



THE OMNICHANNEL IMPERATIVE





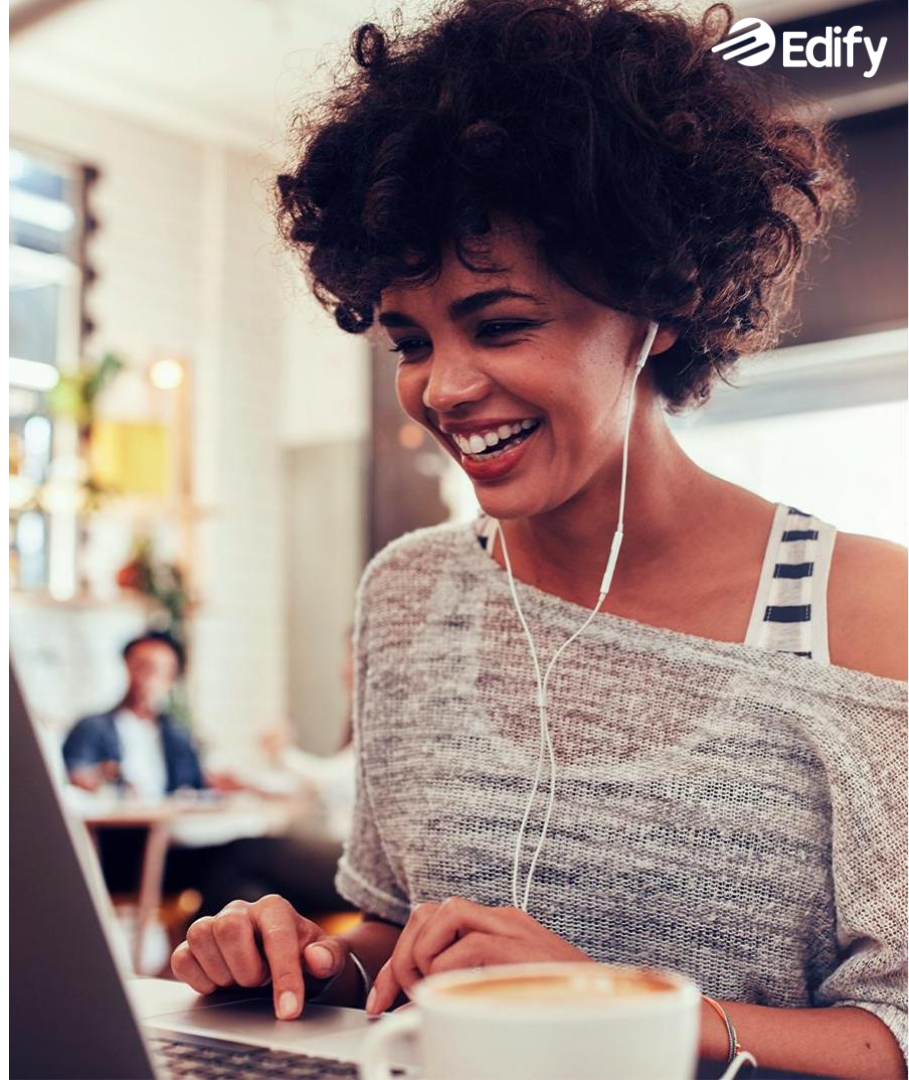
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WHAT WE KNOW FOR SURE

- Omnichannel isn't optional
- Our phones set the standard for CX
- The onus is now on us





3 THINGS WE CAN & MUST DO



1. Drop the qualifiers.

Stop caveating what we offer and do what's required.



2. Make business communications as easy as personal ones.

Never transfer a customer again.



3. We make better tools. You implement better tools. CX wins.

Tech providers + brands can unite for sweeping change.





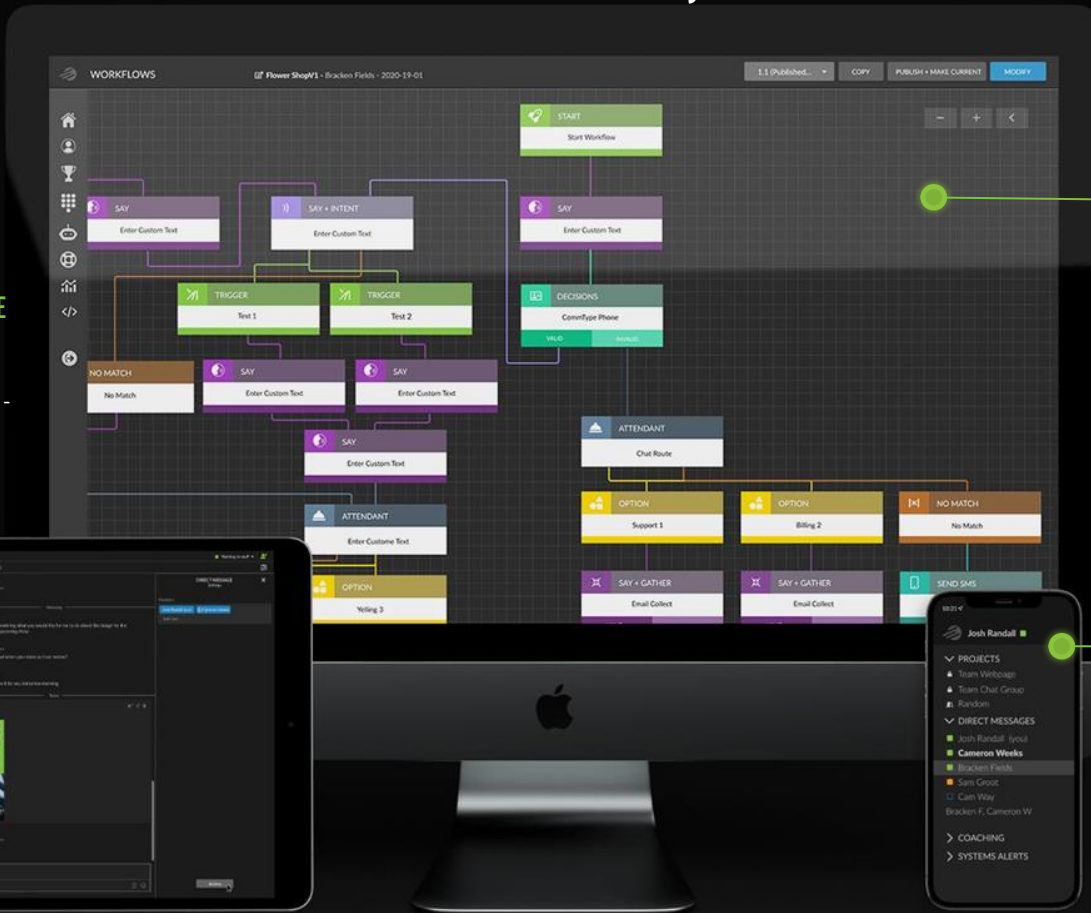
3 WAYS TO DO IT



1. ONE SYSTEM FOR ALL FUNCTIONS, CHANNELS & PEOPLE

GO BEYOND OMNICHANNEL & UNITE AGENTS WITH EVERYONE ELSE

Break down the silo between the contact center and the rest of the organization to better serve customers - combine CCaaS + UCaaS + CPaaS - and give employees a system they don't hate!



SIMPLIFY THE TOOLS

Decentralize power with no-code interfaces that free you from IT chains. Replace IVR, RPA, IVA with one command center for executing on CX strategy.

WE CAN'T CARE ABOUT WHERE ANYMORE

Work From Anywhere is here to stay. Connect agents with customers and employees with each other whether they're sitting still or not.

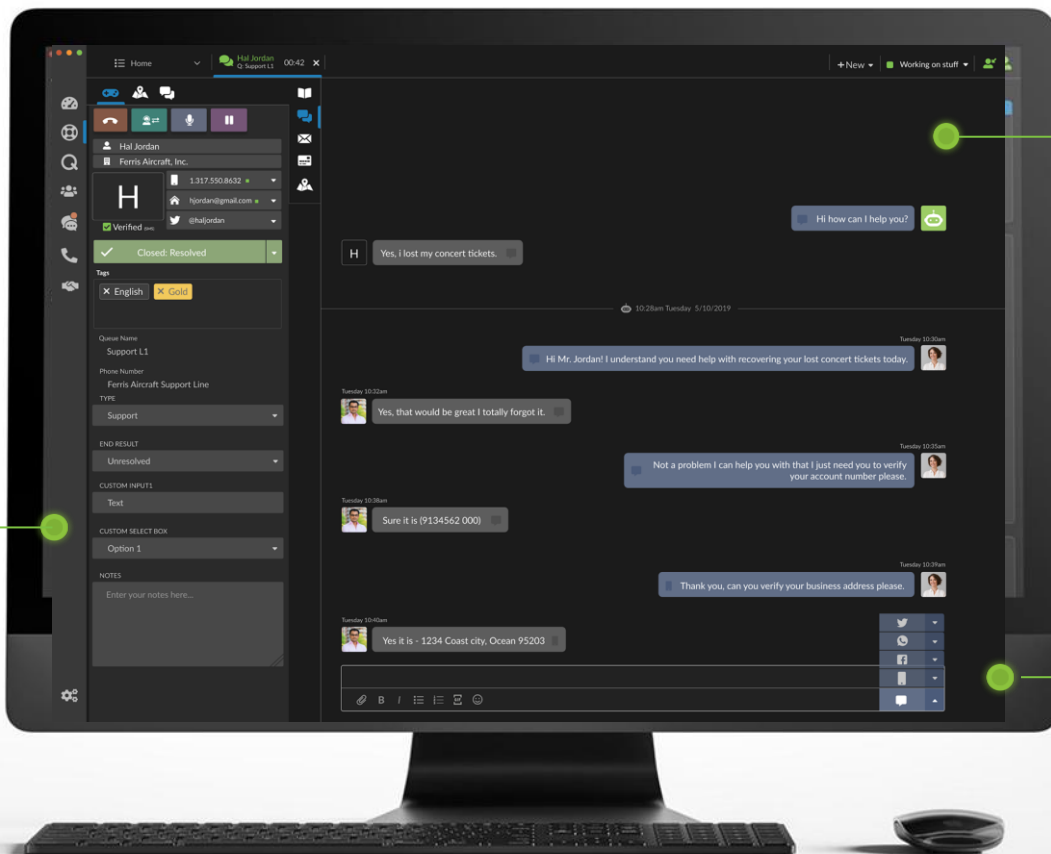




2. ONE WINDOW, NOT ALL THE WINDOWS

CONSIDER THE EMPLOYEE POV (FOR THE GOOD OF THE CUSTOMER)

The employees using the tools matter just as much as the exec paying the bill if we expect adoption, compliance, and happy customers.



BUSINESS COMMUNICATIONS NEED TO BE MORE LIKE PERSONAL ONES

One call or text or chat to one person who can help because they have all the channels and all the info from the CRM.

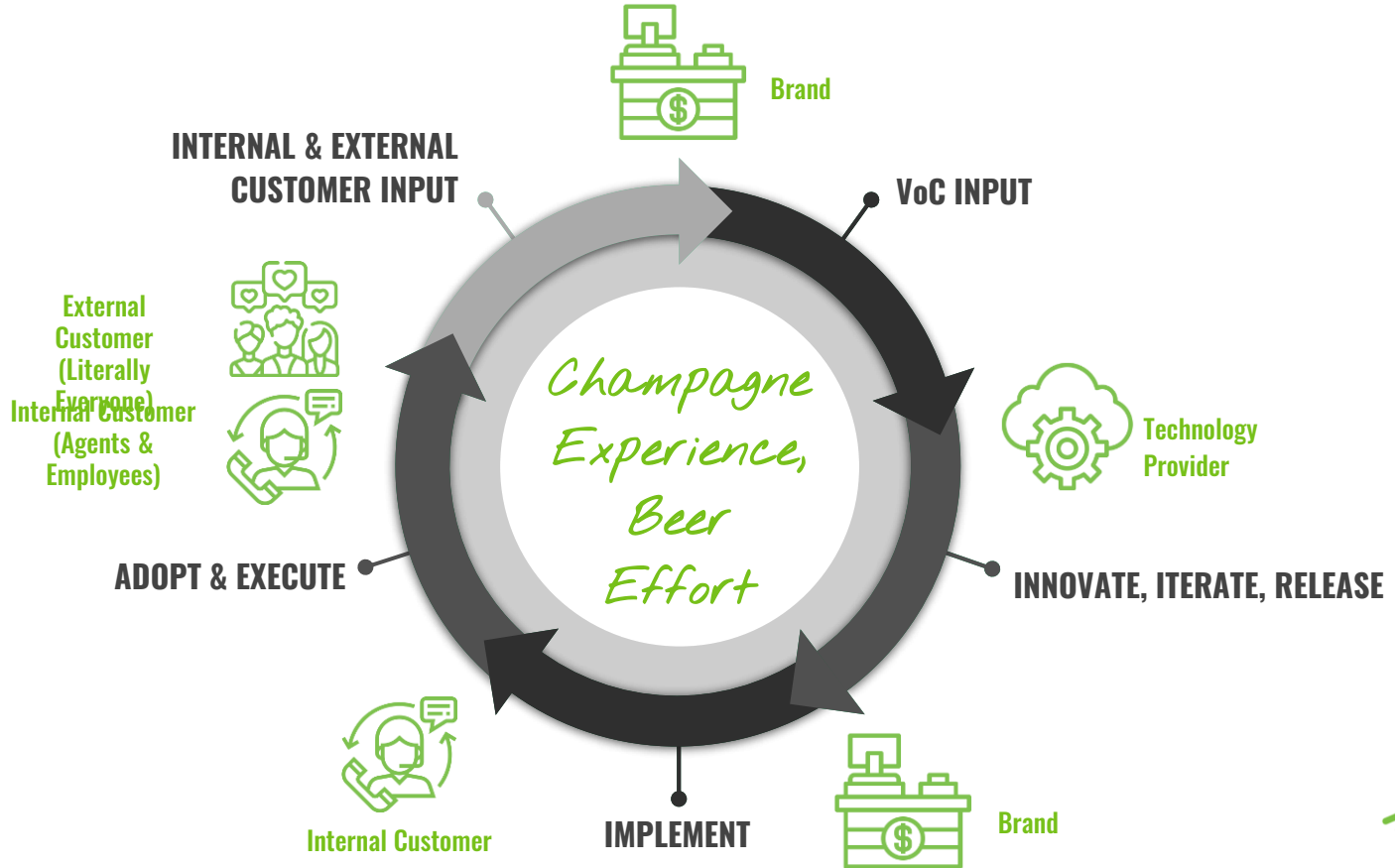
EXPERIENCE SHOULD BE EASY AND RIDICULOUSLY POWERFUL

Like your phone. It should be as easy and powerful as your phone. Period.



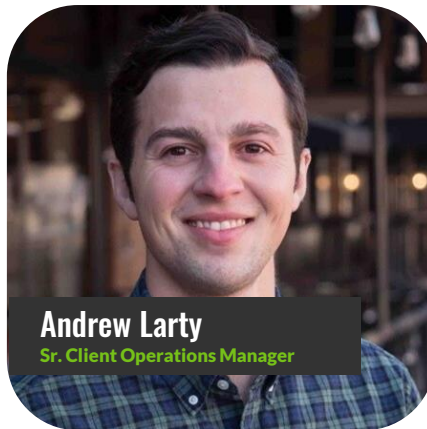
3. LIVE HERE!

THE LOOP OF LUXURY (REPEAT INFINITY)





TALK TO ME



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