



Three channels, one conversation

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Email, chat, phone — one month of activity · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Omnichannel is not being present on several channels: it is holding a single conversation across them.** This attachment gives, channel by channel, what the past month produced.

The month, channel by channel

Channel	Volume	First-reply time	What changes
Email	1,900	14 h → 4 minutes	612 enquiries arrive between 7 p.m. and 8 a.m.: answered the same evening
Chat	900	Immediate	Mid-conversation drop-off 23 % → 7 %
Phone	600	Answered immediately	Customer identified by number, thread on screen before pick-up
Total	3,400	—	—

Moving from one channel to another

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Situation	Before	With the single thread
From chat to phone	The customer starts again	The conversation carries on
From email to chat	Order number asked for again	Order already loaded
From phone to email	No trace of the call	The call is in the thread, with its summary

The proposed opening order

Rank	Channel	Why this order	Timing
1	Email	The gain in speed is most visible there: 14 h → 4 min	Immediate
2	Chat	The volume feeds the answer base	+15 days
3	Phone	Opened once the first two channels have fed the base	+30 days

Setting: each channel opens and closes independently of the other two, on a single setting, with no interruption of service. **The share of adviser time spent on routine enquiries goes from 50 % to 8 %.**

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