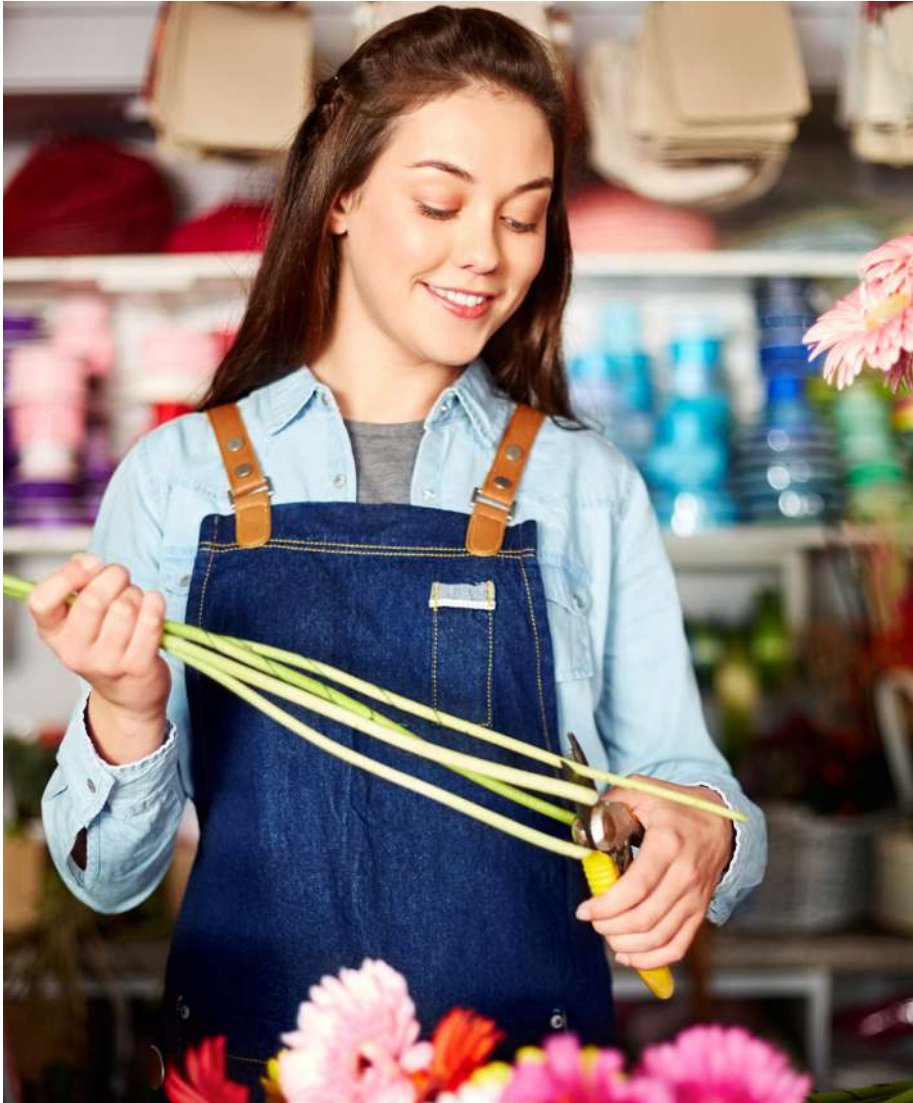


A Genesys eBook

Engage with Customers in an Ultra-Connected Era

Sales and service in an ultra-connected world



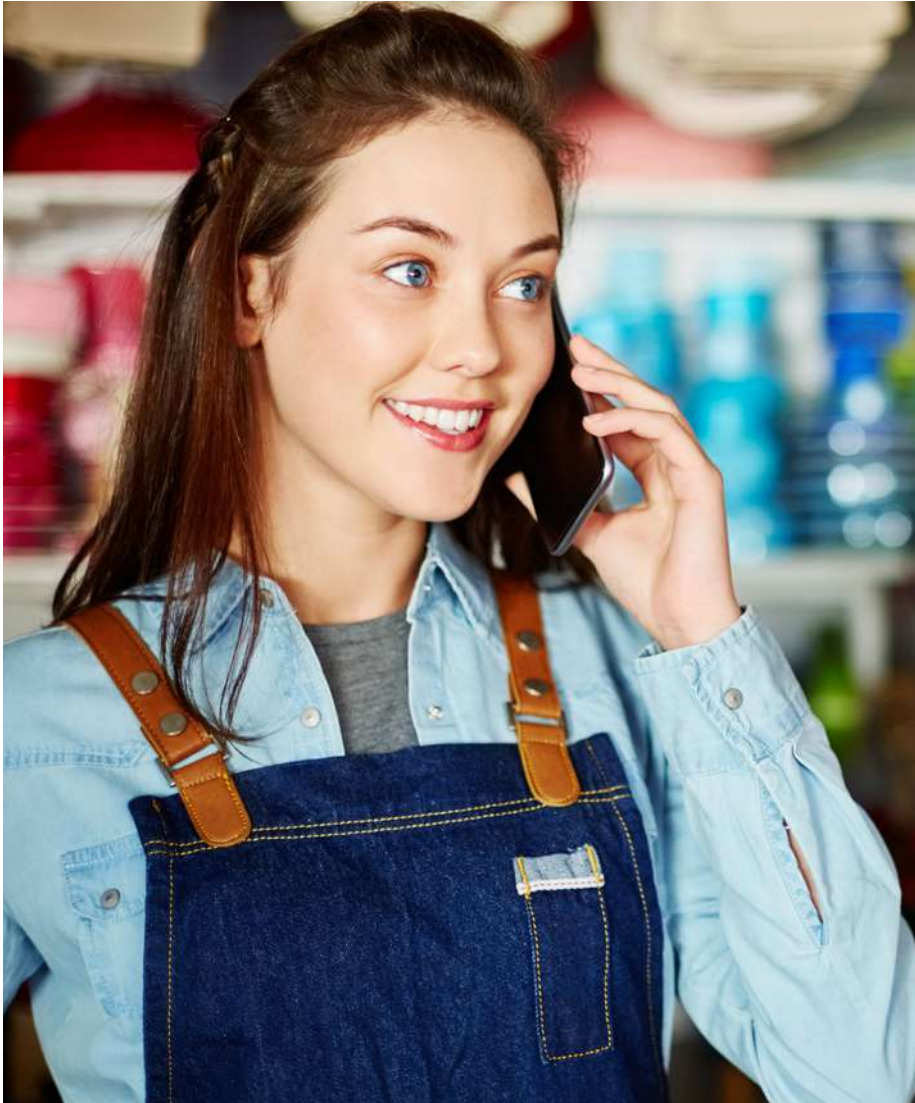
Imagine you're an independent flower shop owner. The flower business has been blooming the last few years and you've been able to expand into a fourth location. While growing your business is great, you now have four different phone numbers – one going to each location.

You also started offering your customers SMS updates on the delivery status of their orders. As popularity grows, you're struggling to keep up with your single phone. And the higher volume makes it difficult to communicate with all of your delivery drivers.

Some of your best customers have suggested that you should use social media to support customers and manage orders. But at this point, you're struggling to keep up with all the phone calls and texts. Adding yet another channel of communication seems impossible.

You need to find a better system – one that empowers you to engage with your customers whether they call, visit your store, text, chat on your website, or message you on social media. Plus, that system should improve efficiency across all your locations and for all your employees.

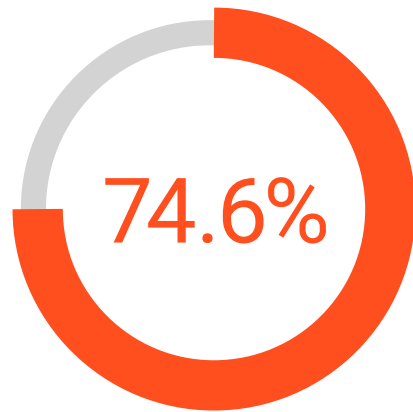
The case for change



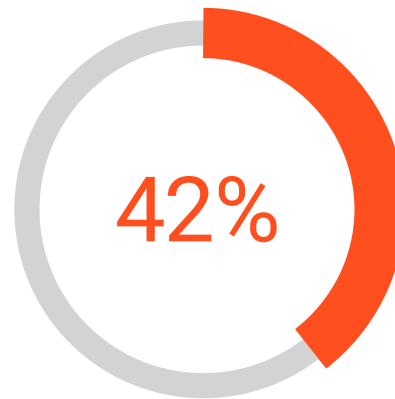
The world is becoming increasingly digital. The proliferation of smart phones, social media, email, and high-tech availability means your customer wants to interact with you in several ways.

Customers demand a seamless experience, regardless of how they choose to contact you. Questions should be answered quickly and uniformly, whether those questions are fielded by the florist, admin, delivery driver or clerk.

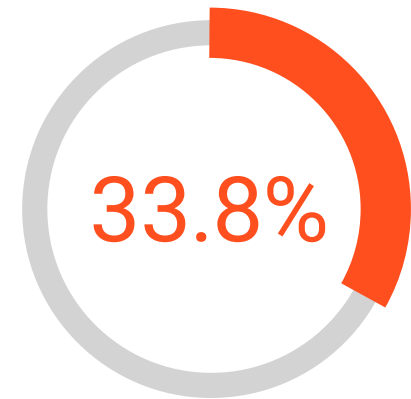
**Is your business mobile?
Is it social?**



Expected capability
for businesses to integrate
all channels by 2018.



Of all interactions
are now handled digitally.



Increase in web chat
interactions in 2016.

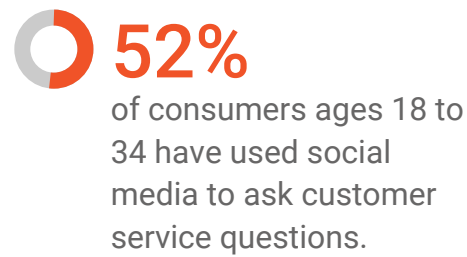
Your customer base and its preferred channel

Over the last two years, there has been a 2.5× increase in tweets to brands and their customer service handles.

*Source: Twitter



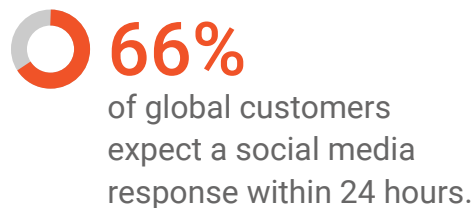
Source: 2016 Nielson Social Media Report



Source: Parature, 2016



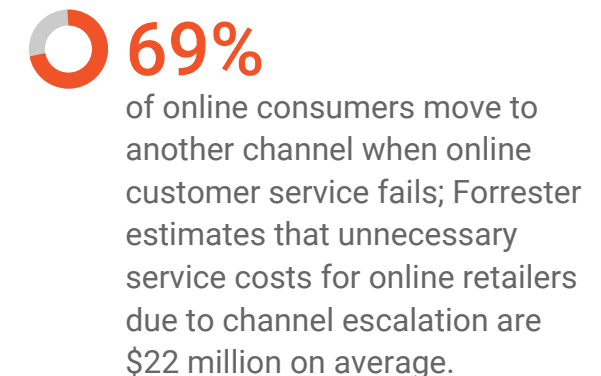
Source: Parature, 2016



Source: Microsoft, 2015 Global Customer Service Report

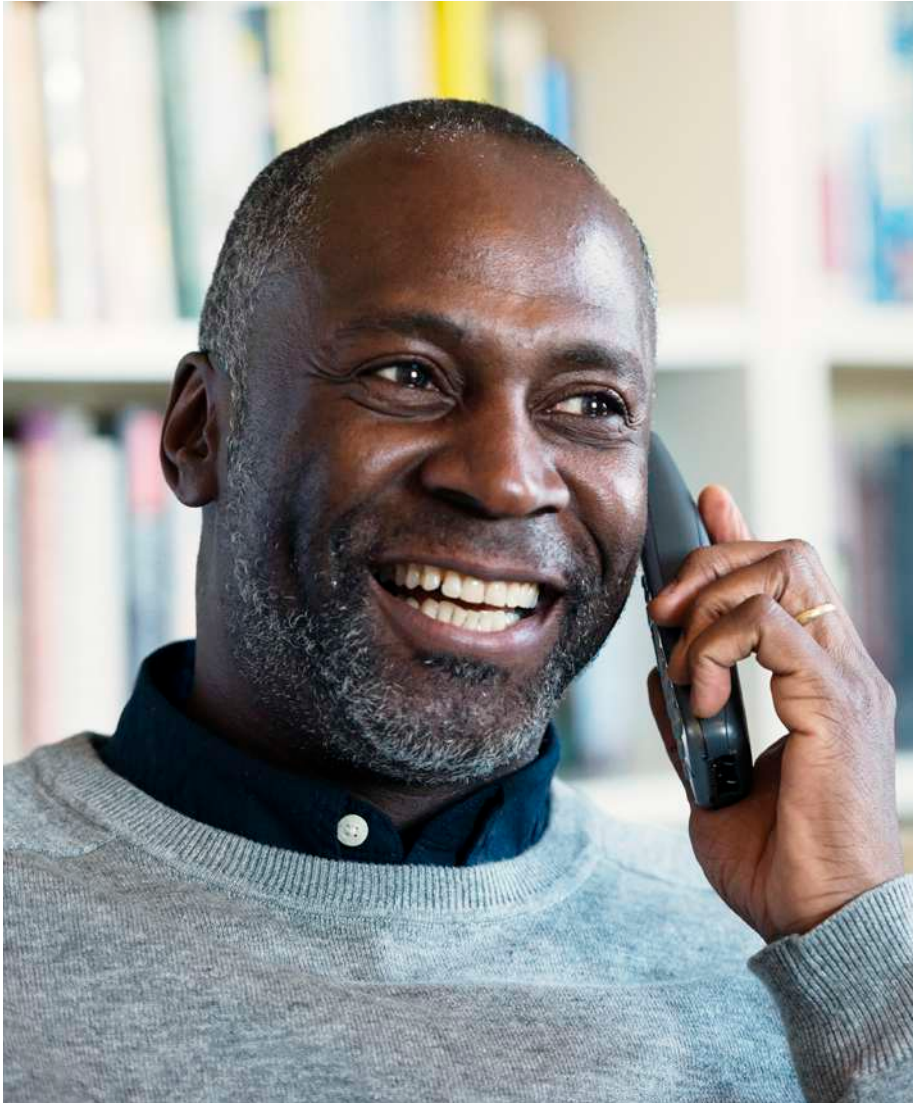


Source: CX Social, Top 10 Social Customer Service Stats of 2016



Source: Forrester, Transform the Contact Center for Customer Service Excellence, 2016

Flexibility to support cloud, on-premise and hybrid deployments to meet your unique requirements



Whether your customers are millennials, Gen Xers, or baby boomers, they all have preferred ways to communicate with you. Each group has shifting preferences that vary by age, income and the task they want to accomplish.

How can you account for their differing needs? By using a communication platform that enables you to offer different communication channels as needed, whether it's text, call, email, chat or social media. The right software can enable those channels to scale up and down on-demand. Then, you can spend the last two weeks before Valentine's Day prepping orders – not worrying about your phone capacity.

Make operations easy and efficient



Currently, multiple phone numbers serve all your locations. When a customer calls, each handset rings simultaneously. If there are already two concurrent calls, additional customers are sent to voicemail. You have one person responsible for texting delivery updates, but updates to your Facebook page only happen when someone has a spare moment.

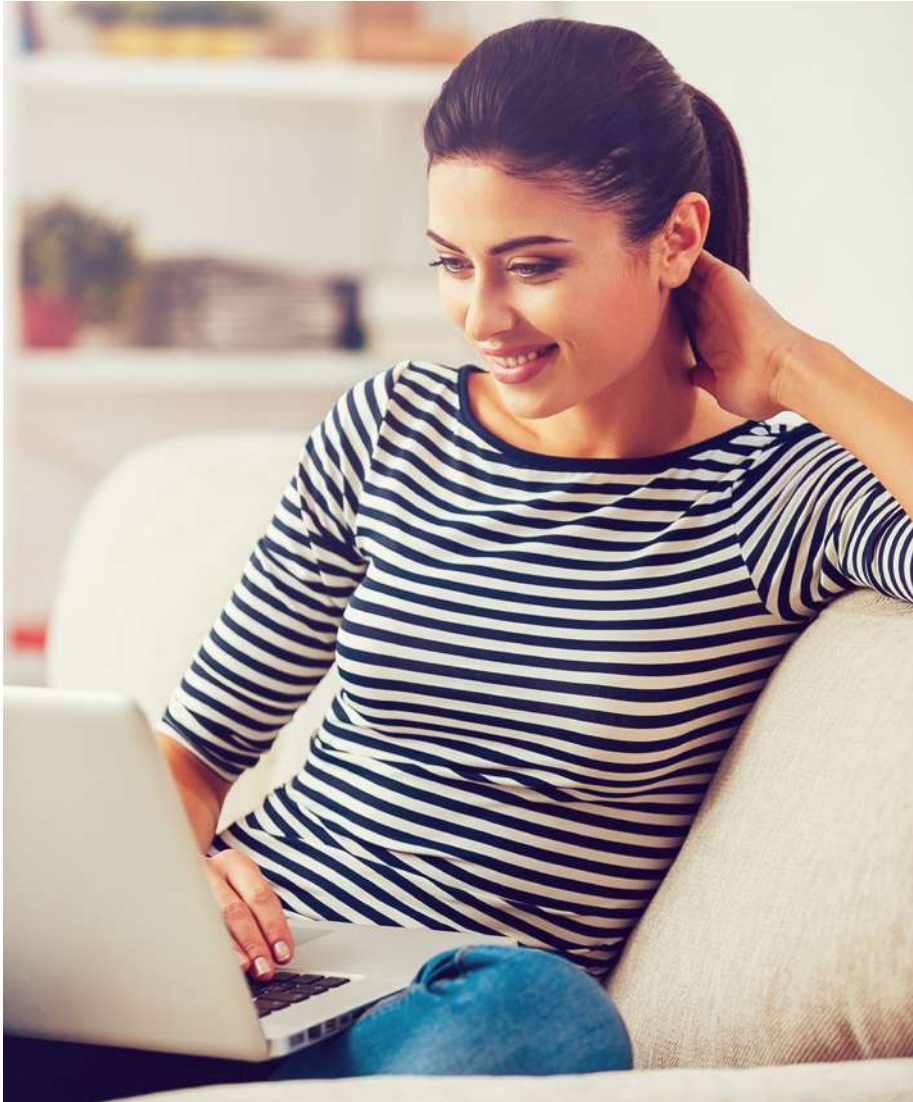
A lack of visibility into current customer service issues only compounds the problem. Customers need to talk to the same person for updates or a resolution, because there's no way to share that information across the team.

It's Time for an All-In-One Solution

With a comprehensive cloud solution, all phone numbers, including that new freephone vanity number you have, go into the all-in-one system that shows every employee's status in real time. Set up call routing to enable better service. The caller will still go to the first store dialed, but the call will route to the next closest store if everyone at the first location is busy.

As for texts, employees could use the same cloud application to track and respond – no special training is required. Drivers receive address changes or time changes through an existing mobile app. And because it's going through a centralised system, every employee can see the status of a specific request.

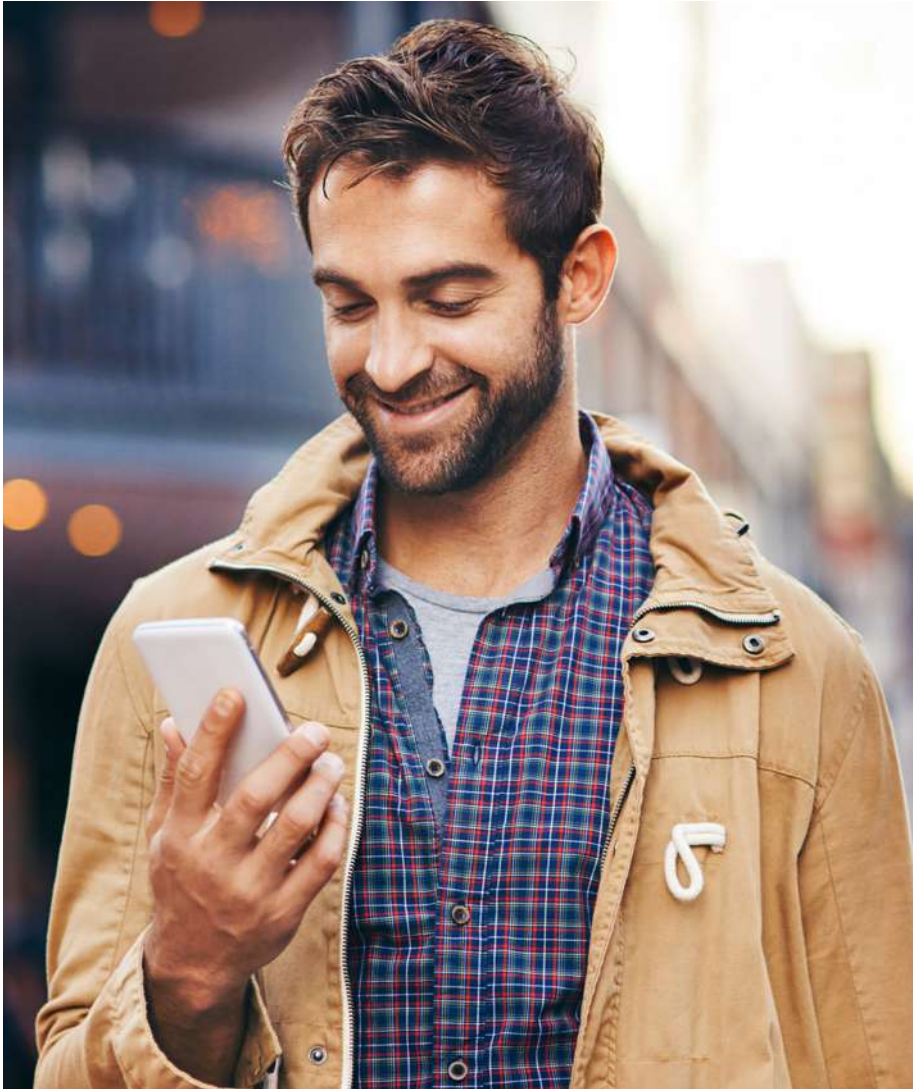
Consider other new channels: The sky's the limit



Now that you've mastered how to handle phone calls and texts, it might be time to open up a chat feature for after-hours orders and service. For weddings and larger events, you could easily create a web form that customers can submit or email to you. Take advantage of your increased Facebook traffic and start formally handling customer support issues through social channels.

Imagine how much smoother your business would run if all of your locations could easily work together. Imagine the benefit to customers if they could place orders through social media and then receive a text informing them that their orders are ready and waiting at the location closest to them.

Make it simple or sophisticated



Greet all calls with a message regarding your current sale, or a reminder to place holiday orders early.

Match phone numbers with chat logs and email addresses to gain a single view of each of your customers, including a note about their birthday or favourite flowers.

Auto-respond to each new order with a confirmation text or email. Route all delivery status calls to the same person, regardless of location.

The possibilities are endless.

Looking ahead



Grow customer loyalty with proactive reminders. Imagine your communications system helps you track all of your customers and their history. Each week, you search for customers who have an upcoming birthday or anniversary. Proactively reach out via phone call, text or email. Suddenly, you're more than a flower shop; you're a friend who helps your customers remember important events. Plus, you know that Jamie loves peonies!

Benefits abound for employees, too!



You have an abundance of roses and some creative ideas on how to incorporate them into various arrangements this coming week. Use an instant video conference to share your ideas with all of your florists. Share pictures and how-to documents while you collaborate. And with everyone together, you can hear new ideas from your staff, too.

With a single solution, you can improve customer relations and make customer interaction information accessible to all employees. There is no need to search for the original point of contact to get updates on an issue.

Not sure which employee can help answer your question? Send a chat to an individual, group or to all employees. You can attach a picture or a file, too. And if you need to show something on your desktop, no problem – just share your screen. Work seamlessly, no matter where you are or what device you're using.

It's time to engage.

Take your customer engagement to the next level

Connect with your customers on their terms using the **PureCloud by Genesys**. Deliver world-class customer engagement in a single platform that lets you exceed customer expectations today and quickly adapt as customer preferences change.



[Learn more](#)

[Request a demo](#)

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Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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