

# Contact Center GOING DIGITAL



**75%**

Of companies recognise service as a competitive differentiator

**40%**

Say IT doesn't meet current needs

**57%**

Can relate improving customer experience levels to revenue/profit growth

**75%**

View the contact center as a key differentiator

**42%**

Say voice traffic will decrease

## WHAT INDUSTRY FEELS?

### KPIs USED BY LEADING CONTACT CENTERS

**100%**

Of leaders measure customer satisfaction

**60%**

Of leaders measure cost reduction

**40%**

Of leaders measure cross selling

C-sat levels down 4th year in succession

43% don't ever review assisted-service processes

47% companies fail to track email work effort

Companies don't measure cost/time for phone (23%) or webchat (41%)

Less than 4in10 centers have social media capability

40% of contact centers have no data analysis tools

52% don't share customer intelligence outside of the contact center

44% of agents aren't being prompted to identify sales opportunities

## LET'S LOOK AT THE KEY CHALLENGES

## CONTACT CENTER eVOLUTION



Call Center



Contact Center



Interactive Engagement Center



Intelligent Engagement Center (iEC)

COST CENTER



REVENUE CENTER



TRANSACTION



INTERACT

## DIGITAL CONTACT CENTER MODERNIZATION

Imagine where your customer service rep. uses a Digital Contact Center platform that:



Understands that the customer requires a swanky resort with a sea facing room that can also accommodate a pet for a vacation in Miami.



Alerts that the customer's e-commerce transaction was incomplete due to an anomaly and suggest to switch over to a web chat to complete it?



Analyzed your phone bill charges shot higher than your previous months and it was a calculation error in the billing software?

Digital Contact Center Modernization is all about providing an intuitive support service that engages your customers, build lasting relationships resulting in higher revenues. It helps organizations deliver the most intimate and personalized experiences through assisted channels, chatbots or even self-service. Increased agent productivity and cross sell / up sell opportunities are the added advantages.

### How It Can Help?



**C-SAT Increase Upto 20%**



**Agent Productivity +10%**



**Cross/Up Sell +20%**

**SOUNDS INTERESTING! CLICK TO KNOW MORE**