

# THE FIVE PHASES OF DIGITAL ENGAGEMENT



Customer support teams have faced unprecedented challenges in recent months. For many companies, the tough circumstances shone a harsh light on gaps in a critical area: digital engagement. And while the benefits of digital engagement have never been more clear, sometimes the path to execute looks a bit muddy.

This ebook defines a phased approach you can use to evolve your digital engagement rapidly. Determine where you need to begin to:

- Fortify your digital self-service
- Amplify your digital support
- Empower your employees
- Optimize your support strategy
- Evolve to the next level of self-service