# THE IMPORTANCE OF AN OMNI-CHANNEL CUSTOMER EXPERIENCE

As technology advances, it becomes embedded in our culture in different ways. For example five years ago you wouldn't ever think to go shopping on your watch.

Omni-channel has become a buzzword in business, as organisations endeavour to deliver a multi-channel approach to sales, aimed at providing the customer with a seamless shopping experience, which means that it has become increasingly important for businesses to invest in an omni-channel customer experience.

This applies regardless whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store.

At YorkshirePay®, we believe that all these channels should be used for payment as well as for customer engagement. Having engaged the customer in a particular channel, we believe it is imperative that the customer can pay securely in their chosen channel.

While some businesses currently accept payments via web chat and social media channels, it is acknowledged, that it is difficult to secure and process these payments in a PCI DSS compliant manner. It is also known that businesses that don't use web chat and social media channels to close a deal and/or switch the customer to another channel to pay, miss out on many sales opportunities or suffer from shopping cart abandonment.

YorkshirePay® enables all CNP/remote card payments to be processed in a secure and PCI DSS compliant manner across multiple channels, including telephony, chat and social media platforms, generating all important revenue for businesses and a positive customer journey.

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### LIVE/WEB CHAT

With research showing that 79% of customers preferring live chat purely because of the immediacy it offers compared to other channels, live/web chat is becoming the engagement channel of choice.

Customers expect to see it on your website. Our payment solution, YorkshirePay® allows you to process secure and compliant payments in real time on chat platforms, alleviating the need for the customer to channel hop. This ensures excellent customer satisfaction results and welcome revenue for the business.

### SOCIAL MEDIA PAYMENTS

#### Facebook
Worldwide, there are over 2.23 billion monthly There are 1.15 billion mobile daily active users, representing a 23% growth in 2017. Simply put, Facebook is too big for your business to ignore.

With 5 new profiles created every second, this is a great platform to showcase your business and engage with potential customers.

YorkshirePay® allows you to accept secure and compliant transactions in real time via Facebook Messenger, allowing you to process payments without the need for the customer to call the business to make a payment.

#### Twitter
Twitter is a social networking and microblogging service, enabling registered users to read and post short messages, so-called tweets. With 336 million active monthly users, it can be a great platform to communicate the latest marketing from your business. By using the secure direct message mechanism, YorkshirePay® allows you to take real time payments from your followers in a PCI DSS compliant manner.

#### Whatsapp
With over a billion daily users sending an astonishing 55 billion messages sent a day, the WhatsApp platform continues to grow. If you are communicating with your clients on WhatsApp, why not use the YorkshirePay® platform to accept real time payments?

#### Instagram
The mobile photo sharing network has reached 1 billion monthly active users and allows businesses to showcase their latest products.By using Instagram Direct, businesses can follow up leads from complimentary comments and accept secure and PCI DSS compliant transactions by using our card not present solution, YorkshirePay®.

### MERCHANT ACCOUNT SUPPORT

With our extensive merchant acquiring relationships and integration to over 90 payment gateways we can find the right card payment solutions for you across every channel.