

**Document:** Specific Service Conditions for Omnichannel Coordination  
**Valid from:** 11.04.2022  
**Classification:** Public



# Specific Service Conditions for Omnichannel Coordination

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Omnichannel Coordination provides our subscribers with a simple business user interface to manage available communication channels and their associated attributes. Channels can be assembled using powerful delivery rules which define how customers will receive their personalized communications. Omnichannel Coordination integrates with Messenger to distribute emails and SMS messages and with Digital Services (Digital Advantage Suite) to distribute content to secure web pages and mobile apps. As Inspire Scaler is utilized at the back-end, Omnichannel Coordination can also automate other processes within your infrastructure, e.g. to deliver print-based communications.

**Key Functionality:**

- Easy channel definitions (e.g. standard ones such as email / print / SMS / web / mobile, plus create your own in conjunction with Inspire Scaler).
- Powerful GUI design to control the sequence of channel use.
- Coordination of cloud and on-premise activities for print, email, SMS, web and mobile delivery.
- Collaborate between business owners and operations to ensure the most effective use of channels.