

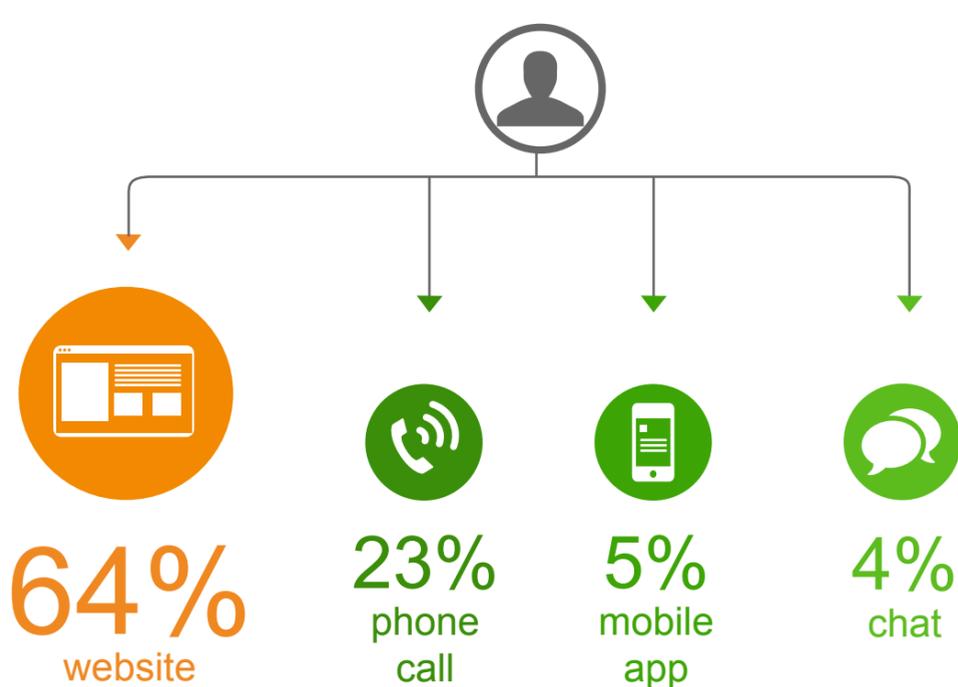
# So Many Channels, So Little Time: Insight into the Omnichannel Journey

[24]7 recently conducted a survey, the 2015 Customer Engagement Index, to ask about the order of channels and devices used in a customer's omnichannel journey. 3500 respondents, 1200 in the US, were surveyed. Here are some of the highlights.



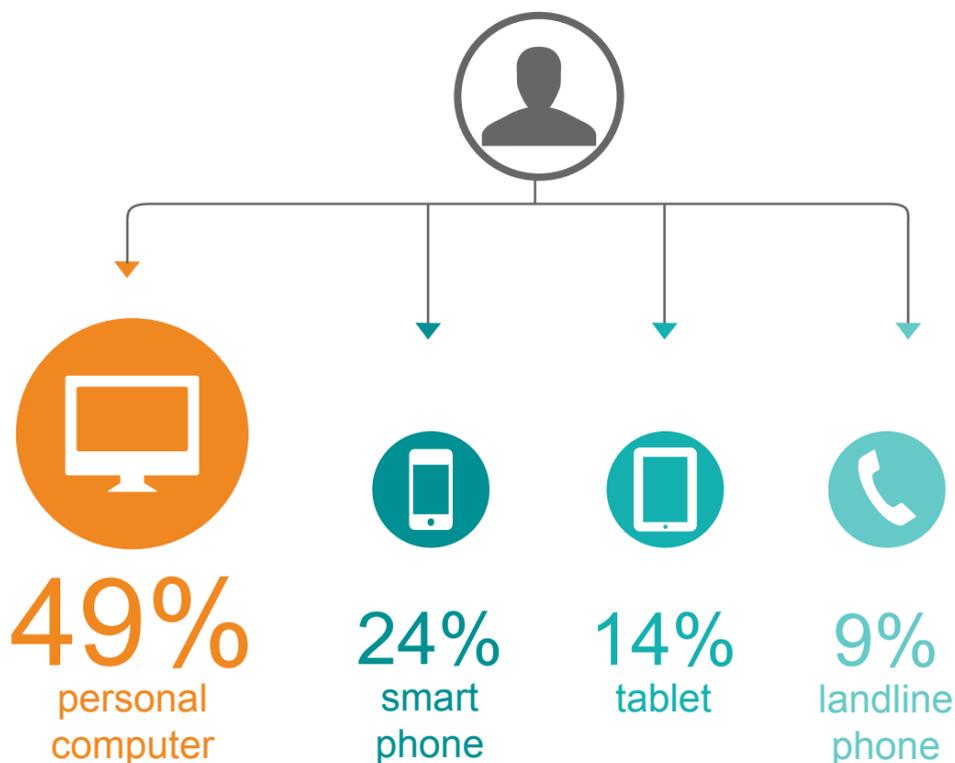
## Omnichannel Basics: Start at the Website

The website represents the most pivotal touchpoint to engage as that is where consumers start the omnichannel journey. "Omnichannel basics" are to equip the website to handle self-service transactions, cover a broad range of questions, and provide for a seamless escalation to assisted service.



## Omnichannel Basics: The Consumer Starts on the PC

The "website accessed by a PC" is the number one channel and device where companies should enable self-service and empower consumers to complete tasks themselves.



## Three Channels is the New Normal

# 95%

of consumers will use a third channel even after starting on a website. Why should it take three channels for a consumer to get something done? Companies need to provide robust self-service in the first channel and make it easy to get assistance in a second channel.

## The Rise of Chat



Companies need to use chat as a strategic channel for assisted service in the customer journey.

Chat is replacing email as an escalation channel as customers want to resolve their issues right then and there. For companies this means that escalation from self-service channels (website or mobile app) to assisted-service channels (phone or chat), requires new capabilities in a world of effortless customer engagement.

Source: [24]7 Customer Engagement Index of 3500 respondents, 1200 in the US, 2015.