

Document: Specific Service Conditions for Omnichannel Orchestration
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Omnichannel Orchestration (OCO) is a Quadient Cloud-based application that enables business users within your organization to manage the delivery of critical communications to your customers. It is the successor to Quadient's Omnichannel Coordination (OCC) product and lets users - through an intuitive browser-based interface – define and maintain the workflows (Delivery Scenarios) that drive delivery of highly personalized communications to primary or secondary channels, based on user-defined business logic and actual results data. As a hybrid solution tightly coupled with Inspire Scaler and Scenario Engine (both deployed on premise), the OCO solution integrates with: Messenger to distribute emails, SMS, and WhatsApp messages; Digital Services to distribute web and mobile content and notifications; Scaler for delivery to print and other channels; and Inspire Interactive for user previews of communications templates being sent. Actionable insight around delivery events is provided to business users through inline statistics and detailed Overview and Jobs dashboards.

Key Functionality:

- Intuitive, cloud-based Delivery Scenario Editor provides a drag and drop workflow builder for less-technical users.
- Supports channel failover and assured delivery of communications for both batch and on demand events.
- Multi-variate testing feature helps select the best channel for optimal delivery results.
- Integrated Inspire Messenger results data for Email, SMS and WhatsApp channels.
- Inline processing statistics and visualizations provide insight into Delivery Scenario actions and evaluated conditions.
- Overview dashboard gives a searchable summary of processed jobs, channels usage, unique recipient statistics and sent communication history.
- Jobs dashboard displays submitted jobs, their individual status and associated processing statistics.