OMNI-CHANNEL

DOCUMENTATION

1. Why Omni-Channel?

In today's "Age of the Customer" world, the customer is engaging with organizations across channels — from web, social, mobile etc., Thus, it is imperative for customer-obsessed organizations to be listening, engaging, and acting consistently and effectively across all these channels.

An omni-channel program provides the ability to create a holistic snapshot of customers to better understand their needs, a goal that increases retention and lifetime value and provides the ability to deliver seamless and unique customer experiences.

2. Omni-Channel Program

Implementing an omni-channel program along every touch point of the customer journey — online, mobile, and social — will help you understand the customer experience and act quickly to reiterate brand exposure and increase customer loyalty. The Omni channel promise allows you to ask for feedback during your customer's experience or moment of truth, thereby allowing for shorter interactions or conversations than traditional long feedback forms.

Creating and executing a well-designed omni-channel program may seem like a daunting task — and it just might be one. Perhaps it would feel less daunting if organizations were to approach this as a journey toward Omni channel feedback collection rather than a single project.
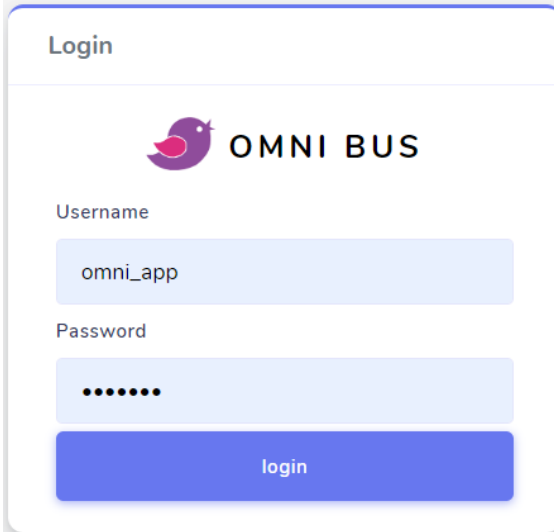

| branch office | websites | mobile | e-mail | social media | chat | call center | print anywhere | search |

"Accessible everywhere on PC, tablet or mobile"

"Business maintained application"

3. Login

There are two user roles.
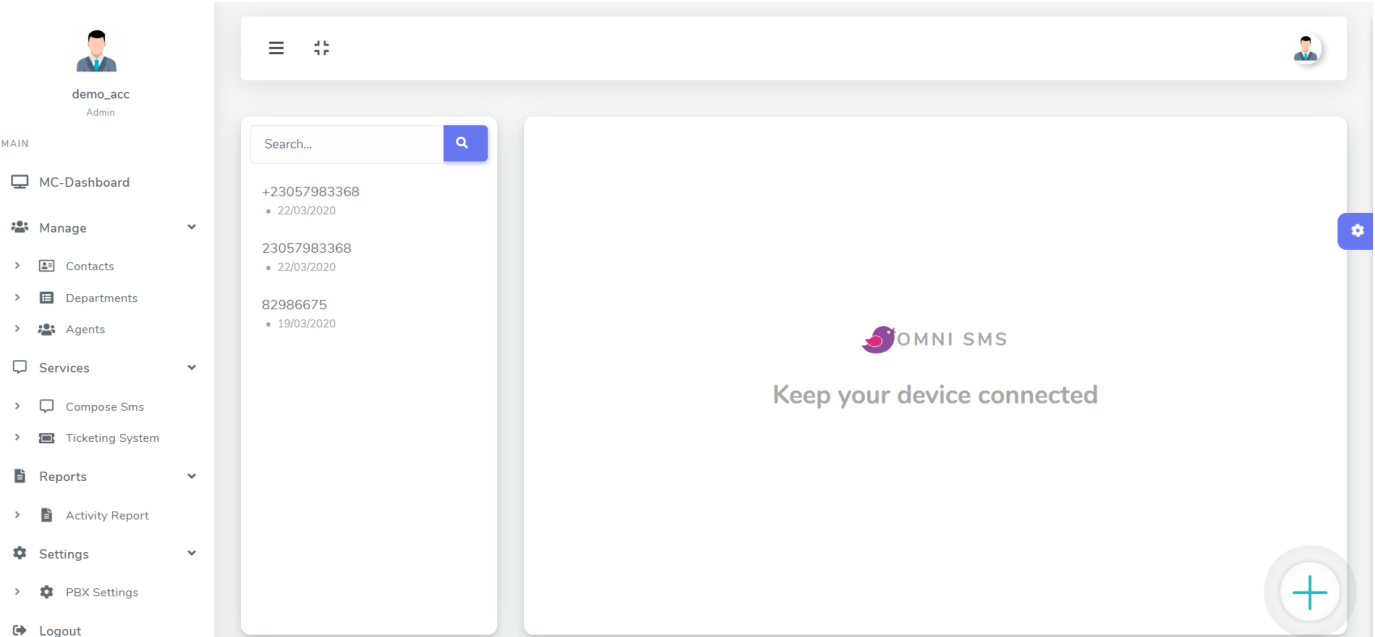
1. Admin

2. Agent

4. Dashboard

The customer information is securely transferred to backend systems as entered, and any activity on the front-end is immediately reflected on the back side to initiate actions, connect to back-end services and provide the required data on the fly.

5. Manage Agent

Manage customer support teams/agents to increase sales/support

5.1. Add Agent

Admin can able to add agent and control modules

"Time efficient and effective sales fully integrated

With the Traditional channel"

6. Manage Customer

Manage contacts and by adding individually or bulk import using CSV

7. VOIP Integrated – make calls (Web RTC)

In order to make and receive phone calls when you are not in front of your computer, you can use a softphone app on your cell phone in parallel of VoIP. This is useful for on-the-go calls, but also to make sure to hear incoming calls, or simply for convenience. Any SIP softphone will work.

You will then have to configure it as follows:

- Account name: 3CX
- SIP Server: the 3CX 'Domain'
- SIP User ID: the SIP 'Username'
- SIP Authentication ID: 3CX 'Auth Username'
- Password: the 3CX 'SIP Password'
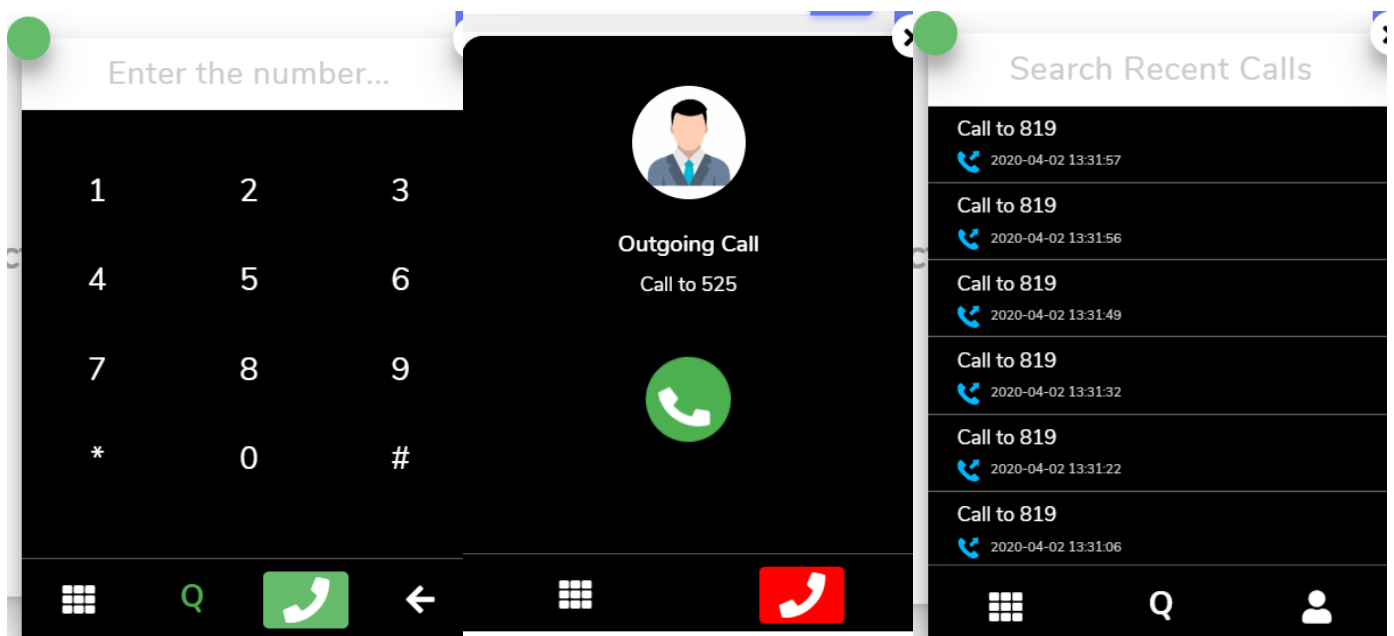
8. SMS/Chat

Customers can open direct communication to your workforce and receive the support instantly via SMS. All self-service customer actions are automatically recorded and can issue instant notifications for your reports to take action and create new business opportunities.

Web Chat

Monitor and chat with the visitors on your website, mobile app. Every day we listen to user feedback, to learn more about the features we should be focusing on. Feel free to chat with us at any time to discuss your specific live chat needs.

9. Ticketing System

Tickets						Generate Report
↵						
1	Access	swimmimg pool ah erumaky kon kahala kamehtho. Hulhumale platinum residence ga hu...	dhiraaguadmin	Closed	2020-03-20 19:12:47	
2	Support	2020-03-20 17:15:25: Incoming call from 7772119 to 116...	dhiraaguadmin	Closed	2020-03-20 19:12:57	
3	Call Center	2020-03-20 19:20:56: Incoming call from 7775546 to 112...	dhiraaguadmin	Closed	2020-03-20 19:31:53	
4	Support	covid 19 ah test kuraani kon baeh thao ...	dhiraaguadmin	Closed	2020-03-20 19:32:07	
5	Support	wants to inquire how to practice self isolation at home...	dhiraaguadmin	Open	2020-03-20 19:32:18	
6	Call Center	2020-03-20 19:07:43: Incoming call from 7445353 to 120...	dhiraaguadmin	Open	2020-03-20 19:32:35	
7	Support	2020-03-21 18:31:10: Incoming call from 9999700 to 119...	dhiraaguadmin	Open	2020-03-21 18:59:18	
8	Support	2020-03-23 17:19:23: Incoming call from 7766008 to 115...	dhiraaguadmin	Open	2020-03-23 19:47:31	

↵

dhiraaguadmin
Team: Support

2020-03-20 19:32:18

wants to inquire how to practice self isolation at home

Replies

click here to Reply or Re-assign or Close Ticket

---

10. Chat bot

A chatbot (or bot) is a conversational software program designed to chat with humans via text.

Chatbots can be deployed in a variety of channels including popular voice and messaging platforms. The use cases are virtually endless, from automating common customer service queries, to providing touch points along the customer journey, to optimizing internal IT processes, to learning applications like language and enterprise soft skills, to games, toys, entertainment, and more.

"Social Channels Integrated – Twitter, Facebook, Linked-in Chat/Capture/Respond"
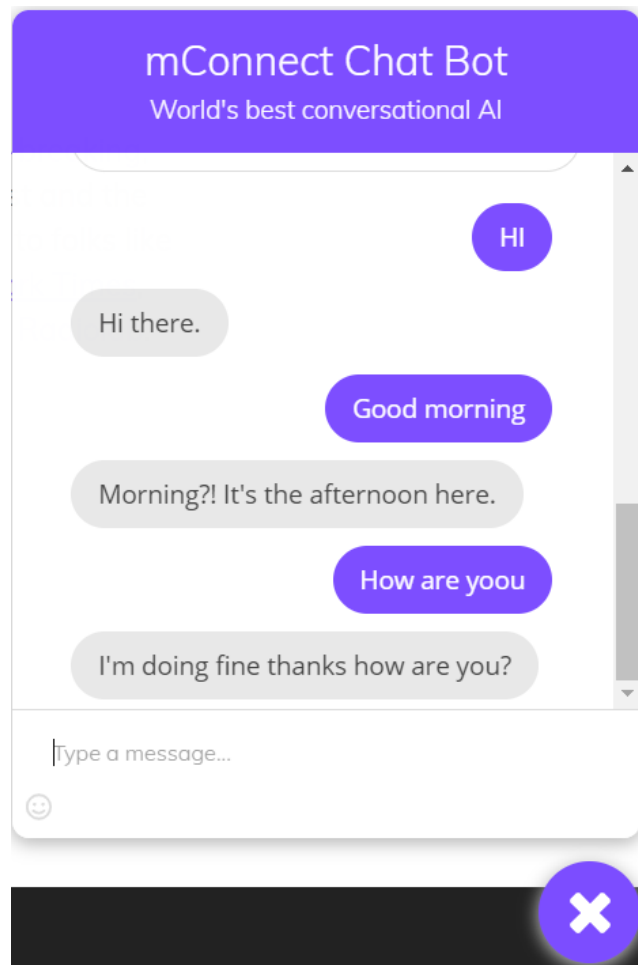
11. Agent activities report

Admin can generate agent individual or specific agent activity report daily/custom bases.

Contact Name	Phone	Agent Name	Notes	Department	Activity	Created Date	Created Time	Responsible Department
	XXXX	agent_001	covid19.health.gov.mv website hoadhaalan			2/4/2020	9:25:14	
	XXXX	agent_001	covid19.health.gov.mv site hoadhan			2/4/2020	9:25:22	
	XXXX	agent_001	rajje ah europe in annan kithah myhun register kohffa veythw aa adhi nugenes kithah myhun eba thibi thw aa			2/4/2020	9:25:55	
	XXXX	agent_001	Irufushi- leave vaan hadhan jehey gotheh ahaalan vegen			2/4/2020	9:26:08	
	XXXX	agent_001	Medianet in kohffa in mail ah answer nulibigen medianetadministration ge mail akun mail kohffa 7794905 - Azeez			2/4/2020	9:27:49	
	XXXX	agent_001	Arc Noble safari- from furan jehey goiy ahaalan			2/4/2020	9:28:19	