

Get Better Results and Reduce Communication Fatigue

Cross-Channel Communication leverages the strengths of multiple channels to get a better result from every customer interaction.



You may have an important message to deliver, but it won't generate the response you want if it never reaches your customer or prospect. Today more people are using an array of communication channels — email, mobile, landline, and text messaging (SMS). If you rely on only one, you may not be reaching your whole audience. You might be missing a huge portion of your target group completely.

Based on the historical data Varolii collects and analyzes, we know that different age groups tend to select specific channels. For instance, seniors consistently opt for voice messages, baby boomers choose voice, email, or text, and generation Y more frequently uses text. If your target audience is under 30 and you're continually trying to reach them by phone, you may be missing your mark.

CROSS-CHANNEL VS. MULTI-CHANNEL

Cross-channel is the practice of blending multiple channels of communication (voice, email, SMS) to reach your audience and provide them with multiple options to take action.

Unlike a simple parallel or progressive multi-channel strategy, where messages are blindly sent to the same contact, intelligent cross-channel messaging involves sending *unique* messages through *targeted* channels independently or in conjunction with each other based on your customers' unique preferences and past behavior. This strategy greatly improves response rates.

Varolii Cross-Channel gives you the following:

- **Integration across all channels:** Cross-channel seamlessly integrates across multiple channels, providing the flexibility to deliver the most effective treatment for each individual.
- **Full customer response options:** Customers and employees can easily select options to interact, such as transfer to a contact center, retrieve a message, or request an email confirmation.
- **Ability for customers to self-cure:** Cross-channel provides convenient options to self-cure without having to transfer to an agent. For example, a collections message may offer several options to pay: pay now, promise-to-pay, or speak directly with an agent to pay. This can be accessed from a voice call, an email link, or text message.

SOLUTION

Cross-channel communications allow you to reach and communicate with the hard-to-reach over their preferred channel or combination of channels, resulting in improved customer response rates and satisfaction.

BENEFITS

- **Improve Results:** Messages over combination of voice, email, fax and text (SMS) channels get higher response rates and reduce communication fatigue
- **Reach More People:** Through the use of new channels or a combination thereof, previously unreachable customers are easier to reach
- **Send Fewer Messages:** Sending a targeted message over the right channel (or combination) delivers a better response on the first attempt
- **Reduce Costs:** Lower cost channels can be used to optimize savings
- **Let Customers Self-cure:** Options to self-cure through Message Retrieval minimize transfers to the contact center
- **Leverage One Solution:** All channels are delivered through one, fully integrated service

With intelligent cross-channel communications, your customer contact strategy is tailored for the highest reach and best response rate.

PERFECTING THE STRATEGY

Cross-channel provides unique opportunities to tailor your customer contact strategy based on the channels that are historically successful at reaching your customers and generating a response.

Because Varolii stores and analyzes the outcomes of each customer interaction, we know your customers' behaviors — and we develop the right strategies to account for them. This capability enables you to refine each future communication for the highest response rate possible.

INTEGRATING CHANNELS FOR BETTER OUTCOMES

An intelligent cross-channel strategy lets you send unique messages through targeted channels. Consider this example of a flight cancellation: When a passenger's flight gets cancelled, Varolii sends an urgent voice message. If unanswered, a text message is then sent. Through a simple click, or by calling the provided number, the passenger can access their notification through Message Retrieval, where they can re-book their flight or select other options. The passenger can also choose to have an email or text of their updated itinerary sent to themselves — all without agent intervention.

REACHING THE RIGHT PERSON, INCREASING RESPONSE

Customers and employees take action quickly and more frequently when you contact them over the channel they most prefer. Varolii Cross-channel leverages the strengths of voice, email, text messaging, and fax to get better results through one communication, improving results and reducing the overload of communication ("communication fatigue") your customers routinely experience.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

CONTACT US:

800.206.2979

info@Varolii.com

