

THE 3Cs OF OMNICHANNEL CUSTOMER EXPERIENCE

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3Cs of Omnichannel Customer Experience

Any Customer Journey – Any Touchpoint

Consistent

Complete

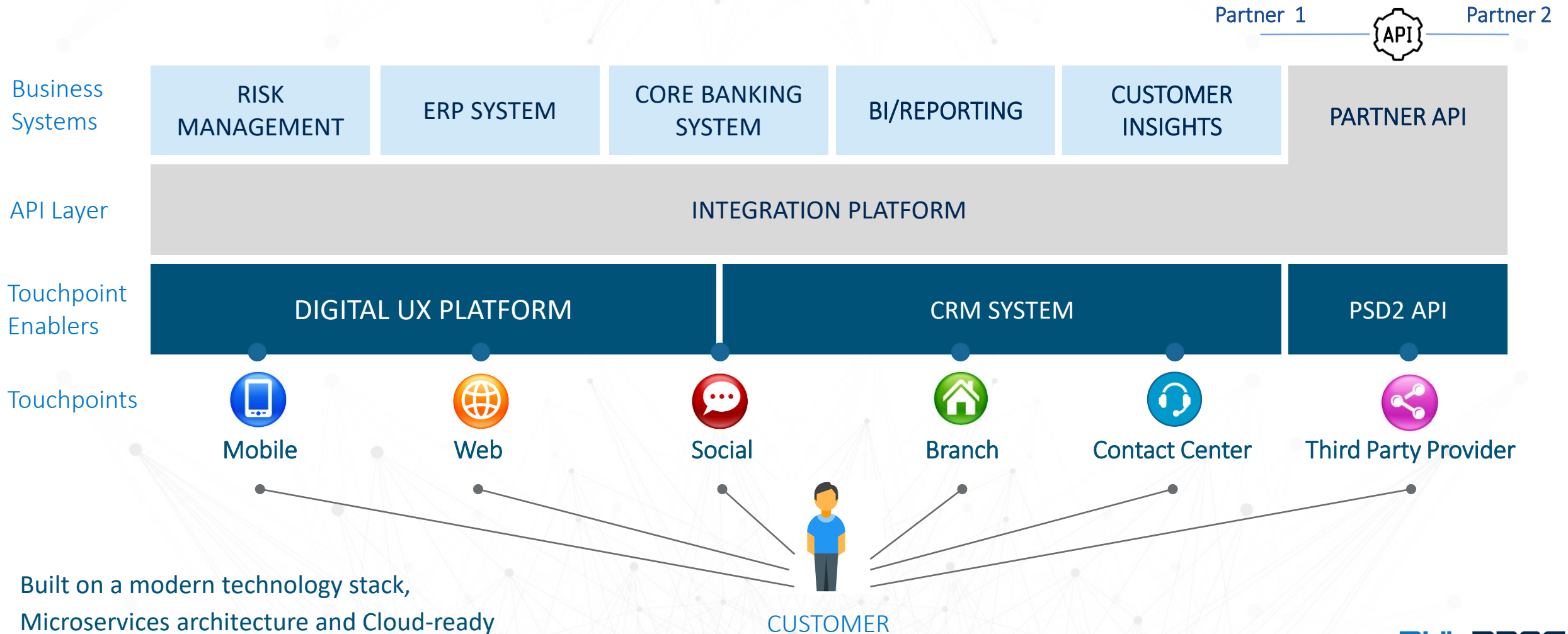
Context -
specific

Customer Service Excellence

Innovation Culture

Agility and Operational Excellence

Global Architecture



THANK YOU



Bulgaria, Sofia

Business Park Sofia,
Bldg. 4, fl.5, 1766

Contact person: Radoy Stoyanov, Industry Digitalization Offering Lead

T: +359 888 202 976

@: radoy.stoyanov@bulpros.com

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