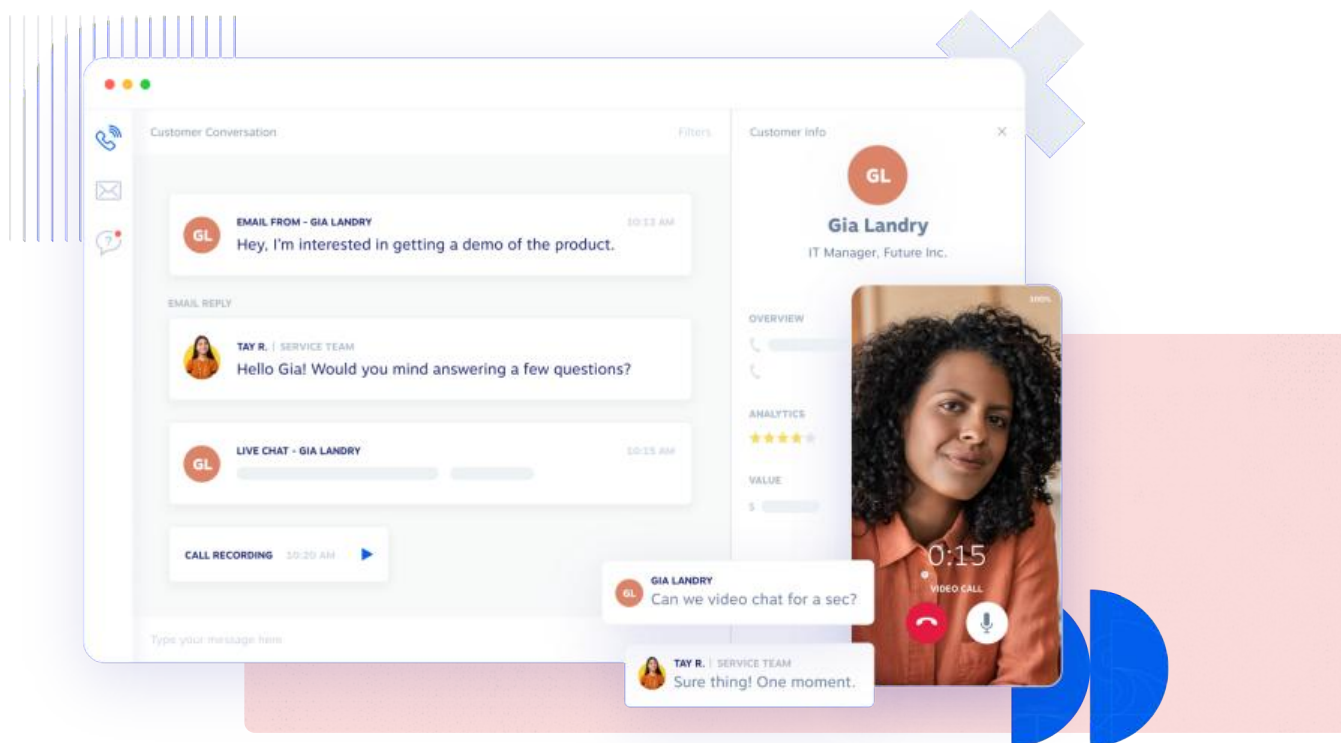# Nextiva Digital Engagement

Consumers expect to be contacted at the right time and in their preferred channel, and they increasingly want digital options when they reach out. Your company's success is dependent upon fully meeting those expectations. Whether it's placing a call, texting from a mobile phone, or using a self-service app, customers want their interaction to be a satisfying and seamless experience.

What it is

Nextiva Digital Engagement supports omnichannel communication and is fully integrated with Nextiva inbound and outbound voice. It creates connected customer journeys across voice, SMS, webchat, video, and social messaging (Facebook Messenger, Twitter DM, WhatsApp, WeChat, and others), so the customer experience (CX) is seamless, regardless of the channel that the customer uses.

An omnichannel customer experience can standardize and unify an organization's messaging and approach to customers. Customer interactions can be seamlessly transitioned from one channel to a better suited channel for the resolution of their issues (e.g., transfer from SMS to voice), while maintaining the original digital interaction to send confirmations or follow-up information.

How it's different

Unlike multichannel communication (e.g., online plus physical locations) that each have their own objectives, omnichannel communication combines virtual and physical channels to provide a consistent experience. This allows customers to switch between different channels without having to restart the conversation or purchase process.

Using a single interface that unifies messaging across channels, Nextiva Digital Engagement makes it easier on agents to handle omnichannel interactions. Agents have ready access to past interaction history, CRM information, and next-best-action recommendations available to them, so they can deliver fast, effective, and personalized service.

Omnichannel for an exceptional customer experience (CX)

Advantages of adopting an omnichannel system include:

- ✓ **Next-best action** recommendations and agent assisted responses improve agent performance, and increase client satisfaction (e.g., improved conversion rates, faster responses, and consistent communication).

- ✓ **Increase productivity** due to shared information between communication channels: voice (inbound/outbound), self-service [interactive voice response (IVR), intelligent virtual agent (IVA)], messaging (chat, SMS/MMS, social), email, video, mobile.

- ✓ **Connect the best agent** for increased first contact resolution (FCR) with natural language processing (NLP) routing.

- ✓ **Reduce (agent) training requirements** via streamlined omnichannel interaction(s).

- ✓ **Provide a personalized service experience** with quick, easy agent access to past interaction history and CRM info when accessing/reviewing a customer's journey.

- ✓ **Use comprehensive real-time and historical reporting tools** for instant result comparisons based on best practices from hundreds of contact centers.

- ✓ **Quickly access actionable insights** into the performance of your contact center operation to assess your strategic goals.

What you can do with Nextiva Digital Engagement

Voice

✔ Intelligently route calls to the best agents to facilitate resolution.

✔ Use voice-enabled interactive voice response (IVR) or intelligent virtual agent (IVA) for self-service.

Email

✔ Filter and intelligently route requests sent via email.

✔ Track interaction progress from submission to resolution.

Self-service

✔ Offer self-service options (IVR/IVA) to enable customers to resolve an issue without an agent or to transfer to an agent with a full transcript of their issue.

✔ Lower (agent) costs and improve the self-service experience for customers with intelligent virtual agents for chat and voice.

Mobile / SMS

✔ Serve on-the-go customers better with callbacks and visual IVR, which turns IVR prompts into an easy, app-like experience.

✔ Agents can interact and engage with customers via a single, unified messaging interface (e.g., SMS), independent of the interaction source, for increased productivity.

✔ Customers can use video to easily communicate their issue/need to an agent in real-time, drastically shortening tedious, exhaustive explanations.

✔ Enable supervisors to monitor (agent/client) messaging interactions in real-time and help where necessary.

Learn more at channel.nextiva.com/contactcenter