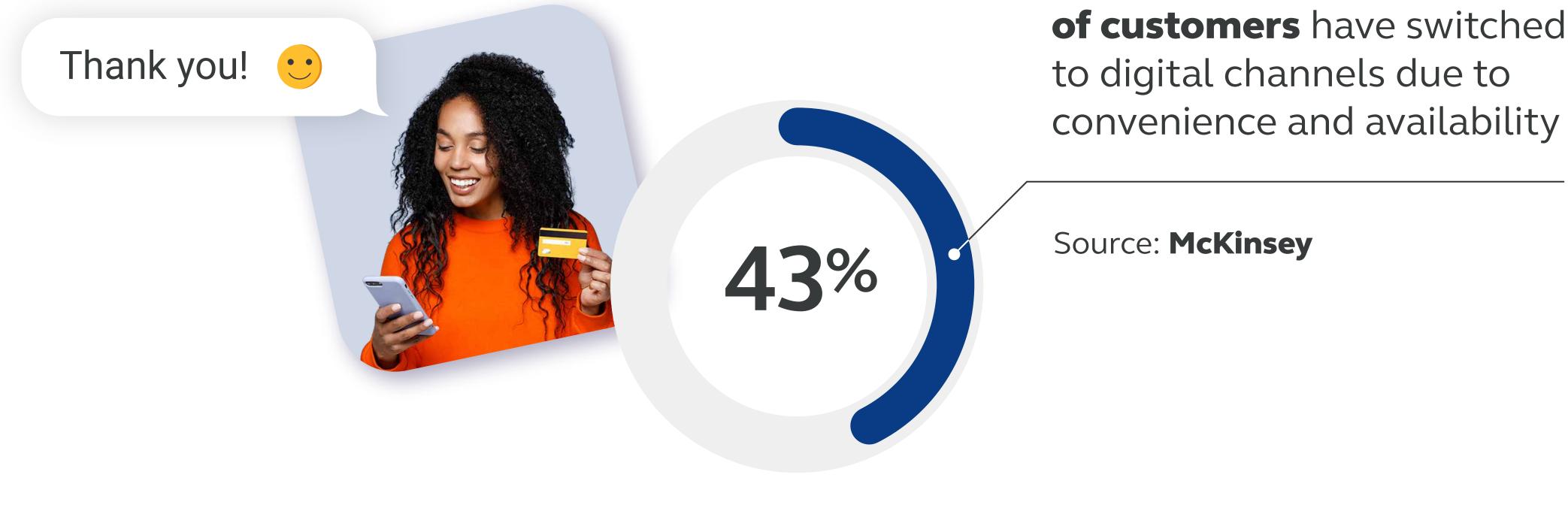


5 Pillars of a Conversational Customer Experience

 $\star\star\star\star\star$

#1: Omnichannel availability and coverage





Reach customers on the channels they already use such as WhatsApp, SMS, Email, Messenger, and more to leverage rich features that increase engagement.



Use a cloud solution to make them work together so customers and agents can continue the conversation from one channel to another.

TIP

Use a global omnichannel cloud technology provider that covers the areas you operate in to gain a competitive advantage.

#2: Full overview of the customer



Use a customer data platform to connect insights from your:













Create 360° profiles for each customer so marketers can set up targeted, personalized

campaigns and agents can provide fast, personalized support. TIP

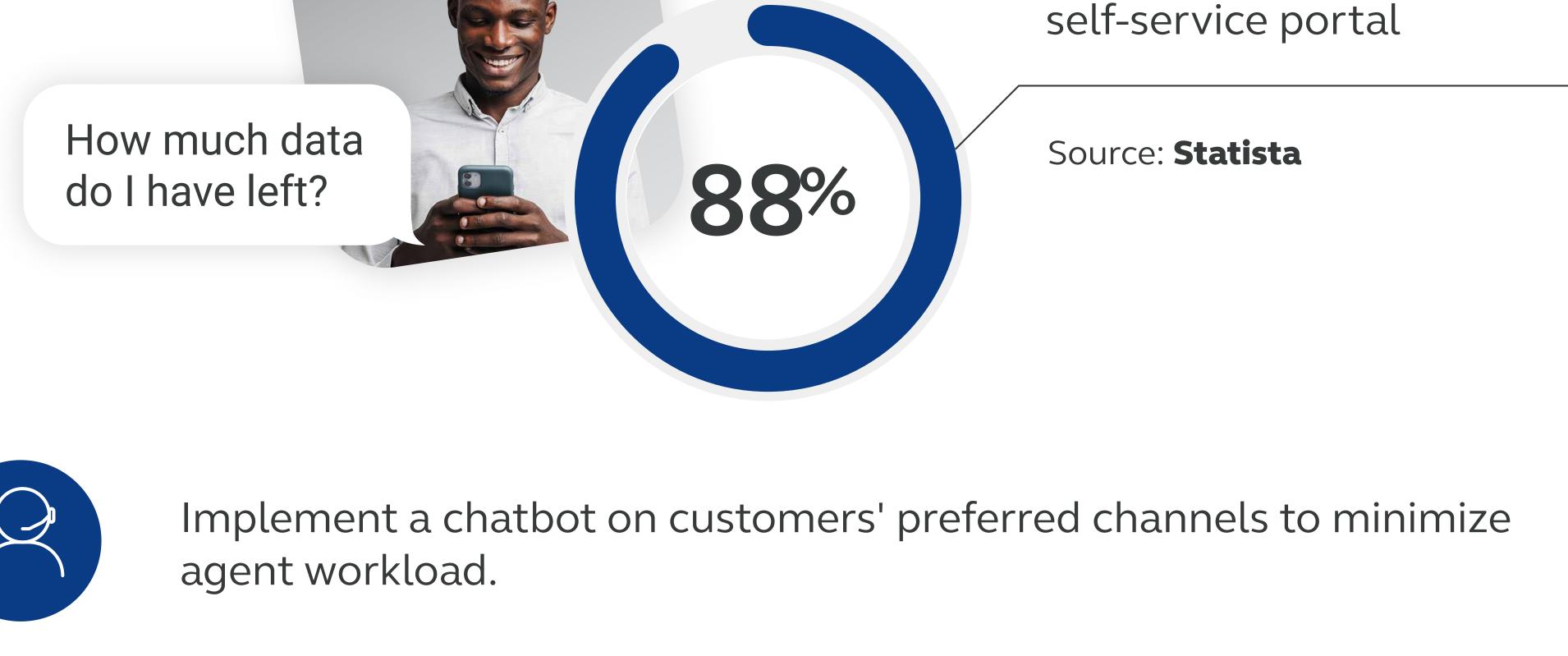


of customers expect

companies to offer an online

customer data platform to eliminate tab switching and offer a fast, personalized experience.

#3: Agent empowerment and support





Automate answers to FAQs to give agents more time to handle complex queries.

Connect your chatbot to a cloud contact center

so agents can access conversation history and

customer profiles in one place.



of consumers view brands

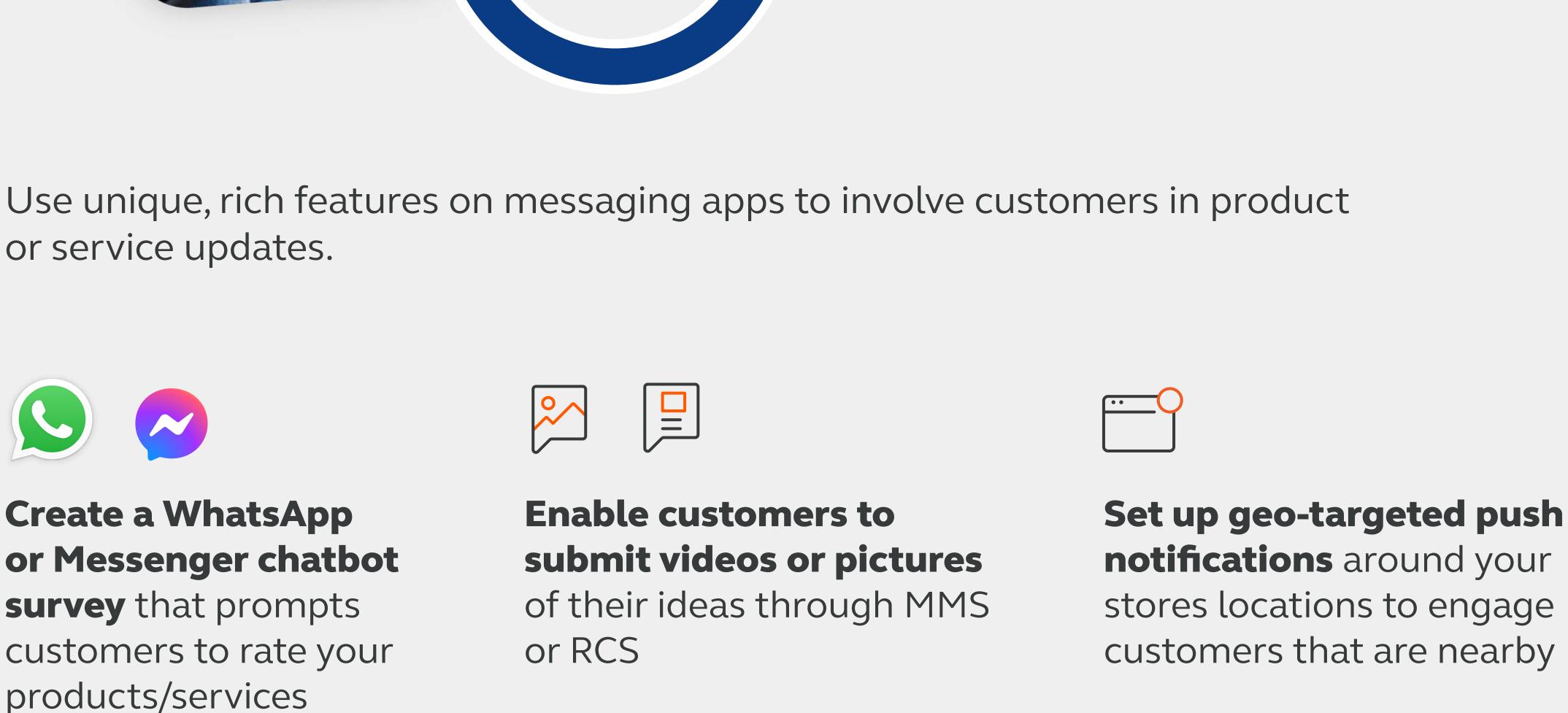
Source: Microsoft

more favorably if they proactively

TIP

#4: Flexible co-creation

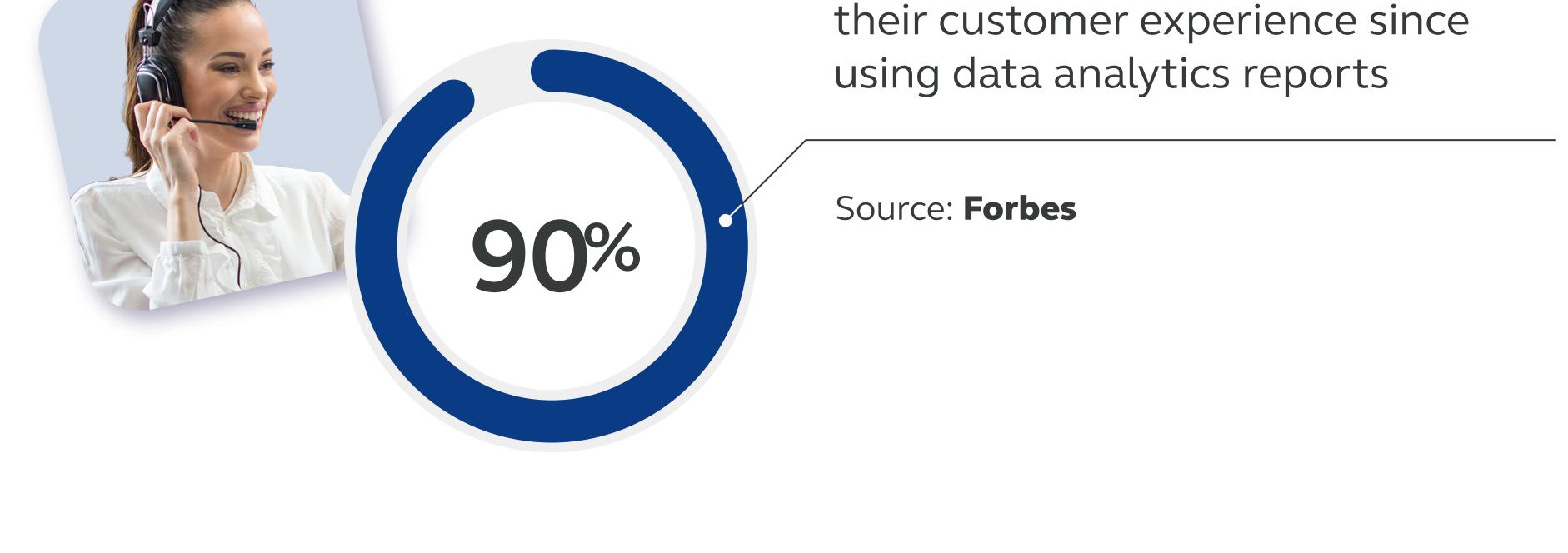
invite and accept customer feedback



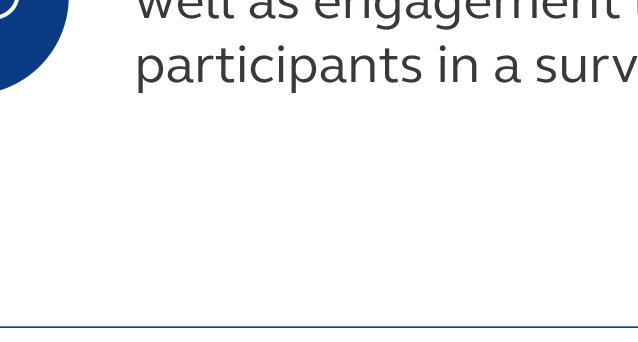
TIP Using one solution for all your customer communication will connect your entire customer journey - from

onboarding to retention.

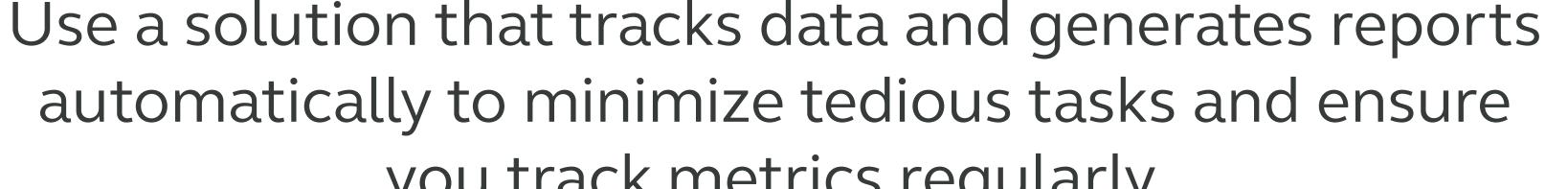
#5:Data analytics and reports



Track metrics such as messages sent, delivered, and opened rates - as



well as engagement levels on certain campaigns or number of participants in a survey - to learn where you need to improve.



TIP

of business leaders have improved

you track metrics regularly.