Category

Enterprise Transformation

Omnichannel Service & Contact Center Digital Transformation Playbook

Letting customers pick up a conversation where they left it, whichever channel they started on

- Practitioner
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- 09 October 2021
- 4 minute(s)

Overview

A framework for omnichannel service and contact center transformation that gives customers genuine conversation continuity across channels — phone, chat, email, social — rather than treating each channel as a separate service interaction the customer has to restart from scratch.

We already offer service across phone, chat, and email — isn't

that already omnichannel? Offering multiple channels is multichannel; omnichannel specifically means those channels are connected, so a customer's conversation history and context follow them across channel switches — many organizations offer multiple channels

without this genuine connectivity.

What's the technical core of achieving genuine conversation

continuity? A unified customer interaction history accessible across all channels and agent-facing tools, so an agent on any channel can see the full context of a customer's prior interactions regardless of which channel they occurred on.

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