

“The Matrix”

	Agent (in CRM)	Web	Dealers, Retailers, In-Store	Social (FB, WC)	Mobile App	Mobile (SMS)	IVR (800)	Alexa, Ask Google
Data Capture	MOST							
Ask/Answer								
Conversational			MANY					
Escalation								
Specific Purpose (Recall)								
3 rd Party Data (Recently Bought)						FORWARD THINKERS		
Processing (Like a claim)								