Sequencing the Omnichannel Customer Conversation

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Based on primary research commissioned by Opus Research, Coleman-Parkes has determined that, on average, customers use between 4 and 5 different "channels" to support their commercial endeavors led by email, phones, Web-sites, social media, mobile apps and brick-and-mortar stores. In this document, Opus Research reviews the research findings to draw conclusions about the sequence of media that customers commonly employ to carry out business with their chosen firms.

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Summary of Findings

The following are the key findings of this report:

› **A shift to digital and mobile CX is underway: Purchasing and implementation plans recognize that physical stores, contact centers, websites and outbound marketing strategies have a growing digital component.**

› **Spending on CX initiatives is on an upswing: Over 90% of respondents say that they expect investments to increase in the coming year. That spans all verticals under investigation.**

› **Classic channels and communications modes have staying power: When looking at a "single channel," email and phone predominate, while websites, social media, mobile apps and physical stores figure into roughly one-half of all engagements.**

› **As customers take control, groupings have emerged: Examples include "Digital Denizens" (Phone, Corporate Website, Email); "O2O Aficionados" (Email, Website, Retail Stores), "Showroomers" (Retail Stores, Webchat, Website).**

› **Conflicting priorities govern acquisition plans: Respondents attached equal weights to a set of well-known priorities, including "lower customer effort," "improving security and trust," "aligning departmental goals," "providing a differentiated experience," and "leveraging analytics to optimize engagement."**

› **Heightened spending to address new challenges: High priorities were indicated for leveraging predictive analytics to anticipate customer intent, maintaining customer context across devices and channels, and improving self-service and automation rates.**

About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market "Conversational Commerce" with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Web Services, Personal Virtual Assistance, Mobile Search and Commerce and Voice Biometrics. **www.opusresearch.net**