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Deloitte Omni-Channel Customer Engagement Solution

Reaching customers and tailoring the message to where and when they want it

Mobile and social technologies have introduced more options for consumers to interact with businesses, creating new opportunities as well as new challenges in the area of customer care. Businesses that operate across multiple sales channels, such as online and retail stores, and utilize reseller distribution channels can have difficulty delivering a consistent customer experience across the various customer touch points.

In these multichannel environments, customer data is often spread throughout numerous systems that span the different organizations that interact with the customer. This makes it difficult for customer service representatives to access customer data and leaves them with an incomplete picture of the customer's contacts with the business.

Forward-thinking business executives are looking for ways to consolidate their customer data and create a customer experience that is consistent regardless of channel.

How we can help

Our Omni-Channel Customer Engagement Solution can help you in your efforts to build strong customer relationships with deep loyalty by engaging with customers in the right ways at the right times. The goal is to help you create a holistic view of your customers by consolidating all of your channels, platforms, and customer data repositories into a unified view of the customer that includes a history of the customer's requests and behaviors, as well as a single source for customer records.

Analysis of customer behaviors can help you understand what the customer may want based on similar behaviors and characteristics from a larger pool of customers. The consolidated view of customer data, coupled with an

understanding of what they want, enables you to offer a consistent message back to the customer across every delivery channel. This allows you to assist the customer with the buying decision and take advantage of leading practices for each delivery channel.
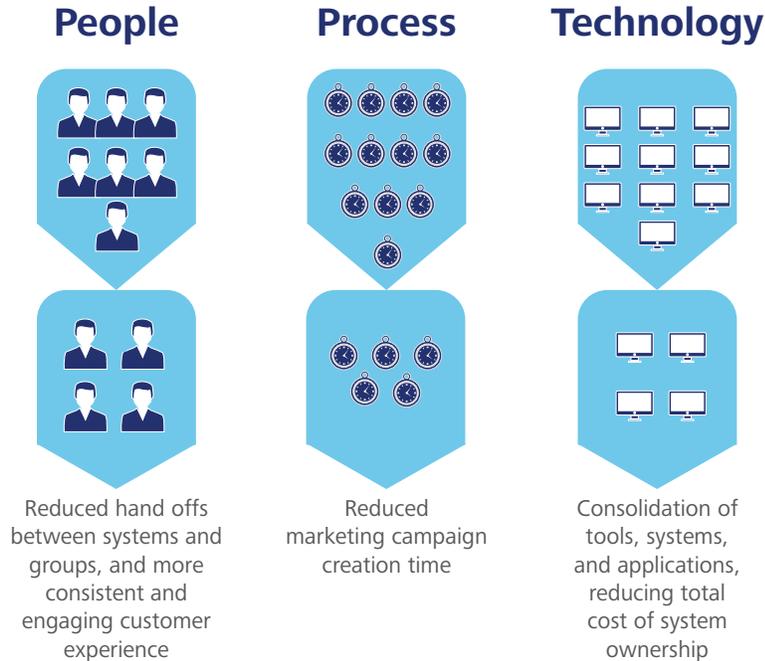
Deloitte brings a rich combination of experience and skills to help you get more value from your customer interactions. The solution leverages our experience in call center operations and digital marketing, as well as technology-led business transformation, to capture leading practices for achieving value through customer engagement. It combines process improvements with the technology capabilities of OpenText software to enable you to embed digital assets into traditional customer engagement workflows and deliver adaptive content that is integrated with your business workflows. The result is improved customer experience and more engaging and successful marketing campaigns.

Key capabilities provided by the solution include:

- Consolidation of customer records to create a single source of the truth that represents all channels and customer touch points

- Cloud-based repository for digital assets

- Integration between CRM and the repository of digital assets so that digital assets can be embedded in CRM workflows

- Customer relationship management workflows based on Deloitte's leading practices and vast experience in contact center management

- Digital marketing workflows based on leading practices for effective marketing campaigns and engaging customer experiences

Figure 1.

Potential benefits of consolidated customer management

People   Process   Technology

| Reduced hand offs between systems and groups, and more consistent and engaging customer experience | Reduced marketing campaign creation time | Consolidation of tools, systems, and applications, reducing total cost of system ownership |

Note: For illustrative purposes

Transforming CRM and digital marketing by embedding digital content

Integrating traditional sources of customer data with digital assets — as well as including Big Data — opens up new opportunities for customer engagement, allowing organizations to transform their marketing campaigns. Marketing campaigns are driven through the CRM system and tied to a single source of customer data along with a single repository of digital assets that can be integrated with customer data to deliver content-rich marketing campaigns.

The solution provides templates for generating customer communications that include embedded digital assets. Because OpenText software solutions are preintegrated with SAP® Business Suite, the SAP CRM system can embed digital assets into traditional CRM workflows. This allows your marketing team to bring campaigns in-house to drive down costs, while also increasing control over customer engagement. Embedded digital assets can also be used to send and receive contractual and billing documents to and from customers with eSignature capabilities, allowing paperless processing.

Because the solution offers centralized support for all campaigns, it can provide consistent messaging and content across all channels so customers can have a more consistent and engaging experience.

How digital asset management is integrated into CRM

Figure 2 illustrates how digital assets are integrated into a CRM system using OpenText software.

The system uses OpenText Document Presentment for SAP® Solutions to enable you to rapidly design and create brand-consistent documents for customer engagement. It includes predefined workflows that give business managers the ability to easily create content, such as marketing messages, campaigns, and cross-sell and up-sell offers.

The approach of embedding content into existing business workflows places control of customer communications in the hands of marketing and sales professionals, reducing the need for IT intervention and delays.

The solution can also be easily extended to add Web content management and e-commerce technology to power a Web commerce store that can become another customer touch point that is integrated to the same back-end systems. Integrating e-commerce into digital asset management enables responsive Web design and can take advantage of the integrated Customer Experience Suite from OpenText that includes Web content management, customer communications, and digital asset management.

Figure 2.

Digital assets are managed with OpenText content management software and integrated into digital marketing and CRM business workflows
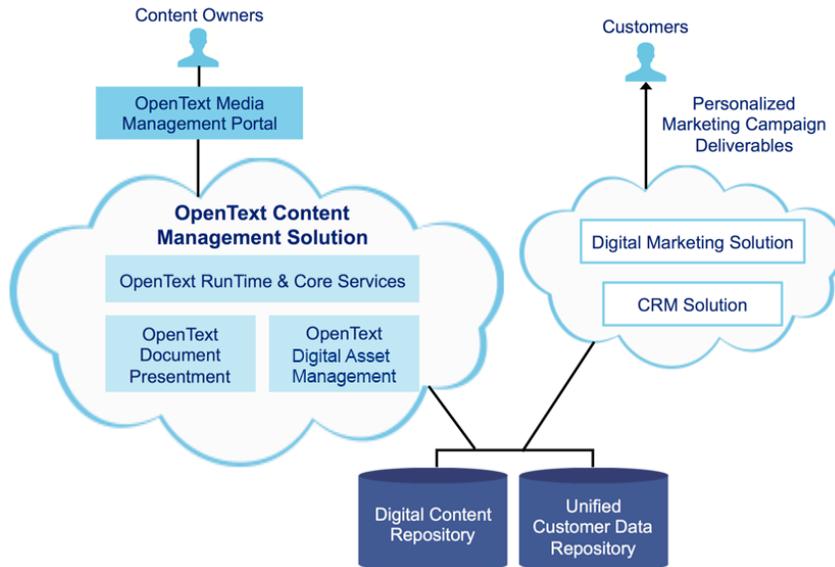
About our Digital Content practice

Producing one version of the truth requires more than the right technology infrastructure. Deloitte's digital content consulting services are designed to provide the strategic advice that organizations can use to help improve business performance. Rather than a narrow focus on technology and data, our services address the need for integration across the domains of technology, processes, and people.

Our practitioners are well versed at every level of the digital content stack, which includes enterprise content management, digital asset management, records management, and analytics. We bring an extensive set of capabilities that are grounded in a deep understanding of the business issues that drive the industries we serve.

Our goal is to help you unlock the value buried deep in your data. Our experience from hundreds of information management delivery projects enables us to bring practical know-how and insights that can unlock the data's value.

About Deloitte's contact center advisory practice

Our contact center advisory practice focuses on improving customer care, shared services, help desk, tech support, and collections contact centers. Our professionals combine strategy, operations, and technology experience from a broad range of industries, and some have managed contact centers themselves.

Learn more

To learn more about how Deloitte and OpenText can help you in your efforts to reduce risk and realize more value, please contact one of the following:

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