

The New Standard for Successful Contact Center Engagement

The Customer



80% of customers trust recommendations from other customers



#1 priority-first call resolution



Customer are utilizing multiple devices and outreach methods



Customers are looking for a personalized & social experience

The Contact Center



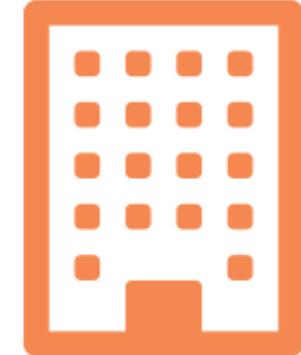
Contact centers are increasing efficiency with cloud-based services



An average call lasts 6 min 38 seconds



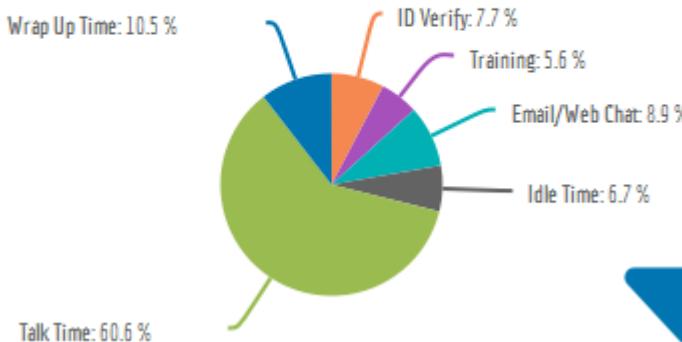
63% of calls require ID verification



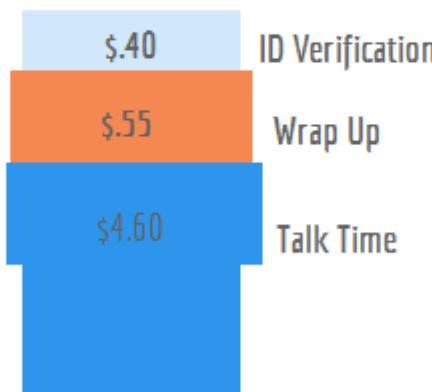
Customer experience and cost reduction are top priorities

The Metrics

Agent Activity



Cost Per Call



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

