



Digital Omni-channel Contact Centers

Modernize Customer Engagement with Microsoft Dynamics 365 and Clarity Connect

PERFICIENT
vision. execution. value.

The marriage of traditional customer communication channels like phone calls and emails with modern, digital channels such as social media, mobile apps, and AI bots has created new opportunities and venues for customers to interact with businesses.

This increase in customer touchpoints can lead to more sales and brand loyalty, but it also gives businesses more opportunities to miss the mark on providing consistent, on-brand customer service experiences. You don't have to dig far to find examples of organizations failing to provide the optimum level of customer service on Twitter or Facebook, for example.

How can you make sure your business is providing the right message, to the right customer, at the right time, via the right channel?

Organizations are looking to technology to help address the challenge of providing consistent customer service across digital communication channels. Research firm Gartner expects that "through 2019, an ecosystem containing at least four types of product and vendor will be required to build the ideal customer engagement center, the core of which will be an intelligent system for CRM case management."¹

In this guide, we'll explore what these customer engagement centers, or omni-channel contact centers, can do to manage your customer service experience, and why multiple products – tied together with Microsoft Dynamics 365 – can help you deliver the ideal omni-channel contact center.



The Benefits of Digital Omni-channel Contact Centers

Customers expect a consistent experience with you, no matter their device or method of communication. Omni-channel solutions allow customers to interact with your organization across their preferred touchpoints, including voice, video, mobile, social, email, bots, and more.

Combining channels in an omni-channel contact center allows you to control response time and service levels, finding the right mix between self-service and agents. It is a mix you will need to refine and throttle in response to changing circumstances, resources, and requirements. This blending also makes it possible for you to reduce staff numbers by hiring multi-skilled agents to cover multiple channels, as opposed to staffing around the confinement of channel silos.

Omni-channel contact centers provide a host of additional benefits to your organization's customer service strategy, including:

- Displaying a universal view of your customers by consolidating all of your touchpoints, technologies, and customer data into a single dashboard
- Delivering a history of your customers' interactions and providing a single source for customer information
- Building deeper loyalty with your customers by delivering the right message to the right person at the right time



Omni-channel Contact Centers in the Cloud

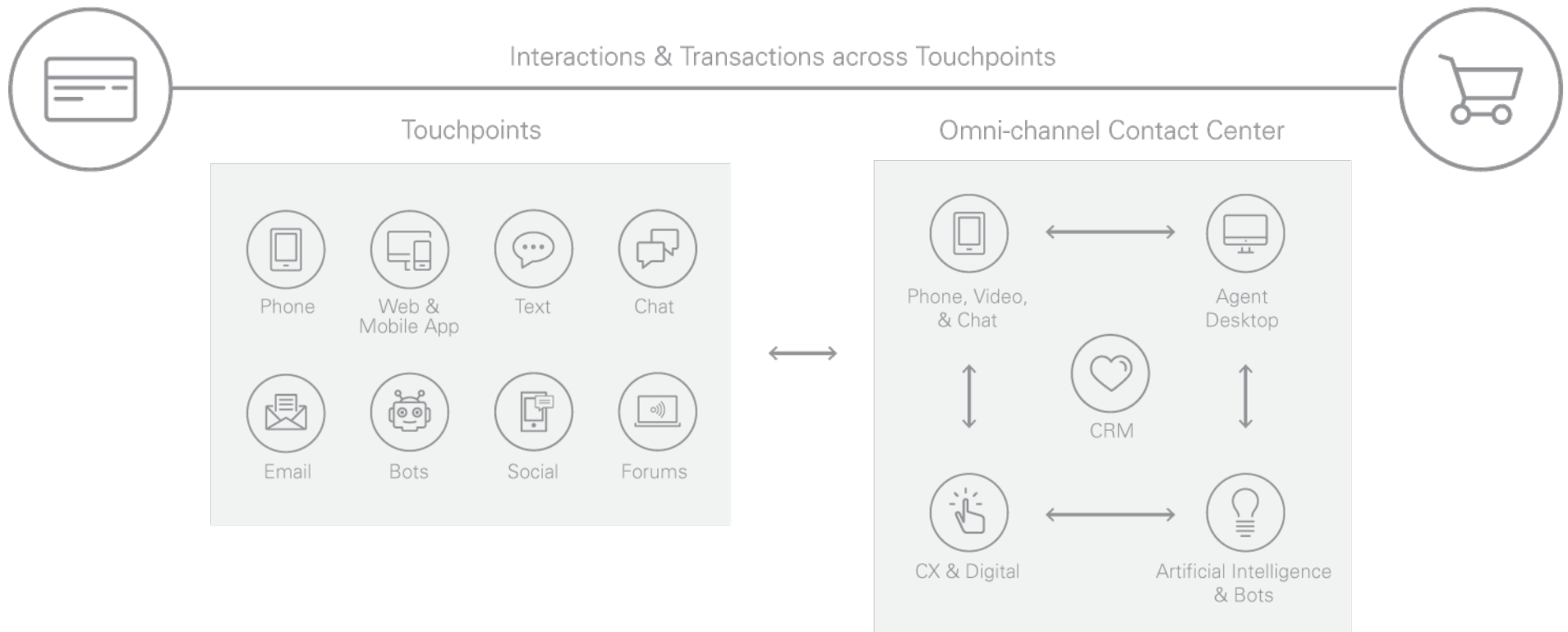
Because customer demands across channels fluctuate greatly depending on the situation, the cloud presents a unique opportunity for omni-channel solutions by allowing you to shift the costs and risks associated with hosting an omni-channel infrastructure and scale up and down as needed.

Microsoft's cloud offerings are a cost-effective way to provide a robust infrastructure for deploying omni-channel contact centers. You can combine these cloud offerings into solutions that address business-specific challenges, such as servicing customers across multiple touchpoints. Microsoft Dynamics 365 provides the base for an omni-channel contact center, while bringing together the Microsoft cloud into a solution that will allow you to easily engage with your customers on their preferred channel(s).

By 2019, over 85% of new packaged customer service and support software will be delivered on a cloud-based model.

– Gartner

Magic Quadrant for the CRM Customer Engagement Center, May 8, 2017





Is Your Omni-channel Contact Center Finding New Ways to Delight Customers, or Annoy Them?

The purpose of implementing new technologies is to delight and better serve customers and create brand loyalty. However, implementing disparate new communication channels more often than not annoys customers, rather than delight them.

Customers will inevitably have problems or questions about your products or services. A product may need to be returned, or there may be a complaint about a service. Many customers may access their account through your web site, browse the knowledge base, look at the FAQ, or run a search before they send an email to support or initiate a request for

help on Twitter. At some point, they might also want to speak to a human being, and make a call into the contact center. It's possible the answering agent may need to transfer callers to another department or specialist.

Imagine the customer is already frustrated and expects a smooth customer service experience from your business. You don't want your customer to have to repeat or re-enter any information they've already provided at any point on other channels. You don't want the customer's request to start all over from the ground up each time the customer crosses a channel. This will turn a frustrated customer into an ex-customer.



Omni-channel contact center solutions address and remedy these potential problems. The customer's information is fully available to the customer service representative who sees at once not only the customer's history with your business, but any interactions across other channels. The customer's self-service history is captured and available to any AI bots running on email and to the customer service representative. As the customer moves from chat to phone, and from customer service representative to specialist, the transitions are seamless as the customer's interaction information transfers across channels.

Skills-based routing allows the customer service representative to immediately see which specialists are available and on which channels (phone, chat, social, etc.). When the transfer is made, the specialist already has all of the information the agent had, and having done a quick search of the knowledgebase, greets the customer with information rather than a request for information. From the customer's point of view, the conversation simply continued in a progressive path toward the resolution of their issue.

Customers are more likely to buy more and be more receptive to cross/up-sell after a positive customer service experience. However, in the absence of this omni-channel consistency across the interaction and transaction, providing cross-/up-sell opportunities is only going to give your company more ways to annoy your customers.

Building an Omni-channel Contact Center with the Microsoft Cloud and Clarity Connect

Microsoft Dynamics 365 is the foundational element of an omni-channel contact center. Designed for ease of use and rapid implementation at global scale, this solution sports native mobile apps and integration with Outlook and Office 365, meaning that contact center agents come through the door already knowing how to use the basic operations. Microsoft Dynamics 365 is architected for ease of integration and modification for fast time to value. It was designed to manage relationships, facilitate workflow processes, and excel at finding structured data.

Skype for Business is frequently included in an organization's Microsoft Enterprise License, the licensing vehicle that powers their core productivity suite of applications. Skype for Business provides a world-class instant messaging, alert, and notifications platform. Agent-to-agent communication through instant messaging is sped by accurate visibility into the presence/availability of peers, subject matter experts, and superiors. This communication is augmented by desktop sharing, as well as a persistent chat environment that captures institutional knowledge.





Clarity Connect, Perficient’s custom contact center solution, augments Skype for Business with features designed with the omni-channel contact center in mind. Clarity Connect natively connects Skype for Business with a computer telephony and chat integration that provides all the call and chat flow and IVR tools agents need to seamlessly engage with customers directly in Dynamics 365. Agents can identify the customer, determine their need, and quickly route them to the best available expert using a skills-based automated call and chat distributor for more effective customer engagement.

Unified Service Desk for Microsoft Dynamics 365 brings together information from mainframes, websites, back-office financials, other CRM applications like Salesforce, and databases into a single pane of glass on the agent desktop. Because no changes are made to existing applications, this delivers value in a small amount of time, driving deep agent productivity gains for a heightened customer experience.

The Unified Service Desk for Microsoft Dynamics 365 is a standards-based integration solution that has already been built for many industries, including banking, communications, financial services, healthcare, insurance, professional services (BPO/KPO), public sector, and utilities. Leveraging the Unified Service Desk can lower implementation time, cost, and risk. There will also be gains from productivity increase and customer

satisfaction, and of course there will be a predictable area of significant cost savings from combining multiple channels.

Office 365 is a modern worker productivity platform that exploits the power and value of the Microsoft stack. Depending on licensing, many organizations already have this platform of functionality in-house but are unaware of its ability to turbo-charge the omni-channel contact center. SharePoint offers secure, extensible collaborative workspaces, enterprise portals, enterprise content management, social computing (blogs, wikis, team sites), federated search, and business intelligence that exploit the depth of Microsoft’s business intelligence suite. A perfect companion to Microsoft Dynamics 365, SharePoint was designed to capture and share the unstructured data that is the heartbeat of any vibrant, forward-thinking, customer service contact center.

Microsoft Azure and Cortana Intelligence Suite drive the next generation of automation and customer experience in the omni-channel contact center. The Azure Bot Framework can be leveraged to build automated bots once and then deploy across multiple channels including web sites, mobile apps, SMS, Facebook, and Twitter. The bots are further integrated with Microsoft Dynamics 365 and Skype for Business via Clarity Connect to provide a seamless transition from the AI-powered bot to a human, thus providing an engaging experience for the customer.

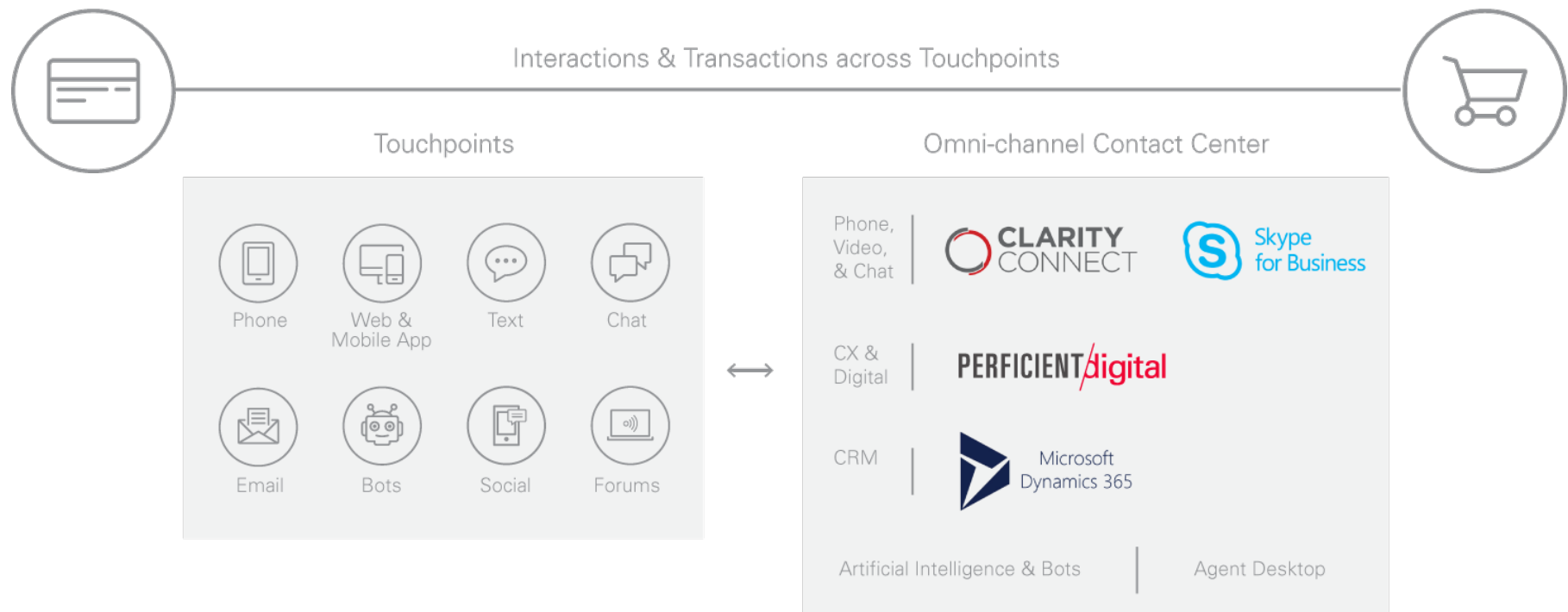
We Can Help You Deliver Your Omni-channel Contact Center

Businesses serve customers with applications and data that were designed for a specific channel. When a customer jumps channels, or an agent needs to access data for interactions across multiple channels, the customer service experience becomes fragmented, time consuming, and annoying for all involved. Not only do these disparate channels make delivering service cumbersome, but expensive as well.

Our approach to omni-channel contact centers works across channels. The ability for a customer's interaction to move between channels provides customers with a seamless experience that is otherwise impossible. Likewise, the presentation of customer information from across disparate channels, systems, and sources of information into a single interaction offers consistent, positive customer service and improves agent job satisfaction.

We are your partner on your digital transformation journey, implementing digital experience and business optimization solutions on the Microsoft Cloud. With our combined experience and industry knowledge, our team of industry specialists, management consulting professionals, and experience design experts deliver unparalleled vision, execution, and value.

We are Microsoft's 2017 Messaging Partner of the Year, Performance Partner of the Year, and U.S. EPG Partner of the Year for Office 365. We have migrated 4 million users to Office 365 and continue our cloud investments with Microsoft Azure, Dynamics 365, Skype for Business Online, Yammer, and SharePoint Online. We also offer custom developed solutions: Rise, our approach to the modern SharePoint intranet, and Clarity Connect, our native Skype for Business contact center solution.





PERFICIENT®

vision. execution. value.

Perficient is the leading digital transformation consulting firm serving Global 2000® and enterprise customers throughout North America. With unparalleled information technology, management consulting and creative capabilities, Perficient and its Perficient Digital agency deliver vision, execution and value with outstanding digital experience, business optimization and industry solutions.



[PERFICIENT.COM/BLOGS](https://www.perficient.com/blogs)



[TWITTER.COM/PERFICIENT](https://twitter.com/perficient)



[FACEBOOK.COM/PERFICIENT](https://facebook.com/perficient)



[PERFICIENT.COM/GUIDES](https://www.perficient.com/guides)



(855) 411-PRFT