

# OMNI-CHANNEL CONTACT CENTER

Ultimate solution to enhance Customer Experience



## INTRODUCTION:

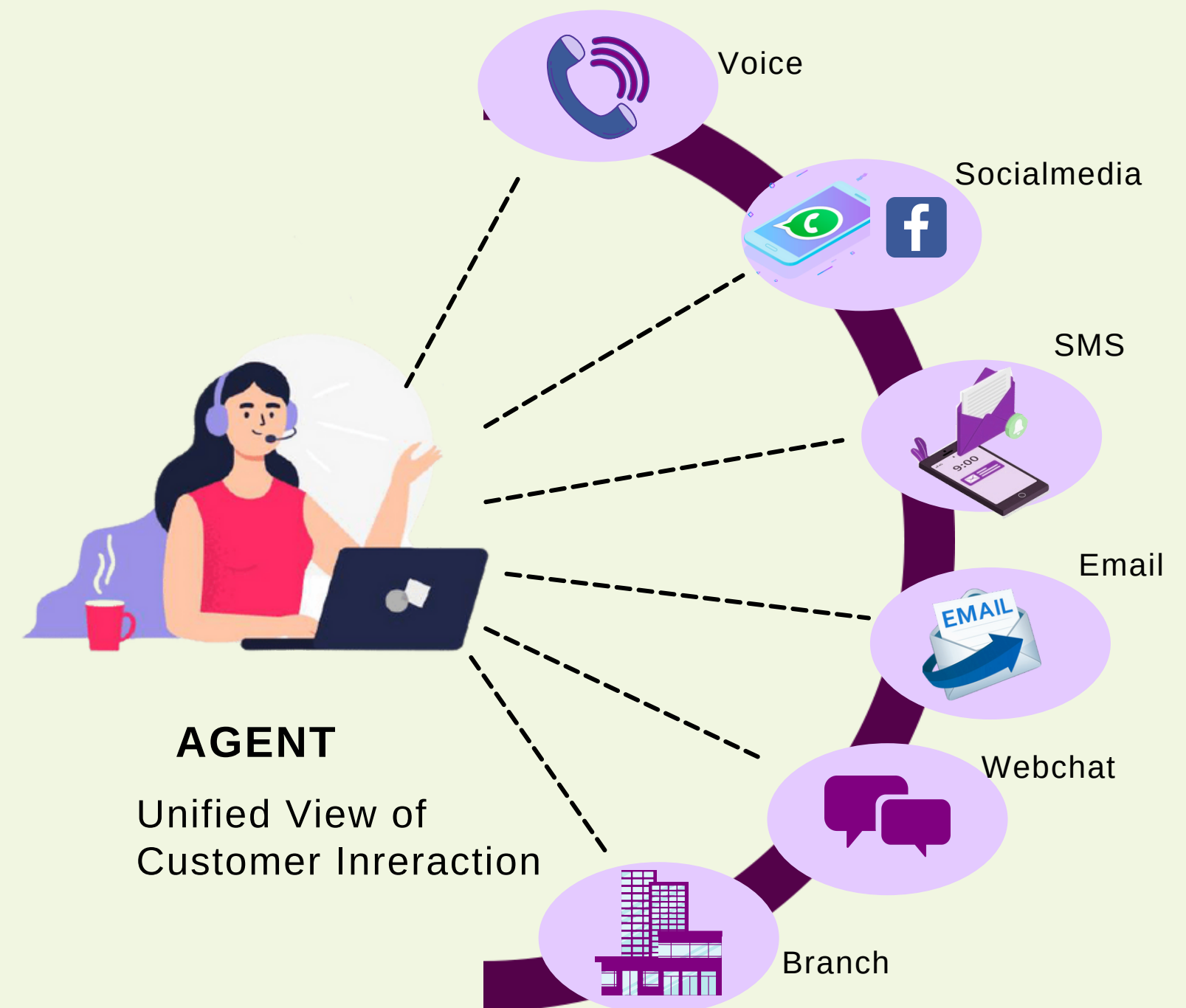
An Omni channel contact center is a contact center that allows its customers to communicate with the agent via their preferred channel. These Omni channel contact centers are strategized to enhance the customer experience by providing them comprehensive access to various available channels like voice, chat, email, messaging & social media in single interface.



Designed at scale to improve customer satisfaction and reduce costs.  
Integrate with or replace your existing contact centre technology !

# INTRODUCTION:

\*astTECS Omni channel contact center is an integrated suite of intelligent, intuitive solutions that allow you to engage with customers and prospects on their channel of choice.



## FEATURES:

### WHATSAPP :

Expand your Omnichannel Solution support with WhatsApp and Chat.

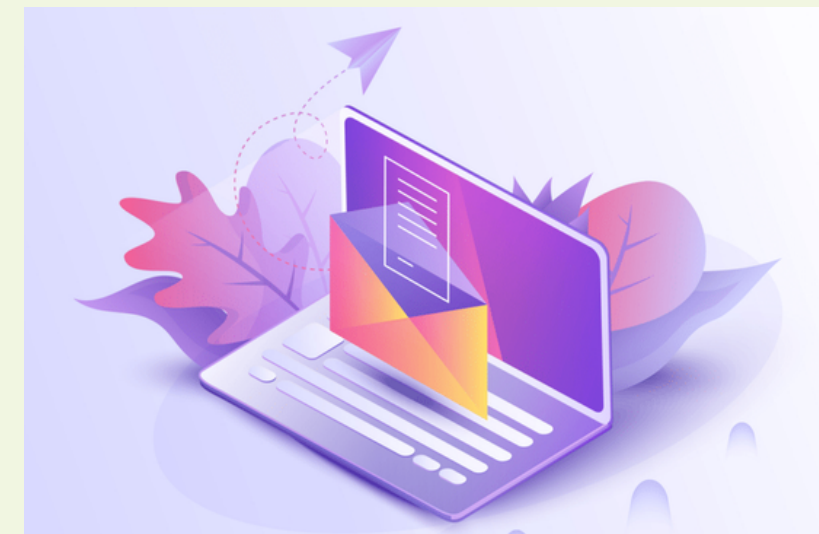


Send and Receive -

- Video and images
- Documents
- Text
- Location
- Transaction
- Interactive buttons

### EMAIL:

Helps the contact center to reply faster and delight the customers with quick response time.



- Emails are easily accessible
- Ability to attach files
- Email is a trustworthy channel
- Email support is cost effective
- Customer surveys can be conducted
- Capture detailed Information about Issue



## FEATURES:

### SOCIAL MEDIA:

**Socialize your contact center to build a strong customer relationship.**

\*astTECS Omni allows agents to respond to social media enquiries immediately from the unified agent desktop. When the customers start interacting on Facebook, WhatsApp, Instagram and other social media channels, the agent can reply to the post or do a direct Message.

- Reach large audiences
- Build your brand
- Faster, Easier Communication
- Boost Organic Visibility
- Customer Feedback



## FEATURES:

### VOICE:

Most preferred channel in Omnichannel Solution



The voice still remains the preferred channel in the contact center when it comes to customer - agent interaction. Make every interaction count with \*astTECS Omni whether it is an inbound or outbound

### SMS :

Drive high value customer engagement with SMS.



This enables to send notifications or docket numbers to the customers for future reference. The SMS integration is very useful where internet penetration is very low and other channels are not working properly

## ADVANTAGES:

**Omni channel routing:** Intelligently directing customer queries across a diverse range of service channels.

**Identify top Communication Channels:** You may find that you're dedicating far too many agents to phone support, while live chat support is seriously lacking.

**Business software integration:** Interestingly, the CRM on our Omni has a lead module. So the Omnichannel can also be used for outbound calling and qualifying the leads.

**Dashboard and reports:** Tracking live and historical communication helps admins to better understand their customers, measure department and individual agent efficiency.

### **Workforce management:**

- Evenly distribute workloads
- Forecast future trends
- Monitor agent availability and activity





## BENEFITS:

\*astTECS Omni channel blends customer and agent experiences across voice, email, chat, text and social channels

**Holistic View:** The organisation maintains a holistic view of the customer. It can treat the customer optimally based on the customer interaction history.

**Channel Choice:** Allow customers to contact you via the channel they prefer, whether it's voice, chat, SMS, messaging apps or email.

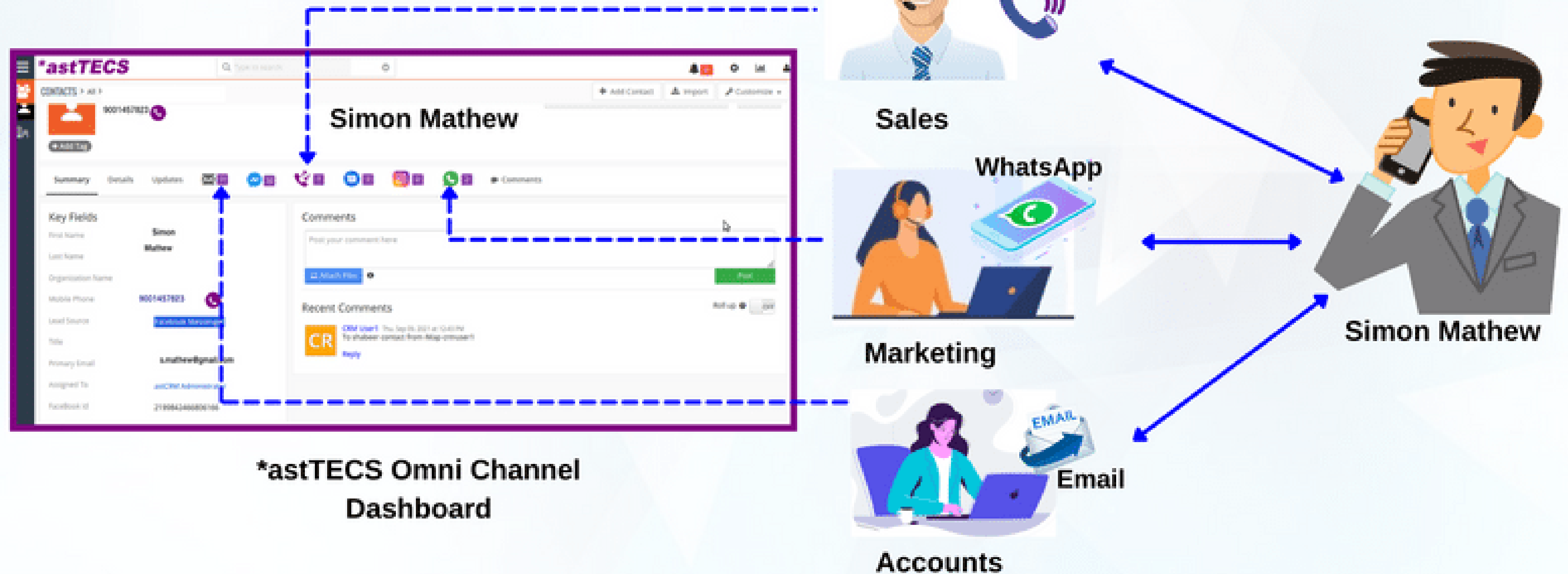
**Auto Respond:** Auto generated email response can help communicate on a large scale

**Omni channel Experiences:** Reduce customer effort and provide consistent, seamless cross-channel experiences across both live and automated interactions.





## HOW OMNICHANNEL WORKS



# ABOUT US



\*astTECS is a leading brand in end to end unified communications, offering wide range of cutting edge enterprise telecom products based on open source technology. Headquartered in Bengaluru, India.

## PRODUCTS & SERVICES

IP PBX, Call Center Dialer, IVR Solution, Voice Logger, VoIP Minutes, Voice Blasting Solution, PRI Gateway, IP Phones, PRI Cards, Headsets, CRM Solution, 24/7 Global Support

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