

The New Standard for Successful Contact Center Engagement

The Customer



80% of customers trust recommendations from other customers



#1 priority=first call resolution



Customers are utilizing multiple devices and outreach methods



Customers are looking for a personalized & social experience

The Contact Center

Contact centers are increasing efficiency with cloud-based services



An average call lasts 6 min 38 seconds



63% of calls require ID verification



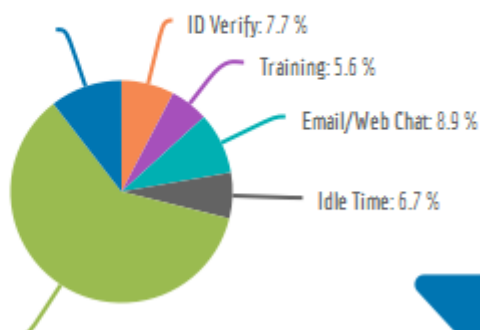
Customer experience and cost reduction are top priorities



The Metrics

Agent Activity

Wrap Up Time: 10.5 %



Talk Time: 60.6 %

Cost Per Call

\$0.40

ID Verification

\$0.55

Wrap Up

\$4.60

Talk Time

The Future

Contact Centers are rapidly adopting visual and contextual cloud data solutions (such as location & mapping) resulting in:

Lower cost per call
\$1.00 per call savings



Increased revenues



First call resolution
Targeted messaging



Enhanced personalized
customer experience



Decrease wrap up time/ID checking
Enhanced call routing



Higher agent
productivity

