



Elevating The Customer Experience Using **Omnichannel** Strategy

Executive Summary

With tens of millions of followers across the globe, this highly diverse religious organization found themselves searching for a way to support their followers throughout a multitude of channels.

They envisioned their followers receiving a seamless experience across channels, and desired to deliver their message to the right channel at the right time."

Challenges faced by the client

The following challenges made the client look for a platform which can help maintain the engagement with its followers across all the channels and create a smooth multi-channel path for various requirements.

Absence of multi-channel

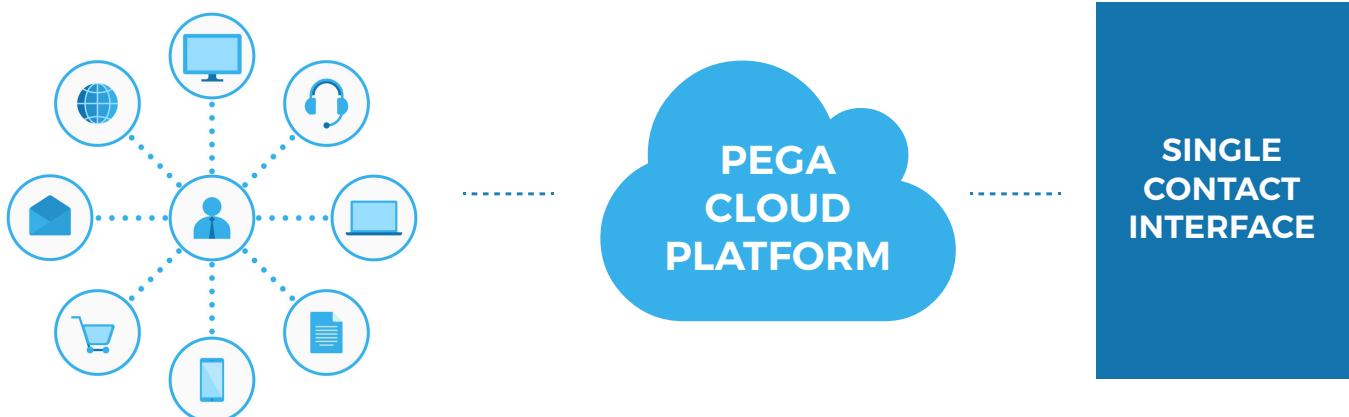
The organization felt it was losing its followers due to not regularly following up the activities. Also, at the same time, the organization had little insight into the followers' behavior. Their marketing campaigns were broad-based and challenging to measure.

Multiple CRM Systems

Due to multiple CRM systems being used, extending service without severe interruptions was more than challenging. In addition, adding an enhancement is hard as the same change needs to be developed & deployed in three different systems.

Lack of Personalization

External applications need to feed data to the CRM to leverage the data to effectively predict the requirements and deliver the with a more personalized approach. The current systems are not capable of personalization.



The Solution

To meet our client's business objectives, EvonSys helped them choose the Pega Platform with the customer service application and implemented the Digital Evangelism Initiative. This digitally transforming solution encompasses omnichannel integration using PegaUnified Messaging.

We successfully migrated the CRM contacts, activities, offer requests, and other data from the three CRMs into a single unified CRM system powered by Pega. Also, we built the Pega case management solution to handle the organization's correspondence courses, prayer requests and offers without any hurdles.

We developed the solution by leveraging Pega platform capabilities to capture supplemental data and then leveraging that to effectively predict the offers applicable to that contact in a personalized approach.

The client's desire to accumulate additional communication channels like Webchat, WhatsApp, Facebook, Twilio, Email Listener, and Amazon S3 are straight forward with the unified messaging.

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Migrating all client's contact data with Pegato connect with the right teams, EvonSys has crushed the complexity in maintaining customer service operations for the client.”

The Outcome

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An Omnichannel platform improves the customer experience by integrating digital touchpoints and increase productivity by 40%.

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- Visitor details are sorted, maintained in a single omnichannel platform to serve further pastoral care needs on the right channel.
- The single omnichannel platform helped to achieve 100% assurance on serving visitor requests.
- CSR productivity increased by 40% with the live chat and mobile app.
- Multiple CSR teams from various geographic allocations served customers around the clock with the single omnichannel system.
- Improved Reach on a broader spectrum of new contacts and a vast community via marketing campaigns targeting existing and potential connections.



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