From Omnichannel to Multimodal:
Enhancing customer experience

Learn how Zensar works closely with market leader Adobe to deliver best-in-class solutions for brands

White Paper

Brands today explore every avenue for improving customer experience (CX). One of the more important initiatives is to move from siloed and hardwired processes, which result in disconnected experiences, to an omnichannel approach that integrates all the information about a specific customer in one data set. By enabling information-sharing from every touchpoint, omnichannel creates a "single source of truth." But this is just the start.

A new and attractive complement to omnichannel is a multimodal platform, which enables marketers to create customer interactions that leverage the unique capabilities of each communication mode at the same time (voice, website, email, SMS, etc.). Using multiple modes during the same interaction also allows brands to improve the quality of emotional engagement. Increasing empathy with human interaction or reducing frustration from using the wrong mode are two examples. This provides better CX because it uses the best (typically, the customer-desired) mode for a specific interaction or part thereof. In addition, the activity and information from

all modes are collected in a central data repository to eliminate silos based on mode of interaction.

// Using multimodal technology to empower customers

Omnichannel processes move marketing activities out of silos to enable an integrated approach that eliminates inconsistent customer experiences. A multimodal approach goes a step further, proactively creating specific customer experiences that leverage multiple modes of interaction. Each mode is best suited to specific tasks that compose the overall interaction.

For example, in the case of an auto accident, the interaction might be constructed as follows: In the immediate aftermath of the accident, the customer uses the insurer's website to upload photos of the crash while on a voice call to interact with the claims agent. The agent can send email in real time during that conversation to share documents with the customer and the other driver. Using these modes together, in real time, dramatically improves CX when it is needed most.

// Going multimodal offers numerous benefits:

• **Simpler interaction with the customer:** Rather than trying to make a chat, website, app, or phone call do things they don't do well, it uses a combination of the best modes based on the customer, the situation, or the use case. For example, browsing a product catalog works well on a website but not on chat.

• **Speed to resolution or purchase:** Customers want to get things done, and so do brands. Allowing customers to use the best combination of modes that assists the customer and improves their experience or journey is essential. This generally speeds up the process because information is provided in a convenient manner, based on a specific interaction or use case.

• **Interlocking of multiple channels:** One of the biggest opportunities available from using a multimodal approach is the interlocking of multiple channels or augmenting one mode with another simultaneously. Not only does this provide better CX, but one channel can now enhance another — for example, using digital information delivery to enhance a voice call or sending a web page or digital form that the caller needs during the call. This capability delivers synergies never before possible.

• **Improved emotional engagement with customers:** Engaging emotionally with customers is improved by using channels best aligned with a specific individual's situation. For example, customers can become frustrated trying to find the right support answer on a website. Why not use multiple modes simultaneously to enhance the emotional engagement with the customer, allowing them to use the combination that suits them best for that situation? This could include a combination of audio and visual/virtual reality modes for support or search and voice to determine product availability. This replaces frustration with a more positive experience.

• **Improved personalization:** A multimodal approach enables brands to personalize the modes of interaction as well as other aspects, such as content. Modes are no longer determined in advance; they're now based on the customer's desires or on data about the customer. Managing interactions based on unique personas, use cases, or cultural norms is also possible. Personalization

can be improved on both modes simultaneously to give the customer tailor-made content.

• **Matching of the human and the digital:** Many marketing processes are hardwired to use only a specific channel for a specific task. Changing this to allow customers to choose the means of engagement and communication is a substantial improvement.

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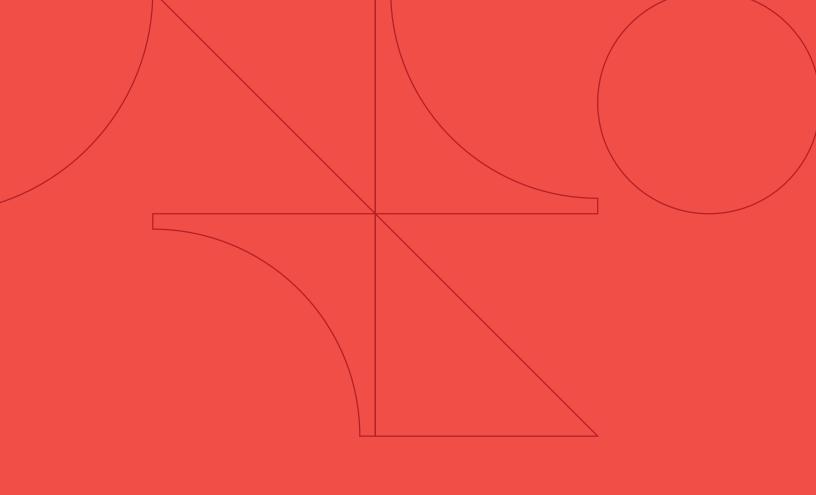## // Taking the next step: How Zensar and Adobe work together

Zensar works closely with market leader Adobe to deliver best-in-class omnichannel and multimodal solutions for brands based on its Digital Experience Accelerator (DEXA) platform. (DEXA is an Adobe Accredited Solution.) Zensar is an Adobe Platinum Solution Partner, specializing in integrations with — and joint deployments using — Adobe Experience Manager. The two firms have a long-standing relationship, with many successful customer implementations.

Zensar has developed a unique "5x5x5" methodology for working with customers and ensuring desired business outcomes. This process starts with a five-hour workshop to identify key customer trends and issues; deliver external analysis about the customer; and identify key objectives for the multimodal platform. The second "5" is focused on identifying five key benefits the project will provide. The third "5" describes the five-week time frame for the project's completion. The company also gives customers support from experienced professionals for the design, deployment, and operation of the solution to ensure success.

Multimodal processes that orchestrate and integrate multiple channels to improve CX and deliver better business results are quickly becoming priority projects. Zensar has the capability to deliver experiences using a combination of modes based on the situation, psychology, social setting, or use case.

> **For more information on how your brand can leverage this capability, please email: connect@zensar.com**

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