

## Omni-channel diagnosis

**Do you recognize your clients, know what they bought as well as their history with your company?**



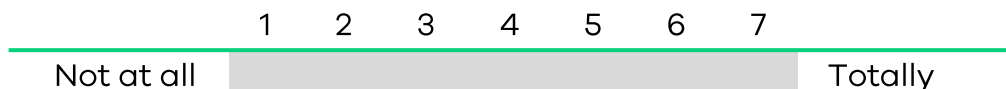
**Do you adapt your behaviors to the most recent actions performed on any of your channels?**



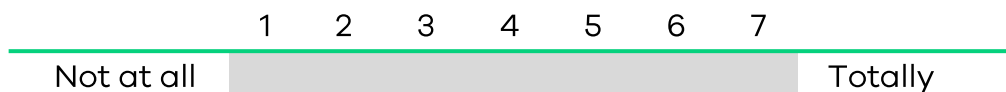
**Do you present personalized offers based on your clients' interests?**



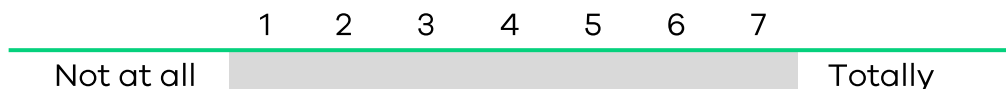
**Do you adapt your communications to the client journey of your different personas?**



**Do you know who your most loyal clients are, your brand ambassadors?**



**Do you manage to create a sense of closeness between your clients and your company through your various communication channels?**

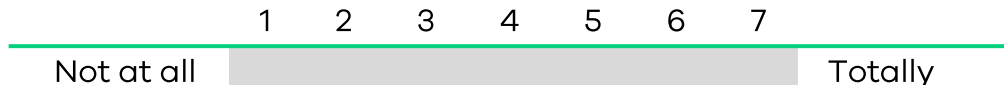


## Omni-channel diagnosis (cont.)

**Do you communicate all your product and service information, as well as their benefits, in a language that is easy to understand by all your clients?**



**Do you let your clients use their preferred channel, regardless of the task they wish to perform?**



**Do you offer tips, advices, documents and videos to help your clients make a clear decision?**



**Have you checked your clients' satisfaction level on different channels?**



**Do you have a well-defined client satisfaction policy?**



**Have you made your client culture known to your employees?**

