

THE ROI OF GETTING OMNI-CHANNEL CUSTOMER CARE RIGHT

Contact centers without an omni-channel program risk delivering inconsistent interactions across multiple channels – confusing and frustrating customers. They also risk worsening agent productivity due to inefficiency in orchestrating customer interactions across various channels. The figures below reveal how establishing Best-in-Class building blocks for your omni-channel program will help boost your performance results.

BEST-IN-CLASS FIRMS enjoy:

45%	greater year-over-year increase in annual company revenue
37%	greater customer retention rate
17.3x	greater annual improvement (decrease) in number of customer complaints
13.7x	greater year-over-year increase in first-contact resolution rates
10.0x	greater year-over-year increase in customer satisfaction rate

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