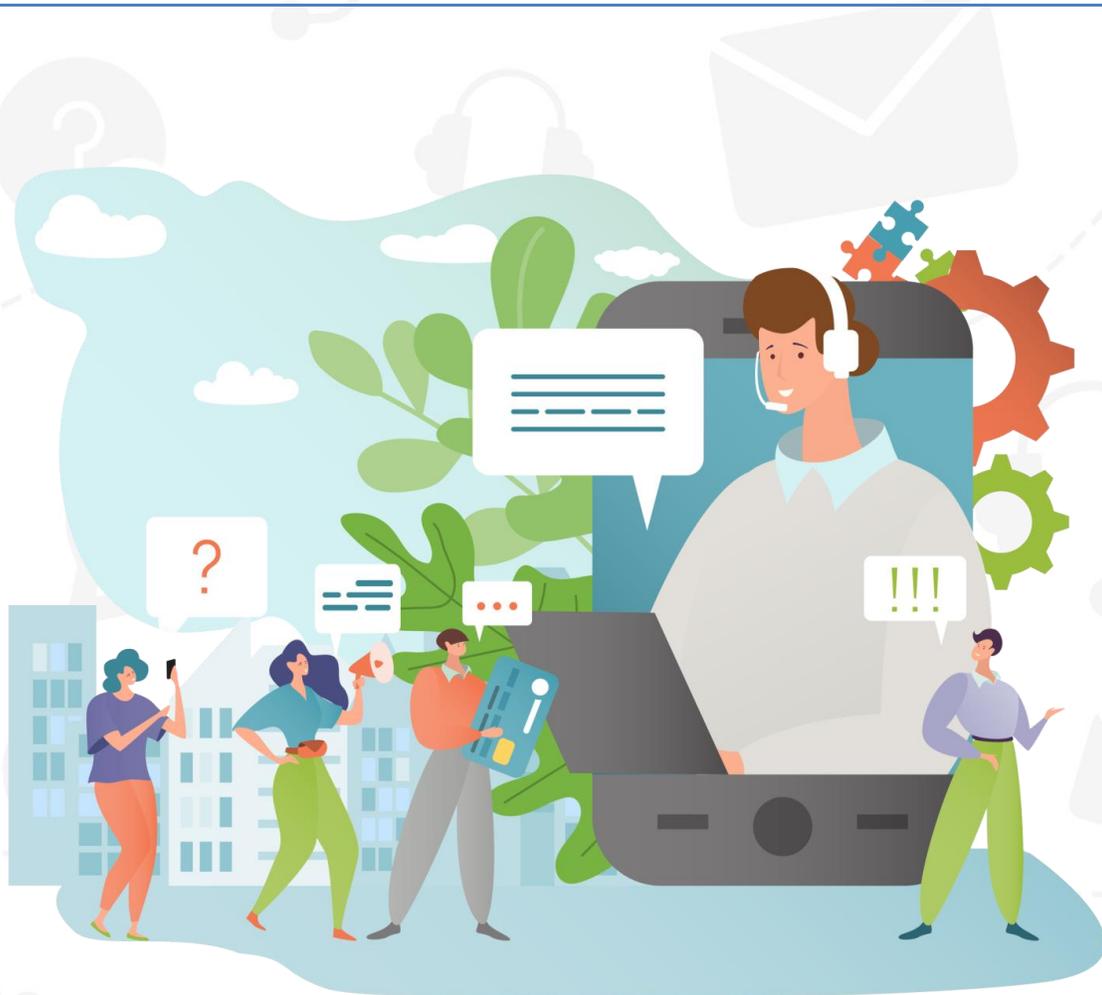


commbox

The Future of Customer Communications

MOVING FROM A TRADITIONAL CALL CENTER TO AN AUTONOMOUS OMNICHANNEL CONTACT CENTER



INTRODUCTION



The state of customer service delivery in the contemporary era beats its position in the past era by a mile. Today, there are a lot of smart tools that can handle customer support; giving clients satisfactory experiences when reaching out to a company through any of their communication channels. In the days of old, it was not so. There used to be a mechanistic arrangement comprising human agents at the call center support system. Technology had not advanced this much then so communication was ensured through a mechanical means. People needed to mediate between the company and customers to solve their problems; hence, human representatives were used in the customer support arrangement of most companies. But as expected, there were many inadequacies that showed in the course of running it. For instance, the response rate of customer support's call center was low for larger companies who had to deal with a lot of customers daily. Clients were made to wait hours on end before their query got attended to, due to the high demand across organizations' communication channels. Also, the agents were limited in function as they experienced burnout on some days, leading to poor performances on such days.

Autonomous Omni-channel contact center; however, is in direct contrast to the way the traditional call center was structured. One of its many merits is the fact that it employs the use of technology to facilitate better communication between customers and brands. It reduces the presence of noise in the different communication media channels as a smooth network reception is felt by the end-user and the company; facilitating better communication as a result. Since customer loyalty is achievable when companies give a satisfactory attention deserving of a client when they put a call through, Omni-channel contact centers ensure this by having software capable of providing swift responses to queries, with

or without the assistance of human call agents. That way, whenever human agents fall short of their duty due to their fallible nature, the machine would perform such tasks for them with ease. If it were to be the traditional way of doing things, such goofs might come at a cost of customer loss, failed business execution, poor response rate to customer queries, among other detriments. That is the more reason you need to realize that autonomous Omni-channel contact center is the solution needed for running businesses in the contemporary world.

In this book *Moving from a Traditional Call Center to an Autonomous Omni-channel Contact Center*, you will learn what an autonomous Omni-channel contact center is, why they are important, how to make a transition into it and how it can shape your organization's growth. You will also be able to see what the future holds for your company as you grow in the digital business world by virtue of this change. Indeed, you should take advantage of the resources available in this material as they are well able to deliver your mission and vision for everyday business. Look around you and see; several startups are into the use of Omni-channel contact center for the benefits they can get from it. You cannot afford to be relegated to the background in the scheme of things. The world is evolving, you should too. Hence, brace up for the change to come to your business outfit by preparing yourself with knowledge requisite for the red tapes involved in Omni-channel contact center. When you do, your experience will shift for the better and things will begin to experience a new twist in life.

WHAT IS AN AUTONOMOUS OMNICHANNEL CONTACT CENTER

The term "autonomous Omni-channel contact center" refers to the new-age structure for making customer experience better during the running of any business. It works on the shortcomings of the traditional system in ensuring that clients get responses as soon as possible in their attempts to reach out to the company. Companies, in the old system, were limited by human constraints; being that it was not possible to attend to multiple customers manually and in quick time. Clients usually got stressed by the situation but did not have an alternative since nearly all companies were run the same way at the time. However, with the inception of autonomous Omni-channel contact center, it has become easy to make enquiries and get responses speedily.

The term "autonomous Omni-channel call center" refers to a setup that makes clients get responses at any channel of communication they choose. It means that for those who may want to access help or other information from the company through their website, social media platforms and other means, they can all rest assured that their enquiries would be met. The system works by creating central control for all the media of communication inherent in the company. Autonomous Omni-channel call center ensures that everyone across the communication channels gets attended to quickly with apt replies, irrespective of the queries they

make. That way, clients are kept satisfied and the benefits that accrue to companies with good customer service will follow.

To understand how autonomous Omni-channel contact center works better, you have to have an idea about what customers expect of companies they patronize for their needs. The market is skewed in the direction of brands that have high regard for their clients. The principle of placing premium on customers is a social exchange principle that most bigwigs in industry have learned and leveraged on for a long time. They have grown to understand that when one gives customer the utmost satisfaction they deserve in the delivery of their products and services, they stand a chance of gaining rewards such as more revenue, increased productivity, a larger customer base and other goodies. Hence, the autonomous Omni-channel contact center is their lifeline in achieving quality customer support for handling client's queries.

Why Customers Prefer Brands with Autonomous Omni-channel Contact Center

Expectations and History

In doing business, you have to understand that before prospective customers decide to take a shot at your brand; they have expectations and history as well. Expectation and history – being that they, probably, have done business with a topnotch brand whose standard would be used to assess your services. In addition, they also may have had a horrendous experience with a brand; hence, they seek validation of their worth from your brand. As a result, you have to be willing to satisfy them to the best of your ability through efficiency of your product and manner of service delivery. That way, they would be bought over to your brand easily.

Precisely, what clients want is the same measure of efficiency through the company's communication channels. No customer wants to be delayed through emails but attended to promptly social media. Or delayed through calls but promptly responded to through SMSs. It is the obligation of an organization to ensure that every communication platform has an equal chance of retaining customers. That is because you cannot chose for customers the means through which they should approach your business establishment for services. Hence, Omni-channel contact center is that technological innovation that enables one get the same treatment across all channels. When you have it in place, there will be fast response to customer queries as well as efficient delivery too. Remember that in business, time is money. Therefore, you cannot afford to let money slide into the hands of your service rival because of slow response rate. You will find Omni-channel contact center quite handy in handing customer satisfaction while winning their loyalty. When clients notice your brands' devotion to efficient customer service

across all channels, they are more likely to return the favor by being part of the company's customer base as well as making referrals come to the brand as well.

The Craving for Personalized Services

In this world of intense business rivalry, customers are on the lookout for companies who personalize their needs as if it were their problem. Gone are the days when the order of the day was impersonal, mechanistic and operational service delivery. Customers want to feel known. They want to know that their brand knows them specially, amid the vast market attraction which they have. It is for this reason that chatbots, SMS, emails and other means of communication tend to mention clients' names when doing business with them. That way, people feel related to on a personal level, and it does not look automated since everyone cannot be a bearer of the same name.



Personalized services go beyond calling clients by their first name, remembering their birthdays and all, even though they are also part of the plan. It also involves taking the clients' need with empathy and with devotion to see that it meets a solution. When a client makes a query, their mood may be all shades of blue. Upon making their complaints or needs known, an organization that can help them solve these challenges through their products and services will most likely be part of the brand's family. Hence, when doing business, focus less on profiteering, even though that is your aim. Let your customers see more of your empathy in meeting their need through your business solutions. That way, they will come to appreciate you and all your brand stands for more than never before.

CAVEAT

It is important to state at this juncture that so many people confuse Omni-channel contact center with multichannel platforms. Omni-channel contact centers make a central control for all the communication media by making them organized by a point source. On the other hand, multichannel platforms make different control systems for different communication channels. By understanding the two arrangements, you will not be confused regarding the difference that exists between them both. Omni-channel center enables businesses have the same experience in the different media through which they can be reached by customers. In multichannel platforms, varied efficiency at the different channels of communication is likely.

WHY ARE AUTONOMOUS OMNICHANNEL CONTACTS CENTERS NECESSARY IN THE DIGITAL AGE?

In the age of digital technology, one cannot downplay the importance of autonomous Omni-channel contact centers. The high influx of people into a company's space – online and offline – makes it difficult for people to be adequately managed under the traditional structure. Hence, there is a need for a higher order of work processing in organizations, as well as contact centers sufficient enough to handle it. The jet age has a lot of benefits that one should tap into with regard to customer satisfaction. Hence, any company serious about making headway in the business world should have a plan towards advancing the customer support towards the direction of autonomous Omni-channel contact centers. There is so much to gain that you should not be missing out.

Advantages of Omni-channel Contact Centers

Improved Customer Experience

Every company looks for ways through which they can have a keep their customers satisfied. Since different companies are into the production of same goods and services, the brands who keep customers satisfied the most usually get popular in the markets. However, treating customers is such a herculean task. Except there are digital tools in place to achieve it, one will have a hard time keeping customers satisfied with the service they render. That is why Omni-channel call centers ensure that customers, online and offline are treated to the highest customer service possible.

Transforming Your Contact Center

Another advantage that comes from having an autonomous Omni-channel contact center is that it helps the company's contact center have a new look. Operations, such as payment, making orders, purchases and others, become easy when this technology is involved. Accuracy is also ensured in these processes, as well as speedy conduct of transactions. Through all the media of communication such as email, social media, SMS, e-commerce, QR codes, chatbots and the rest, people can get whatever deals they have with a company done and dusted it. With all the above-mentioned gadgets in place, the call center of your company will function better in the customer service capacity.

Customer Retention

It is no news that virtually every business outfit looks for new ways of appealing to customers' taste. Sustainability in business is what keeps it thriving. It is never a one-off affair. In the traditional approach, it was hard to keep customers' satisfied on terms such as quick response rate and efficient service delivery. Clients who stayed loyal to their brands did so because of the reputation the company earned in the marketplace. That is why many of them could not withstand competition from digitalized brands when the advent of Omni-channel contact center came through.

The only ones that survived were those who quickly turned to Omni-channel solutions for help at the nick of time. It all boils down to the fact that it is easy to retain customers when your organization has tools that show customers how much value your brand has for them. Without that, there would always be doubts arising with regard to the quality of your service, and when another brand comes for them, your guess is as good as mine – they will switch places. However, this can be stopped if one gives Omni-channel contact centers the attention they deserve.

Gaining Competitive Advantage

The reality of the modern-day business world is such that there are cut-throat competitions which one must maneuver to make headway in a particular line of business. Every day, new companies are getting registered into the same service industry; all promising several mouth-watering attractions and top-notch quality of service. One cannot afford to be caught off-guard with the market dynamics as it could lead to detriments such as foreclosure of business, bankruptcy, high turnover of employees, poor customer retention, and low revenue as well as less productivity rate. No company wants to go through the red tapes involved in setting up a business, only to make losses. Hence, autonomous Omni-channel contact centers are necessary profiteering gadgets that ensure that a company's head is kept above water in their bid to conquer the heat of business rivalry. As long as one can channel services towards the direction of making customers happy, they will have a lot of profit coming from it. After all, satisfaction in modern –day business terms has a high reward value attached for the company and customers alike.

Efficiency in Higher Order Processes

Right from the inception of business, processes within all given service industries always had varying degrees of complexity. As such, while some took a short while to complete, others required more time and hands to handle. Omni-channel contact centers functioning in an autonomous capacity; however, is capable of running several complex queries that come through end-users engagement with the brand through any of their communication channels. With and without human supervision, the right answers to each query would be given. Nothing makes a customer more satisfied than having to consult with a firm on their services without experiencing glitches or noise during communication. You might be wondering "how do these companies do this?" Do not think too far. In the programming of the Omni-channel contact center software, there are instructions that make language processing of the inputs made by clients to be interpreted for swift feedback to be made possible. A vast array of possible questions which might come from clients are fed into the software as well as the likely answers to them. "What if the client does not type it the same way?" you might ask. It will not be a problem as the algorithm by which the system works is such that takes note of keywords used in the query to make a logical analysis of whatever request the client may be trying to ask. Through this, human agents are relieved of the stress that comes with handling this queries in their numbers.

Less Burnout Experience for Employees

It is essential to note that inasmuch as customers are the backbone of business, without employees, an organization will have less attainment in the business world. Hence, keeping organizational staff members fit for running different operations is necessary for making advancement in your service industry. Under the traditional way of running things, stress and burnout were experiences that employees had to deal with. It was so grave that it made some high-performance employees patients of musculoskeletal injuries, stressed up till they started giving poor performances in tasks or leaving work for another brand. Successful startups will go any length to keep their vibrant employees in business. How else do they achieve it if not by incorporating autonomous Omni-channel contact centers to relieve employees of the stress? Mind you, it does not mean that employees will be disengaged from their jobs. It is all about complementing their work with digital assistance. That way, occupational burnout and stress will be reduced, job satisfaction will increase and turnover of employees will wane.

Higher Productivity

The rate at which jobs are completed in autonomous Omni-channel contact center outpaces the traditional call center by miles. That is because machines, unlike humans, have the capacity to handle more tasks at a time. To understand how the control of communication works in Omni-channel contact center, follow this illustration.



Imagine that within a minute, 8 people contact a brand through their different platforms. If there is only one human agent to attend to them, it means 7 others might be lost waiting for one query to be completed with the first person. If there are 2 call center representatives, then 6 are at risk of being lost. Even if there were 8 representatives, it is an expense on the company as they will incur cost of human resources handling the unit. Compare that to having an autonomous Omni-channel contact center, all 8 queries across different platforms will be handled at once within the blink of an eye. Away from the illustration, autonomous Omni-channel contact centers can handle more queries per time. It is an automated feedback mechanism that makes it work that way. Hence, you can expect more deals within a business day than what you would have gotten in a short while.

Increased Revenue

The ultimate prize for switching from a traditional call center to autonomous Omni-channel contact center is what you have here – increased revenue. Among all the parameters necessary for rating business growth, the amount eked in a period ranks high. What do you expect when a company experiences higher productivity, customer retention, customer satisfaction and retention and competitive

advantage? It has to be more financial value. You can see why it will be wrong to remain with the old method in this new age. If you do not move with the current tide in the business world, your brand will face immense threat from competitors and might be on the brink of foreclosure. You do not want to go bankrupt in the same line of business that others are eking millions from it. Hence, invest in a vibrant future by opting for Omni-channel contact center in your business outfit. You will be glad you did.

To Give A Positive Impression of the Brand

As a brand, you must realize that however your contact center is, that is how you will be perceived. Have you ever heard someone say "Company A has bad response rate" or "Company B does not value customers". In actual fact, it is not that the company is as described, neither is the case that all employees in the company are that way. But the representatives of the brand make the company gets such view from prospective customers. That is exactly how it is in business. Generalizations are made based on customers' experiences. Most decisions to end dealings with a brand are usually resulting from first-time basis experiences. You will not find many customers giving one a second chance after a bad experience. It is for this reason that it is essential to use Omni-channel contact center to ensure a good first impression is given to customers as they make use of different communication media of the company. That way, a company will get positive appraisal from customers and increase market value. But here comes the responsibility – ensure that as a brand, you continue with the same first impression given to customers to maintain their retention into your customer base. Once this is ensured, you will have more customers return for other transactions at a level that is beyond understanding.

HOW TO GET STARTED?

In transitioning from traditional customer support to a digitalized one, using autonomous Omni-channel contact center, there are a lot of tools that can enable that. However, some of them lack one or two factors that ensure a successful change. Of course, using the wrong tools come at a cost – one which would have been avoided if traditional call centers have been maintained. However, you cannot get the best of business when using the old method in the new age. Therefore, the problem to tackle is not the digitalized contact center itself, but choosing the right means of adopting it. If you have similar problem, do not worry. In this chapter, you will learn which tool to use which guarantees successful transition.

COMMBOX

The name "Commbox" is now a household appellation for advanced customer support system in the business world. Considering how business innovation has taken over the marketplace with the likes of Artificial intelligence and data analytics, among other technological innovations, there arises a need to increase

one's organization to improve their service delivery within an industry. Commbox serves this aim as it uses AI and technological applications in ensuring a satisfactory customer experience to clients in the service rendered by the company. In ensuring that this is achieved, both machine and natural language are incorporated into the structure to achieve better understanding of customer requests and provide a good feedback mechanism. It is this programming that makes response rate faster while ensuring the accuracy of queries.

Commbox is trusted and tested for customer relations efficiency. Giants such as Facebook, Amazon and Netflix use autonomous Omni-channel contact center when doing business. Through it, they get recommendations across to their customers about a new product and profile their customers through studying their history. Clients develop a liking for brands that seem to know them personally, amid their vast customer base. It increases their likeliness to return for more deals with such brand. The dream of every entrepreneur or organizational business strategist is to pull off a high productivity rate from as little input as possible. With Commbox, it is possible to have the best of the business world.



One thing you must understand about the way autonomous Omni-channel contact centers, such as Commbox, is that they have the ability to undergo learning. What it means is that they can observe the data entry for customers, overtime, and successfully make calculations that are bound to be true most of the time. I just unraveled the mystery behind how these digitalized companies predict your purchases, time of purchases and delivery location, most of the time. All these are possible due to the algorithms programmed into the Omni-channel contact center application that a company has.

Depending on the kind of business a company engages in, it is possible to have different Commbox application to go with them. That means they will varying algorithm instructions are available in different algorithm, all meant for the suiting of different service industries and organizations with distinct capacities and capabilities. Hence, it is best you specify your kind of business establishment to ensure that you get a fitting software application to enable you enjoy autonomous Omni-channel contact center.

Results

Upon the use of Commblox for your company's customer service experience, you stand to enjoy the immense benefit that is promised to autonomous Omni-channel contact center in practice. Your business will increase in revenue, customer retention, employee satisfaction, productivity and in other ramifications of your business endeavor. Commblox has all features necessary for attaining quality customer service. Having used it and with the testimonies available online, there is no reason that should make you not to give it a try. That is the conviction you need for your business as you make plans towards journeying the pathway to accelerated business growth.

HOW IT HELPS IN SHAPING THE MODERN CUSTOMER EXPERIENCE?

Industrial and Organizational Psychology as well as other business models of the current age reveal that the customers come first in business. It is for this reason that emphasis is made on how to secure their approval while they make contact with a brand through their different channels of communication. Being that human needs are insatiable, there is a high tendency of customers to switch allegiance to another brand, just because they perceive more aura of worth when conducting business with them. That is the more reasons companies are strategizing every day to develop new attractions that will keep their online and offline customers loving the company and wanting to do business with them whenever they think of solving a need.

By way of this demand for a better customer experience, the use of Commblox and other autonomous Omni-channel contact center tools gives organizations an edge in the industry where they operate in several areas. Gone is the era of traditional call center where customers were not treated to the highest value possible. With the innovation of digital systems, central control of customers' interaction with a company is ensured as brands become quicker in attending to the queries of their customers – on site and remote. That way, market penetration and visibility is not an issue as people would get to know about the services rendered by the brand in the fastest ways possible. That in itself is a plus to customer experience as they will feel valued, knowing that the company has them at heart by responding to their enquiries through all the channels effortlessly.

In terms of feedback system, Commblox is programmed in such a way as to acknowledge purchases, orders and other financial dealings that a client could have with a company. Through it, one can handle the same transactions which are possible in person from a faraway place. That way, one feels safe having business dealings with the brand, even from faraway distances. Every communication

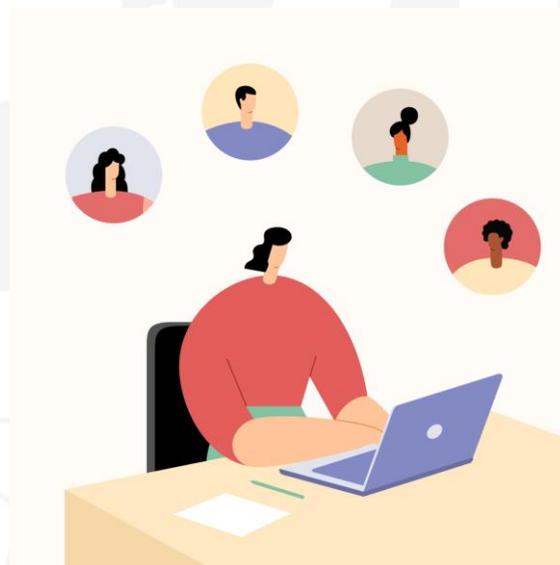
channel is a resource center for whatever business decision a customer wants to make with the brand. It is an amazing setup, if you look at it closely, being that not everyone likes to visit the website of a brand to do business with an organizations. Some social media lovers would love to do their thing while making orders or queries from a company. There are others who prefer a formal setting such as emails. All these platforms and more are covered using autonomous Omni-channel contact center that Commbbox and other similar tools have. That way, customers' needs are prioritized over all things and the company gets a shift for the better in the exchange.

WHAT'S IN IT FOR THE BUSINESS?

A lot of times, when a new innovation comes up, it is only rational to find out how beneficial it will be to the business. If not, it will appear to many as just hype and nothing more. Autonomous Omni-channel is not "much ado about nothing." From what has been taught so far, this chapter should not be necessary as you ought to be able to say what it has for different businesses in this digital world. However, for emphasis and by extension, you will be learning the perks that come from the adoption of the above-mentioned utility in your business.

Satisfactory Business Communication across the Organization

So far in this book, we have overemphasized the fact that customer satisfaction is achievable using Omni-channel call center. But do you know that staff members of organization also experience satisfaction alongside clients? If you did not know, now you do. The use of this medium of business contact center improves customer engagement on offline and online basis. There are customer interaction tools that help to achieve better customer engagement with the internal and external clients in a company. It is what makes business satisfaction transcend beyond the customer service unit to the entire organization. The software does not have to work alone. Hence, employees are briefed with the ways through which customer information is gotten. That way, if any customer's query is of a difficulty level that is beyond the responses given, a human agent can ensure that he or she gets the appropriate response that will guarantee a solution to the issue. That way, the client, company and employees will have a satisfactory experience.



Customer Insights

Through using Omni-channel contact center for business, data regarding individual customer and their perception of products and services are calculable. Remember that each customer's purchase history as well as cost of product or service, order date and interval between business transactions can give company's a lead on how consumer behavior to their products and services operate on the average. All the information gotten from analyzing their data will be incorporated into the policy concerning the product as well as in determining areas to apply change. Also, when there is need to make a new product, the information derived from it will also be used in knowing the target market for it. Another thing the personal history of customers recorded through Omni-channel contact center provides is knowledge about the interests and preferences of customers. Through it, companies know which products to recommend to clients, based on their likes. For the company, this means better customer relation and free flow in the company's daily production of goods and services.

Improving the Productivity of Agents

Agents are limited in ability by their own standards. That is because of natural incapacitations that come from the human build. In terms of number of clients to attend to per time in an Omni-channel contact center, an agent can effortlessly handle a client. That keeps other customers on the same channel and other channels waiting till they get lucky in the next turn. All these difficulties are not in view when an agent is assisted by a central base like Omni-channel platform which controls other channels to ensure their efficiency. That way, agents only attend to complex queries – those beyond the resolution of the preprogrammed response that the query deserves. When work is less for agents to handle at a time during a business day, their job satisfaction and productivity will increase, leading to better output for the company.

Reduction of Avoidable Expenses

A benefit that comes from leaving traditional call center and adopting Omni-channel contact center is cost-effectiveness, among other rewards. Considering the boom in market for startups such as Apple Inc. Amazon, Microsoft, Google and so on, their large customer base will require thousands of call centers, if quick response rate and efficient communication with customers are to happen under the traditional design. But when you think of the cost that it will incur on both material and human resources, it is quite a lot. However, with the advent of digital technology and such a tool as Omni-channel contact center, one can achieve better customer service across all communication media without having to spend

as much as setting up traditional call centers would take. At the same time, efficient delivery of information to customers with precision and requisiteness is guaranteed.

More Profits

When your business is patterned after having an Omni-channel contact center that runs autonomously, there is no stopping you in business. Profits will accrue to whatever input is made on a daily basis for different reasons. One of such is that you have a larger customer base now. Hence, your revenue cannot remain at the same level it was when it had not grown up to such a point in business. Secondly, a good number of these clients came from other brands that lack the understanding about how customers ought to be treated. As a result, they ceded their customer base to top brands. If you want to enjoy the leverage that autonomous Omni-channel contact center has for you financially, start using it in your business and get the competitive advantage, irrespective of how fierce competition is in your industry. That way, you will always be above the rest in all that your sphere of business as the largeness of your customer base will not deter the response they get from being quick and efficient.

There you have it – the perks of using an autonomous Omni-channel contact center for your business have been highlighted. These offers are open to you as you embrace the change that has come to the corporate world with the intent of providing a customer service experience that guarantee success or a business. You do not want to be left wanting. There is no better time to start than now. Learn all you need for progress in customer service to be recorded.

FINAL THOUGHTS

From this material, it is clear that you have been exposed to the basics of the Omni-channel contact center. Hence, it is time to leverage on the different opportunities that this technological organization system has for the betterment of your business outfit. A lot of things are to gain, such as increased customer base, more revenue, higher productivity, less turnover of workers and customer retention amid others. For the customer, the use of a digitalized approach to your business' contact center will help them achieve faster communication through the company's channels, satisfaction, efficient service delivery and more patronage of the company's resources. That is because customers want their brands of interest to give a consistent behavior towards them before they make up their minds to be loyal clients of the company. Hence, you as a leader of an organization, or a staff member, need to ensure that they are well attended to on the different interaction platforms such as social media channels, website, emails, SMS, chatbots and other means of communication.

Just as every well-meaning idea or innovation, there may be shortcomings that one may experience when there is poor information regarding one's attempt to move

from traditional to autonomous Omni-channel contact center. That is why you should endeavor to read this material again for more insight about how to handle the issue. There are other resource materials pertaining to the topic as well. There is no bad in getting to read about the subject from them as well. No matter how different their language use is, the central idea will not be different from how it is here. Therefore it is essential that you take advantage of the leading contact center typology in partaking from the blessings that digitalized business has for economies.

Commbox, amid other resource tools available, has a lot to offer you in transforming your business into a higher-order Omni-channel contact center. One of the benefits to gain are a wide range of tools to pick from, each designed for a specific service industry. That means that whether you run an agricultural organization, a construction company or a service-rendering outfit, and irrespective of your customer strength, you can enjoy the immense benefits that come from controlling your communication channels with Omni-channel contact center autonomously. That way, the business will stay above competition and other bottlenecks that tend to peg an organization's growth to a level.

Also, there is a need to keep reviewing every move made in the digitalized business once implemented. Having a periodic review of the activities will assist in understanding how to reform a problematic area in the business to make it work better with the Omni-channel contact center technology. One can evaluate end-users' feedbacks by conducting a survey or an opinion poll aimed at generating generalizable data about how they feel toward the autonomous Omni-channel contact center which engages them through the different channels. That way, it becomes easy to modify, upgrade or limit some features for better performance. Such reviews gotten from them will enable them know when to bring in human hands to assist in making work easier.

