



Contact Center GOING DIGITAL





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%)

40% of contact centers have no data analysis tools

Less than 4in10 centers have social media capability

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

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

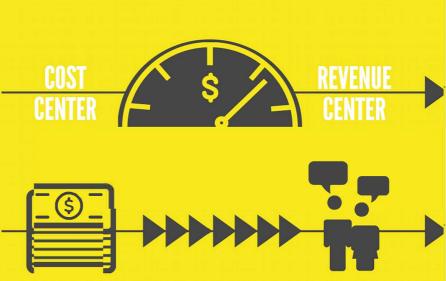
LET'S LOOK AT THE KEY CHALLENGES

CONTACT CENTER eVOLUTION









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?





