

What is omni-channel?

An omni-channel platform (like Sharpen's) provides customer service and sales teams the ability to communicate with customers how they prefer (over any channel) while also providing the ability to switch between any of these channels with a click of a button.

Once engaged, our single interface provides agents with a 360-degree view of their customer, in order to provide more personalized service.

How is it different from multi-channel?

Sharpen's [omni-channel platform](#) solves for the common inefficiencies of a multi-channel approach, improving agent satisfaction and providing customers with more consistent experiences.

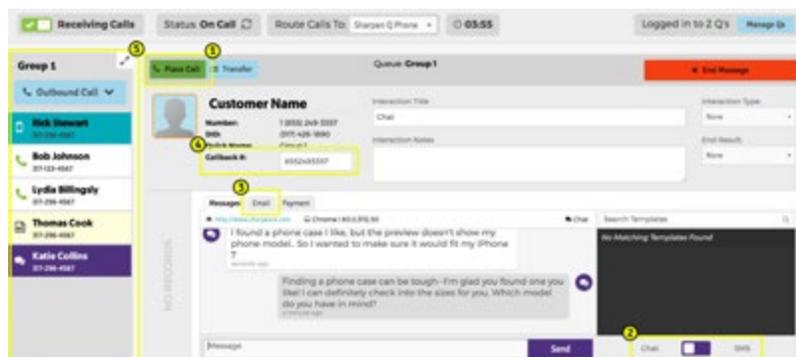
- Sharpen allows administrators to create custom queues based on interaction type, or to route all interactions into a single queue. The single queue approach allows all interactions to be handled by agents dynamically (rather than on a channel-by-channel basis) and within a single interface, reducing agent downtime and helping customers more efficiently.
- Rather than coordinating with several different vendors, Sharpen's platform is **all-in-one**, reducing invoice volume and saving you money.
- Integrating customer data into a single system (as opposed to silos) provides agents with a **complete, holistic view of the customer**, enabling more personalized and efficient service.
- An omni-channel approach enables a **seamless customer experience** by combining individual touch points into a unified customer journey.
- An omni-channel platform allows for **more robust/complex reporting and analytics**, to uncover actionable, data-backed insights.

Not all "omni-channel" platforms are created equally. The Sharpen difference is:

- Rather than relying on third-party providers to provide each communication channel, **we built our cloud-native technology from the ground up**, giving us more control over the reliability and functionality of the platform.
- On our platform, **all channels are included**—use what you want. Channels can simply be turned on or off, with the click of a button, depending on the needs of the team.
- Not only can you communicate with customers through their preferred channel, but when a customer needs to **switch channels mid-interaction**, it's as easy as a single click.
- A true omni-channel platform like Sharpen's makes a **360-degree view** of your customers possible, saving your agents time and enabling more personalized and effective service/support.
- Because our platform is **true omni-channel** (and not pieced-together, multi-channel), agents don't need to be cross-trained on different systems.

How does it work?

Here's the agent interface:



- 1 To switch from messaging to a voice interaction, simply click the **Place Call** button.
- 2 Easily move between chat and SMS by simply sliding the **switch**.
- 3 To send the customer an email attachment, clicking the **Email** tab switches from the Messages window to Email.
- 4 If the customer requests a **Callback** on a number other than their dial-in number, an agent can enter that number here.
- 5 View other interactions, of any/all types, waiting in the **queue**.

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Features and benefits

Let your customers reach out to you through the channel they prefer, without losing agent productivity.

- Our platform handles multiple SMS/MMS capabilities (simple text, picture, and video messaging).
- Customer webchats can be routed to specific agents or teams, reducing the likelihood of having to transfer a customer to a different agent or team.
- Video chat enables agents to provide face-to-face level support anywhere in the world.
- Incoming email can be routed into a single queue, or multiple queues if agents need to manage other interactions simultaneously.
- Many customers still prefer phone for certain interaction types, and we offer enterprise-class voice quality.
- Put voicemails in the Q to prioritize with all other channels you are supporting and include on reporting.

Consolidate vendors and reduce operational costs.

- All offered channels are included in the license cost, eliminating the need to juggle multiple vendor contracts.
- Streamline invoicing, while minimizing support and integration issues that impact the efficiency of your contact center.
- Leverage built-in customer and agent screen share to help troubleshoot the customer issue more quickly and reduce vendor management.

Empower your agents to deliver a perfect customer experience.

- When agents can access a 360-degree view of the customer's journey (including interaction history, etc.), they can help customers feel known, valued, and understood through more efficient and personalized interactions.
- When situations arise that necessitate switching channels mid-interaction, smoothly move from one channel to another with the click of a button.
- Leverage priority scoring and skills-based routing to make sure your most valuable customers are answered first, by the best agents.
- When needed, send manuals, receipts, diagrams, and other files to customers as attachments, through the channel they prefer.
- Our "callbacks" feature allows customers to save their spot in line to reduce hold times and call abandonment rate.
- Respond to customers' questions with pre-configured response templates to save time with common questions/answers.

Track performance and gain actionable insights with all-inclusive reports.

- Report on any/all equipped channels to improve your departmental KPI's and understand which metrics most impact your customer experience.
- Rather than merely offering stock reports, Sharpen's reporting is robust and customizable, allowing you to create and combine virtually any variables in order to gain real insights for your business.

Technical requirements

- Must have adequate and reliable bandwidth. We use VoIP for our dial tone and internet to run our platform—therefore, we recommend having 120kbps of bandwidth allocated per agent.
- Must be using up-to-date versions of Google Chrome or Mozilla Firefox to use our web user interface. We do not support IE.
- Must port or move your phone numbers from your existing carriers to Sharpen to leverage the ability to send SMS and MMS through Sharpen.
 - Please note: Domestic toll-free numbers provided through Sharpen do not offer the ability to send MMS (only SMS). Domestic local numbers provide the ability to do SMS and MMS capabilities.
- International numbers may or may not support SMS or MMS capabilities. Please consult your sales rep or Relationship Manager regarding which international countries you would like to have the ability to SMS or MMS with.
- If desired, companies can choose to keep their existing PBX phone system in place and layer on our Customer Care and Sales Accelerator licenses on top. Some features and functionality are lost when choosing this method, however.