

# OMNI-CHANNEL HUMANS



# TECHNOLOGY NEEDS HUMANS

Humans communicate in many ways and we seem to invent new ones faster than businesses can keep up. In our lifetime, we have evolved from phone and mail to a dizzying series of advancements that now include websites with bots and live chat, multiple social media channels, email, and SMS/Text. While the promise of AI suggests machines will soon be doing all this for us, for now, highly trained humans are required to make with these amazing technologies to deliver extraordinary customer experiences. Today, consumers are increasingly demanding that businesses respond to them in the channel they prefer.

The reality is these technologies are great as far as they go. But without highly trained humans they are worthless. What we need are highly skilled workers that make these technologies sing.



# YOU GOT **QUESTIONS**

Don't you get tired of all this "tech-speak." Everyone is selling "cloud-based, AI-Driven, omni-channel solutions." Let's break this down into three simple questions:

Q1 What is Omni-Channel?

Q2 What does it really do? And do I really need it?

Q3: How much does it cost?



A man in a white shirt and tie is sitting at a wooden desk, multitasking with five different electronic devices. He is holding a smartphone in his left hand, a small alarm clock in his right hand, and a calculator in his right hand over a laptop keyboard. His feet are resting on a tablet, and his hands are on the keyboard of a laptop. The background is plain white.

# WHAT IS OMNI-CHANNEL?

# DEFINING OMNI-CHANNEL

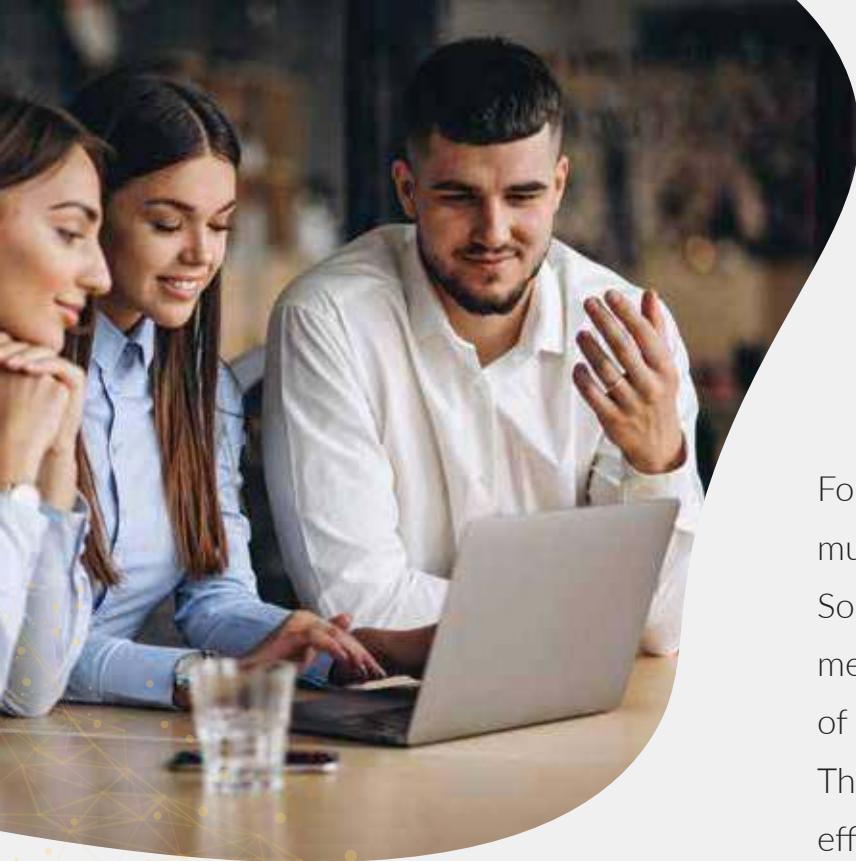
A channel is a specific method of communication between your company and your customers. The most common channels are:

1. **Voice** on a telephone.
2. **Website** – now a static website is mostly a one-way channel from the company to the customer. But when you add forms and live webchat it suddenly becomes a two-way channel.
3. **IVR** is a low-cost channel in which recorded messages are communicated to the customer by topic and driven by the consumer pushing buttons. i.e. “Press one for your current balance, Press 2 for hours and locations.”



# DEFINING OMNI-CHANNEL

4. **Social Media** such as Facebook, Instagram, Twitter, and LinkedIn have grown into a monster channels requiring 24/7 attention to manage conversations and are largely driven by consumer conversations. These channels cannot be “controlled” by a company.
  5. **SMS/Text.** This is “texting” on your mobile phone. Businesses have been slow to use SMS/Text even though it is currently the MOST responsive channel for many businesses.
  6. **E-mail.** Doesn’t need much explanation but can be individual messages or a massive group messaging channel.
- So, multi-channel organizations use some but not all, while Omni-Channel (meaning all) implies an enterprise with the capability to communicate in all channels effectively.



# WHAT IS OMNI-CHANNEL?

For many companies, trying to engage with consumers as a multi-channel or omni-channel business is hard and expensive. Some technologies force companies to set up “silos” like a messaging group that handles texts and live chats independent of the resources handling voice customer services.

This makes it difficult for small and mid-sized companies to efficiently staff not knowing traffic levels or channel preferences.

# OMNI-CHANNEL PLATFORMS

Today, there are technology platforms that enable a single agent or a single team of agents to handle ALL channels simultaneously. It requires a more fully trained rep (human), but the combination of a omni-channel platform and a well-trained agent (human) can be very efficient with high utilization rates (the percentage of time the agent is actually having conversations with customers).

The potential for extraordinary customer experiences rises significantly with this kind of omni-channel solution.



WHAT DOES IT  
REALLY DO?

AND DO I REALLY  
NEED IT?



# OMNI-CHANNELS CREATE CONVERSATIONS



Omni-Channel creates more conversations. Better conversations. The human agent can use the channel that best delivers the content or message while communicating in the channel that best serves the customer at that time. Think about taking an order. The voice channel or website with a shopping cart check out probably work best. While nurturing a relationship and building a brand might be best accomplished on social media. A price quote or a “how to” might be best in email, though a customer might prefer to access a web-based proposal they can see on their tablet or phone.

# DO I REALLY NEED IT?

If a customer is traveling, they might need to use their smart phone. The reality is that if you can't communicate with your customers in ALL these channels you are forced to sometimes use a channel that is "less than best" for that communication, or miss out on the conversation (opportunity) all together.

And, as more sales now occur online than in stores, retailers must also be e-retailers. And, e-retailers know that more sales occur between 3:00 pm–11:00 pm than any other day part. According to SaleCycle's recently-published 2020 Ecommerce Stats Report, 8:00 pm–9:00 pm is the highest revenue producing hour of the day.

Try cost-effectively filling these day parts.

Do I really need it? Only if you want more revenue and more satisfied clients.

# HOW MUCH DOES IT REALLY COST?



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It is important to calculate all of the costs required to operate a contact center including:

1. Labor costs including agents, team leads, supervisors, trainers and employee benefits.
2. Infrastructure cost, real estate (including break room, training room, bathrooms, and workspace), furniture, hardware, and overhead.
3. Software costs (telephony, omni-channel platform, CRM, security).



# HOW MUCH DOES IT REALLY COST?

The difference between building this capability in-house in the U.S. versus outsourcing offshore can be substantial. Here is a cost comparison of a 30-agent team:

Here is a pricing comparison for an inbound omni-channel call center:

Cost Category	Resources	Current In-house Cost (Monthly)	Outsource Cost (Monthly)
Agent Cost	30 Agents	\$68,730 (\$2,291 per Agent)	\$36,000 (\$1,200 per Agent)
Supervision	1	\$7,916 (25% of supervisor + 2 Team leads)	Included in Agent charge
Training	1	\$3,000	Included in Agent charge
Real Estate	225 per sf per agent/\$25 per sf	\$14,062	Included in Agent charge
Hardware	PC/Phone/Headset	\$7,500	Included in Agent charge
Software	Omni-Channel Telephony, Reporting, Email, Documents	\$6,000	Included in Agent charge
Total	SAVINGS OF 66%	\$107,208	\$36,000

# LET'S HAVE A CONVERSATION

Ok. This page is a little self-serving. We are Touchstone Communications. We own and operate four offshore contact centers equipped with amazing omni-channel technologies. Yes, they are cloud-based and AI-driven (had to put in a little techno-babble). But just as important, we have the highly trained staff, our Omni-Channel Humans.

Let's Talk. Give me a call or a text or an email using whatever channel works for you. Voice/Text (972) 342-7747.

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