



Omnichannel — one thread across five channels

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840,000 requests matched · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. *Omnichannel means the same request continues from one channel to the next without starting over: the channel changes, the case does not.*

How the matching is done

Situation	Volume	What is asked of the customer
Identified channel — account, email, order number	724,000	Nothing: the match is certain
Unidentified channel — chat without login, social media	108,000	One linking element, asked once
General question with no case	8,000	Nothing — asking for an order number to give opening hours loses more customers than it serves

What the single thread changes

Measure	Before	After
Times the customer repeats his situation	2.3	0
Duplicate threads — same customer, two channels	41,000	3,100
Handlings avoided	—	37,900
First-contact resolution	58 %	81 %

What is advised against, with the figures behind it

Idea	What the figures say	Consequence
Opening a sixth channel	Social media carries 31 % of negative public reviews for 9 % of volume	A point of quality pays more there than one more channel

What is proposed next

Measure	Observed effect	Trial scope
Thread visible to the customer from his account	–62 % of “where is my request?” messages	6 stores

People chase when they do not know. A visible thread does not save time because it answers fast: it saves time because it removes the question.

For the retailer to settle

Scope for rolling out the visible thread: _____

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