Omnichannel — one thread across five channels

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

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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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