

The New Standard for Successful Contact Center Engagement

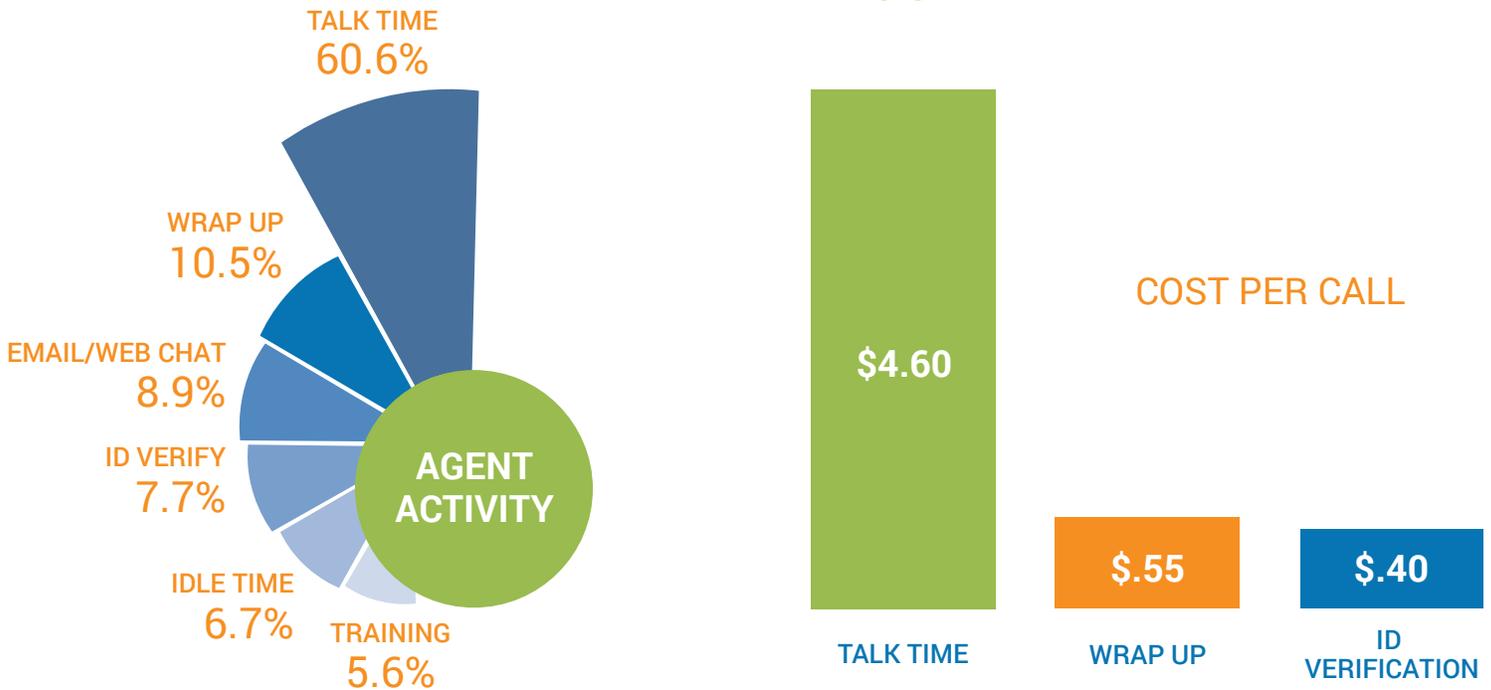
CUSTOMER

- ▶ **80%** of customers trust recommendations from other customers
- ▶ customers are looking for a personalized and **SOCIAL EXPERIENCE**
- ▶ **#1** priority = first call resolution
- ▶ customers are utilizing **MULTIPLE DEVICES** and outreach

CONTACT CENTER

- ▶ **68%** of calls require ID verification
- ▶ contact centers are **CLOUD-BASED** increasing efficiency with **SERVICES**
- ▶ **6 MIN 38 SECONDS** is how long an average call lasts
- ▶ customer experience & cost reduction are top **PRIORITIES**

THE METRICS



THE FUTURE

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

INCREASED REVENUES



Lower cost per call
\$1.00 per call savings

ENHANCED PERSONALIZED CUSTOMER EXPERIENCE



First call resolution
Targeted messaging

HIGHER AGENT PRODUCTIVITY



Decrease wrap up time/ID checking
Enhanced call routing