all mobile, web and contact centre interactions that occur throughout a customer care cycle.

4net Technologies will work with you to design and manage interactive applications over SMS, social media and email along with existing mobile, phone, video, and other touch points from a single platform. This removes barriers to communication and ensures that you are just as responsive to your customers across all these media as you are on the phone, allowing you to efficiently integrate and maintain service levels across all contact types, and monitor and report on them.

Our multi channel approach does not remove traditional forms of contact; rather it enables your clients to contact your business when and how they choose.

4net can address the delivery model that is best for you and your business needs including:

– **Hosted** – using traditional hosting mechanisms such as shared hosting, virtual private servers or dedicated hosted servers

– **Premise** – traditional on-premise solution

– **Cloud** – include public (paid as a utility and can scale as needed), private (clustered servers) and hybrid (combination of private and public cloud)

– **Managed** – depending on the delivery model you can also choose how and what resources you want to manage the availability

– **Hybrid** – Some combination depending on the needs of your business and the application requirements

Its about giving your customers choice and reducing their efforts, making their experience seamless as they move between channels.