



Omnichannel Conversations

Engage and assist your customers
when and where they want



Customers have changed

Customers have become more sophisticated and they frequently rely on technology and automation to make their lives easier. Their expectations can be driven by experiences that are nothing to do with your organisation.

They are a highly digitised audience made up of digital first natives, online newbies and traditionalists. The result? Your customer interactions are more complex and disruptive to your processes and channels than ever before. Your customer-centric CX focus means you're committed to engaging with your customers where, when and how they want, giving them confidence that they will always receive timely and effective assistance.

Digital channels, conversational messaging and self-service are all crucial ways of making each engagement a positive customer experience (CX).

Omnichannel engagement

Liberty Connect is our conversational messaging solution for engaging and assisting customers to create memorable CX. It supports a selection of synchronous and asynchronous digital channels, ensuring conversations are always timely and effective.

You can use some or all digital channels. All Connect channels benefit from Liberty Platform CX automation capabilities, so you can intelligently expand capacity and availability through custom self-service options, which can be deployed quickly. Where customers need or want the personal touch, you can route conversations to the relevant person, confident that they will have full understanding and sight of the entire conversation history.

Customers don't always have to wait

Where an answer isn't immediately available, our use of asynchronous messaging for digital channel and smart reconnects for telephony channels means customers can leave a message safe in the knowledge that they won't be forgotten. If you integrate Connect and Converse, you can ensure that telephony dependent customers are also supported.

If you are running telephony-based services or fully enabled digital channels, you can be confident that your team can offer customers conversations across several digital and non-digital channels.

Features at a glance:

Asynchronous messaging channels, including web client (Web Assistant), SMS, Twitter, Facebook Messenger

Synchronous / non-digital – phone and email (when using Connect with Converse)

Liberty Create applications (our low-code solution)



Benefits at a glance:

- Build more scalable, responsive CX access and capacity
- Reduce the friction between customer channel choices and your ability to respond
- Provide a more responsive, intelligent and consistent chat experience
- Consolidate conversations into a single agent view
- Route conversations to the most effective resources, regardless of the originating digital channel
- Close the gap between customer requests and back-end systems data with chatbot automation
- More automated self-services

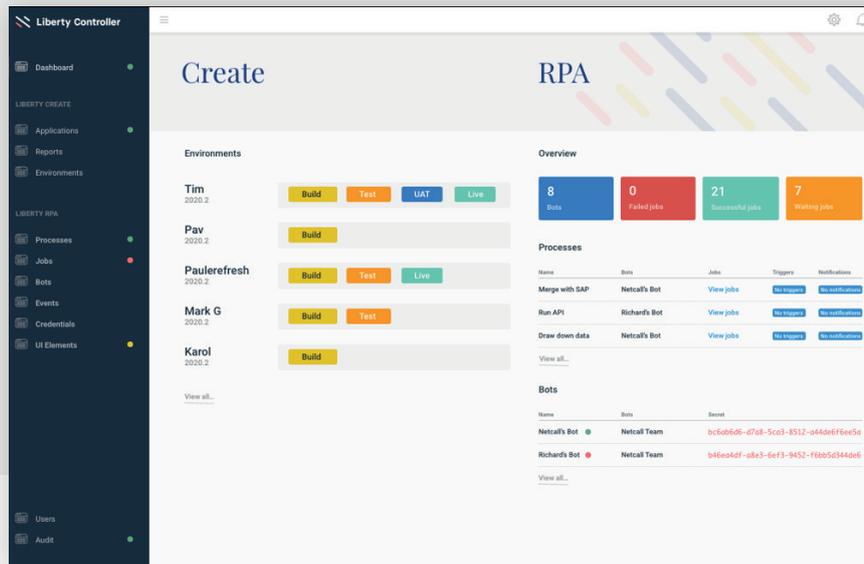


The Liberty Advantage

Exceed your CX ambitions

Once you deploy Liberty Connect, you open new CX opportunities through omnichannel contact centre management in Liberty Converge, and intelligent automation in Liberty Create and Liberty RPA.

You can transform your omnichannel engagement and digital process infrastructure with minimal risk by automating processes quickly and easily to further reduce the friction between your processes and customer expectations.



Talk to us.

Contact us today for a demo visit
netcall.com

Or call us on **0330 333 6100** and say
“Transforming Engagement”

