



# Business



**How do you elevate  
your customer experience  
strategy?**

## How the Customer Journey Has Evolved

It's an understatement to say that today's customers are more demanding than ever! With more brands than ever to choose from, they are less willing to tolerate traditional customer experience pain points and will easily turn to a competitor after just a few poor interactions with a brand.



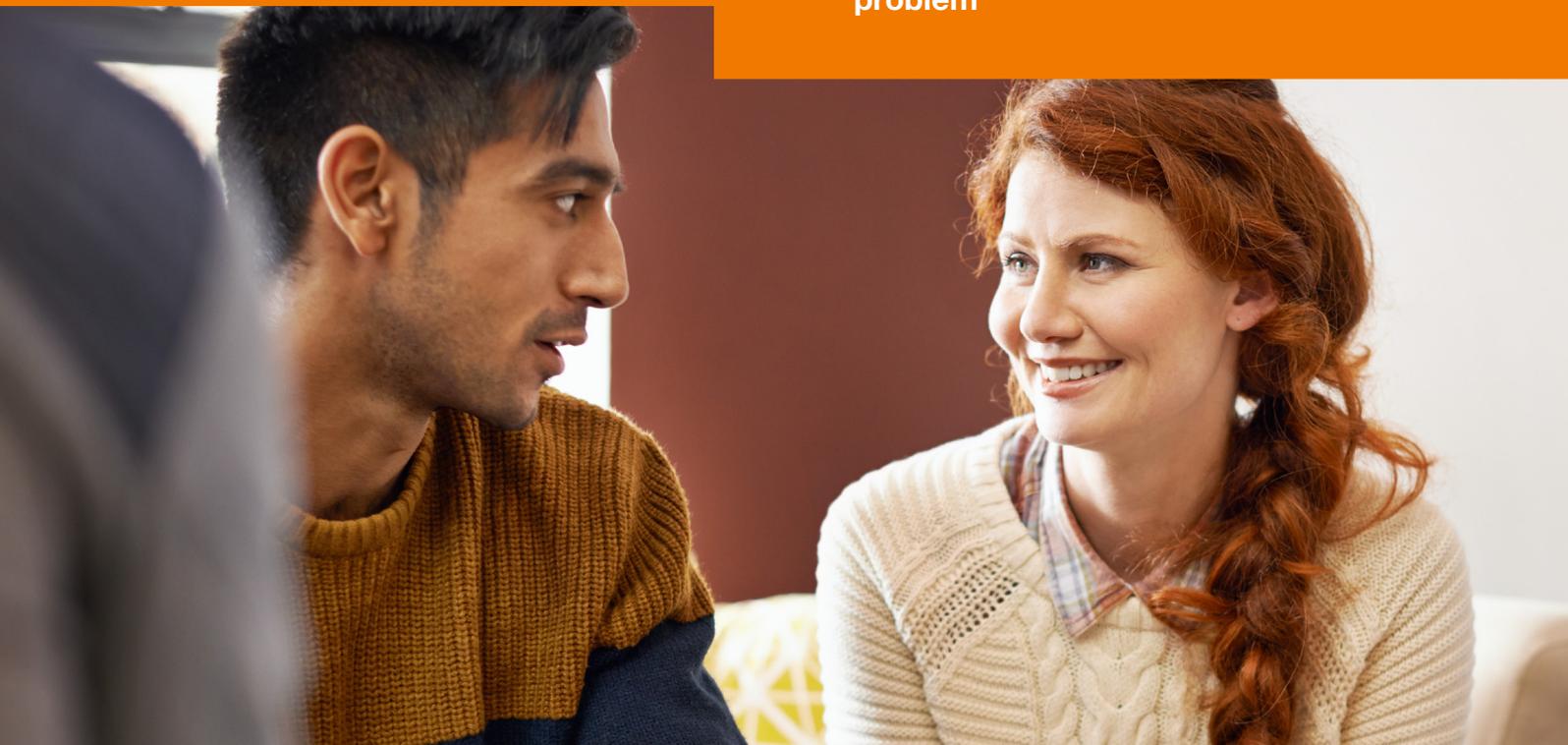
### Traditional customer experience

- Long waits and slow service delivery
- Inconsistent experience & fragmented customer journeys
- Insufficient communication options (mostly physical) & an over-reliance on non-urgent channels



### What today's customers expect

- 24/7 service and immediate response and care
- Engaging, cohesive & seamless experience across departments
- Communicate with customers on their communication channel of choice, providing immediate answers to any problem

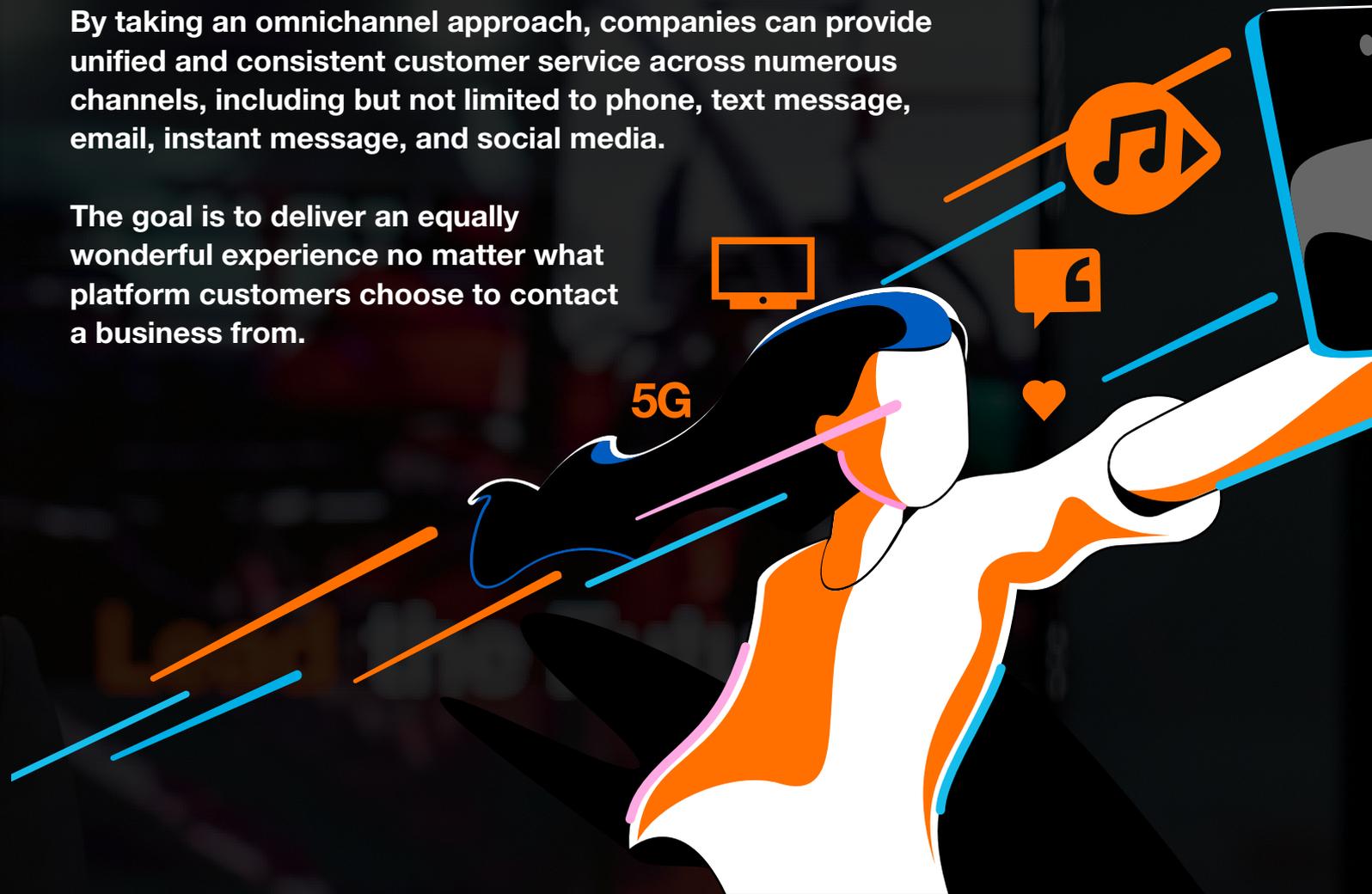


## The Importance of Omnichannel

In order to provide optimum customer satisfaction, the customer has to become the main focus. Therefore, it's important to meet them where they are.

By taking an omnichannel approach, companies can provide unified and consistent customer service across numerous channels, including but not limited to phone, text message, email, instant message, and social media.

The goal is to deliver an equally wonderful experience no matter what platform customers choose to contact a business from.



### Some of the benefits of omnichannel include:

- More options for customers to interact with the business
- The ability of the brand to cater to a wide range of audiences
- Seamless customer experience backed by context
- Better customer retention and sales with integrated online and offline experiences
- Improved quality of collected customer data
- Reinforced customer trust by increasing brand accountability
- Easy API integration with business workflow with low code model

### Meeting Rising Customer Expectations – Are Companies Falling Short?

Improving customer satisfaction by adopting more channels is now more important than it was prior to the pandemic, and companies are investing more in advanced customer experience (CX) technologies.

### However, according to the [2022 Omdia study](#):



61%

CX professionals are unable to engage with customers across channels in personalised ways



55%

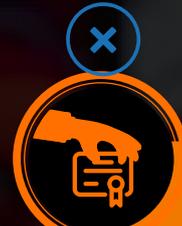
Lack tools to enable proactive, intelligent customer engagement



36%

Can't access customer insights and journey data

Even worse:



80%

Companies believe they provide a superior customer service



8%

Customers believe they receive a superior service

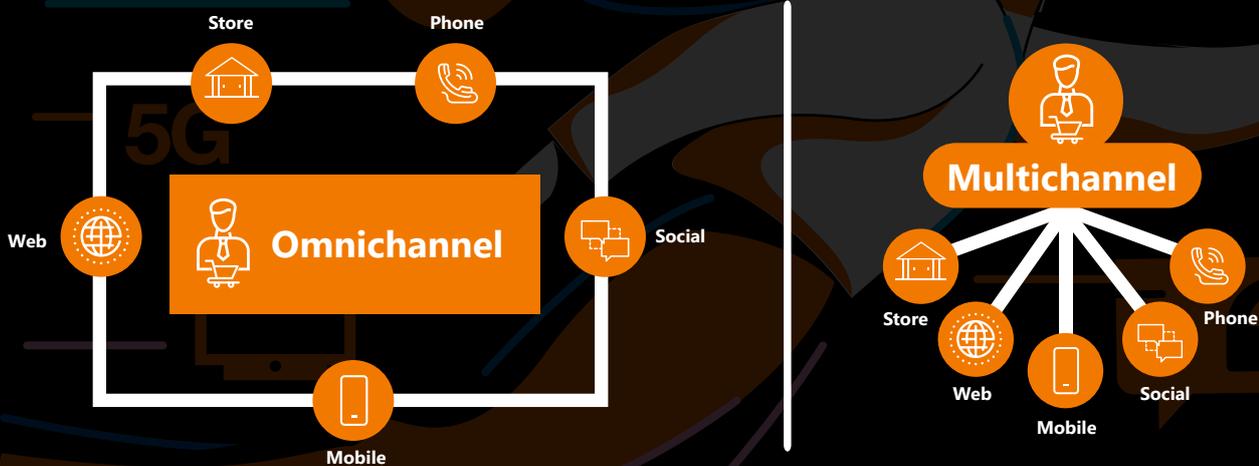
SuperOffice Customer Service Benchmark Report

**IMPORTANT TO REMEMBER:** As companies embrace digital and omnichannel communications, keep in mind that customers DO NOT differentiate their experience by digital and non-digital categories. Whether online or offline, you need to ensure good CX across ALL channels.

## Omnichannel Vs Multichannel: Know the Difference

While multichannel marketing focuses on promoting your product or service across multiple channels, omnichannel marketing goes a step further by placing the customer at the centre of your strategy. By leveraging all available media channels and delivering a seamless, integrated experience, omnichannel marketing aims to provide a personalised and cohesive journey for customers at every touchpoint. In short, while multichannel is like a multi-tool, omnichannel is like a Swiss Army Knife – versatile, adaptable, and with a tool for every task.

### Omnichannel Vs Multichannel



### So, What's Preventing Businesses from Building Real-time Omnichannel Communication?

In today's rapidly changing environments, businesses will need to quickly add or prioritise new communication channels. But stitching up and supporting a range of different channels is a nightmare, and several challenges stand in their way:

- Complex hardware, telephony requirements, or integration issues
- Ensuring seamless, customer-led communication between the channels
- Introducing cross-channel support
- Managing diverse user segments
- Resource constraints, in terms of technology, training or personnel
- Lack of necessary infrastructure to support real-time communication channels, such as a reliable internet connection or the right software and hardware
- Lack of internal expertise, specialised knowledge or skills
- Lack of clear ROI, making it difficult to justify the cost and effort

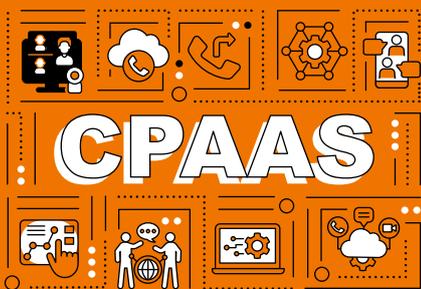
### **According to IDC, businesses that want to ensure omnichannel success should keep in mind a few key factors:**

- The best omnichannel experience is so seamless and frictionless that users won't even know they are experiencing it
- There's no one-size-fits-all solution. What works for one company might not work for others, especially in different segments and markets
- You can create a real impact on your users through AI and data analytics

### **CPaaS: Reinventing Customer Engagement and Experience**

Due to the challenges mentioned above, for many businesses, implementing omnichannel using their existing IT infrastructure is neither practical nor effective.

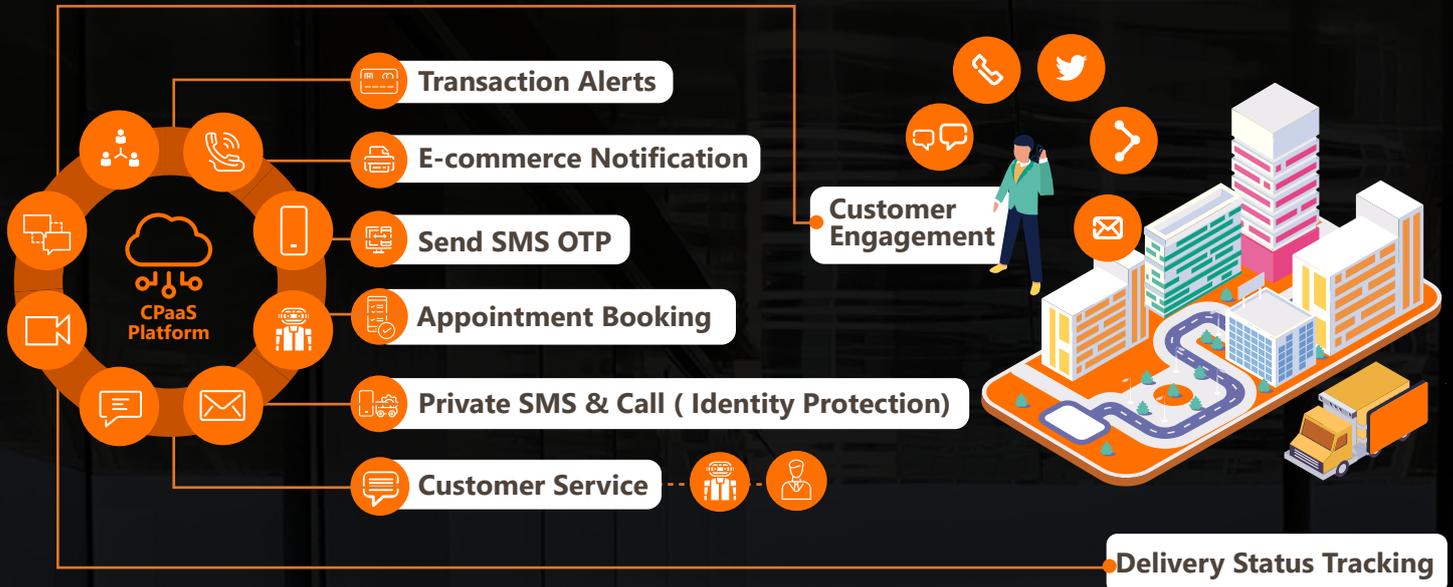
The Communications Platform-as-a-Service (CPaaS) model was created to simplify the whole implementation process and unlock the true value of omnichannel!



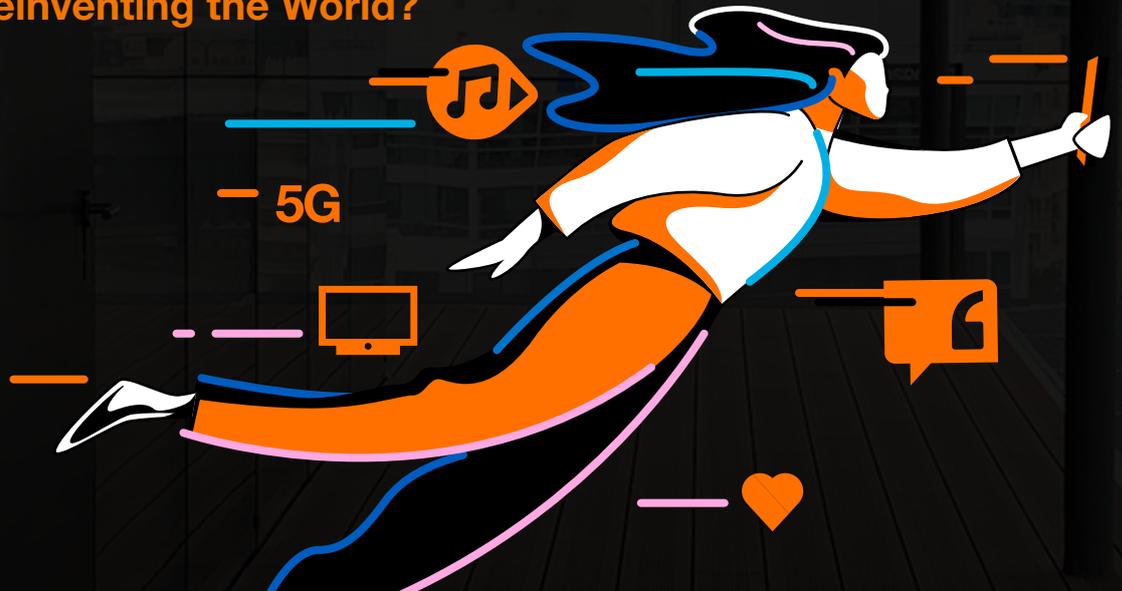
#### **What is CPaaS?**

CPaaS is a cloud-based platform that lets developers add real-time communications (RTC) and unified communications and collaboration (UC&C) features such as voice, video, messaging, SMS and chat to applications without the need to build backend infrastructure and interfaces.

CPaaS allows businesses to engage with customers in new and increasingly interactive ways, without worrying about communication channel complexities and intricacies.



### How is CPaaS Reinventing the World?



CPaaS is the perfect solution to simplify telecom and digital communications for businesses.

Standardised APIs, sample code, prebuilt apps, and software development kits with libraries make it simple for the developer community to integrate third-party CPaaS services with capabilities like live chat, SMS, voice, video chatting and more.

## Examples of where CPaaS is having the most of an impact include:



Automated  
Transactional  
Message

- **Automated Transactional Messaging:**

Transactional communications are made possible by CPaaS and include things like order confirmation, updates to online transactions, and food delivery service, lightening the load on staff and improving the service provided to customers



Two-Factor  
Authentication

- **Two-Factor Authentication:**

Businesses, such as banks and financial institutions, or apps that include financial transactions, can protect sensitive data by incorporating SMS APIs for two-factor authentication into their business apps



Integrated  
Communication

- **Integrated Communication:**

Businesses can offer customised messages via the client's preferred channel of communication after assessing customer data on usage trends. For example, a business may opt to notify regular mobile app users via push notifications and email desktop app users



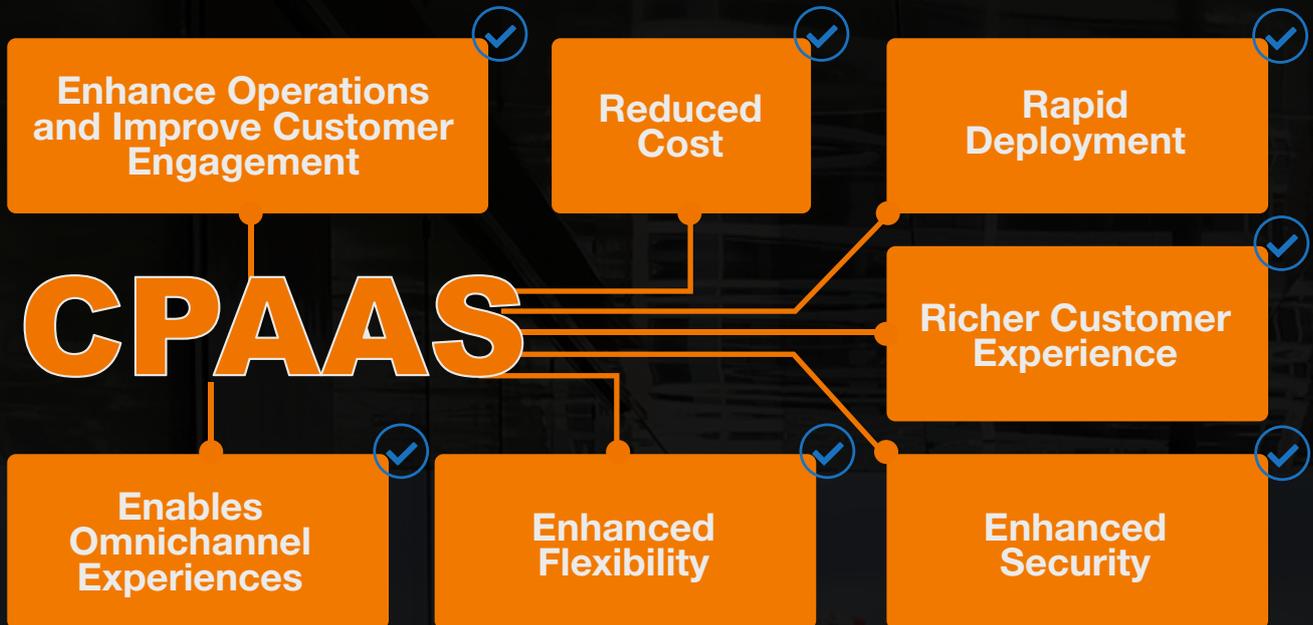
Chatbot and  
Customer  
Service

- **Chatbot and Customer Service:**

CPaaS is a significant factor in providing true omnichannel customer service since it allows organisations to combine numerous channels and provide a more comprehensive support experience for customers. Businesses can use this to handle routine inquiries automatically and supplement them with human help as needed. With a well-designed CPaaS system, organisations can easily integrate chatbots and agent help to provide superior service to customers

## What's In It For You?

When looking for ways to boost operations and increase consumer engagement, businesses should seriously consider CPaaS. Here are some of the reasons:



## Explore What CPaaS Can Do For You with Orange Business

Orange Business is a multinational provider of IT and communications services that facilitate business processes such as teamwork, operations, and customer interaction.

With Orange Business CPaaS offering, organisations can reach out to customers anywhere in the world, be it via phone, video, text, and a variety of other real-time communication channels. Our CPaaS services come with APIs that allow businesses to incorporate real-time communication capabilities into their existing mobile apps, software solutions, websites, and more.

No matter what you do, Orange Business CPaaS is a simple method to meet your company's communication demands and provide a superior experience for your customers.

### Find Out More

Discover how Orange Business can help you optimise your customer experience journey.

For a more tailored consultation on how we can help, get in touch with our team at: [Orange Business](#)