# Omnichannel Sales

The Challenge

Customers are interacting less with your sales team and moving towards an increasingly online buying journey. New digital transformation strategies must put customer engagement at the forefront whether online direct sales, or through partner channels.

Our Solution

While new for many manufacturers, an omnichannel approach is necessary for engaging with customers. A true omnichannel experience goes beyond face-to-face interactions with your sales team and extends your reach with customer self-service for configurable products.
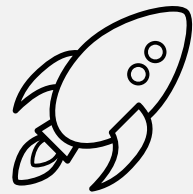
Features and Benefits
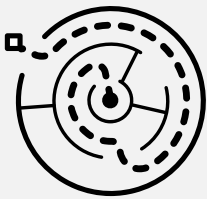
Support a fully synchronized buying journey

Generate high-quality leads with an online configurator to intrigue prospects

Seamlessly collaborate across digital, partner, and direct channels

Empower your customers to engage and buy in the channels they prefer

Key Use Cases

Omnichannel Sales

- Create a dynamic customer experience across channels

- LeadGen and Self-Service enable you to put your entire configurable product catalog online and to external users

- Understand customer behaviors

- Connect online and offline channels with a single source of truth

tacton
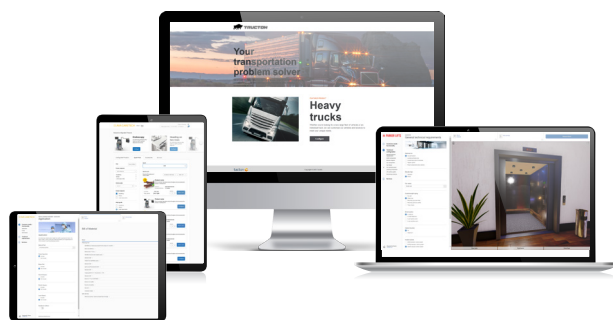
Omnichannel Sales

Technical Specs

- Extend Needs-based guided selling to customers and partners to ensure customer requirements are accurately met.

- Automatically propose the optimal product offering every time.

- Enable a robust LeadGen API to integrate to your web platform to share CPQ capabilities online.

- Integrate with any eCommerce platform to enable Customer Self-Service for online configuration and purchasing.

- Connect directly with the leading CRM and ERP solutions for seamless integrations

- A single source of truth ensures all channels are synced for a seamless experience for your online, direct, and partner sales.

tacton