Channel Optimization

NCS Technologies

Engage your customers in a positive way that engenders loyalty and drives revenue growth. NCS Channel Optimization Services enable your enterprise to deliver outstanding experiences across all the touchpoints that matter most to your customers.

Your customers interact directly through call centers, via online self-service, or at physical locations. They utilize an increasing diversity of devices. Customers have more information and power than ever before, and CX is rapidly becoming the key differentiator they value most.

Each channel has its own characteristics and challenges. What works in one context may backfire in another. NCS implements the right capabilities and technology enablers for each different interaction channel.

What We Do

We help large enterprises improve revenue streams and stem customer attrition. We optimize any channel by following these three steps:

- **Discover.** We find out what is really going on in CX delivery. This elevates your "CX-IQ" and clarifies the steps needed to improve channel CX delivery.

   We use an intelligence-driven approach. Often we learn that the customer journeys are influenced by undetected factors, such as cross-channel impacts. By uncovering this intelligence, we design optimization strategies our customers implement with confidence.

- **Elevate.** Often the key to channel optimization is to improve an existing process or to augment it with a specific CX technology enabler.

   NCS has delivered a wide variety of solutions to elevate channel performance, such as call center deflection, faster first-time resolutions, advanced customer self-service, and increased revenue through lower cart abandonment.

- **Differentiate.** Increasingly, enterprises are seeking ways to use CX as a differentiator – particularly in saturated markets where acquisition requires a customer to switch brands. Simply doing what others do isn't enough.

   Our method of intelligence-driven CX is not only about improving an existing program, but uncovering new insights that lead to CX innovation.

CX CHANNEL OPTIMIZATION:

Thrill customers with outstanding interactions

Understand cross-channel impacts

Make CX investments confidently

Focus on the right things

Know which technologies to deploy

Start small and grow

Reap the benefits of continuous CX improvement

interactSMARTER

The NCS Difference

NCS is a different kind of CX solution provider. First, we always employ an intelligence-driven approach that emphasizes fact-based decisions on CX investments and programs. We don't recommend a specific technology or technique unless the data tells us it is the right choice for channel optimization.

Second, we have deep experience across the major customer touchpoints of today's large enterprises: call centers, web properties, and back office systems. This is important, because customers don't interact with a channel or a department – they interact with your brand. We are better able to detect cross-channel influences that escape vendors who specialize in just one area.

CX DELIVERY

Channels

Digital

Agents

Back Office

Departments

Marketing

Service

Support

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Third, we construct a CX Intelligence Nexus that gives our customers the necessary infrastructure to support true intelligence-driven CX. We often implement it for a specific channel-based project, but its value grows substantially over time as customers add more CX data to it.

Finally, we are experts in the specific technology enablers that drive enhanced channel performance. We don't manufacture software products or have a vested interest in which ones are employed. We assess marketplace alternatives and implement the best solution to fit our customer's need.

CX INTELLIGENCE

Base conclusions
on a solid
data foundation

CX ENHANCEMENTS

Make existing
channels deliver
better business

CX DIFFERENTIATION

Leverage your CX
delivery to grow
market share

About NCS

NCS Technologies helps large companies maximize the business value they realize from customer interactions.

We optimize direct and indirect touch points across digital, human, and back office channels. We pioneered Intelligence-Driven Customer Experience, which delivers faster, better, and more long-lasting improvements that extend customer lifetime value.

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