

Six trends that will make you rethink the **contact center experience.**

GADI SHAMIA

Chief Operating Officer, Talkdesk
May 2017

6,000,000
CALLS

2012

2013

2014

2015

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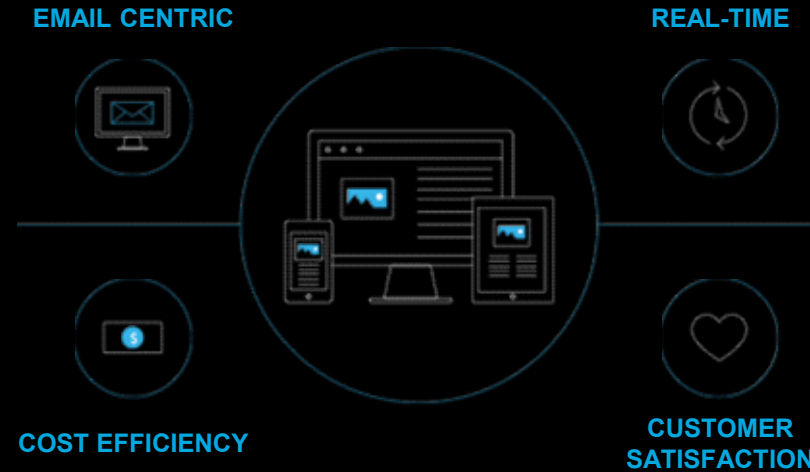


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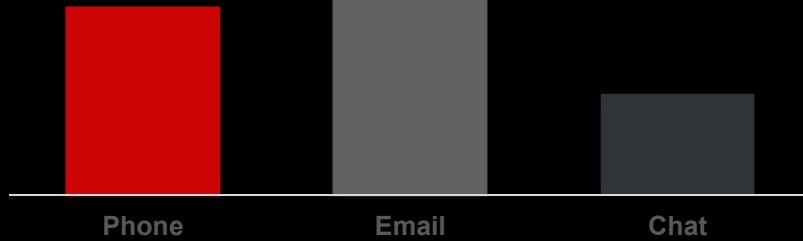
**The industry is
changing under
our eyes**

The customer communication market is going through a **major shift**.

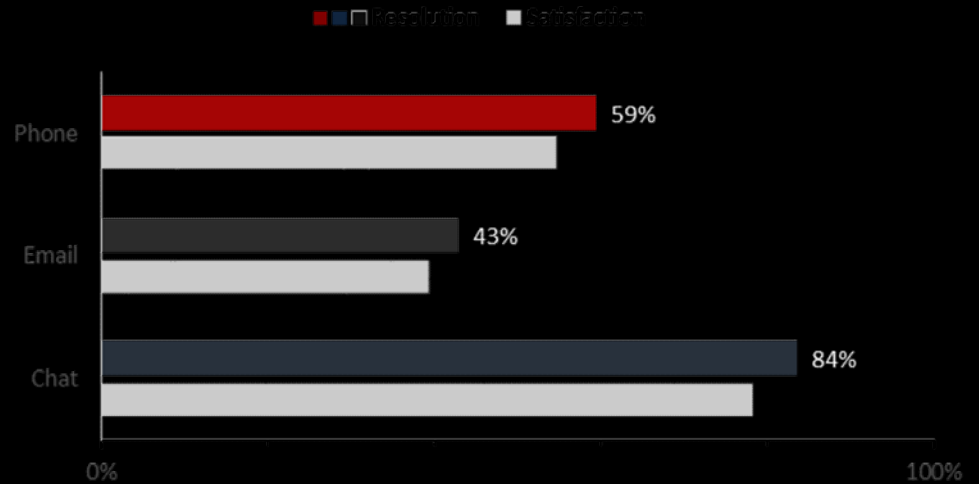


Real-time channels have higher ROI than email

COST & HANDLE TIME PER CHANNEL

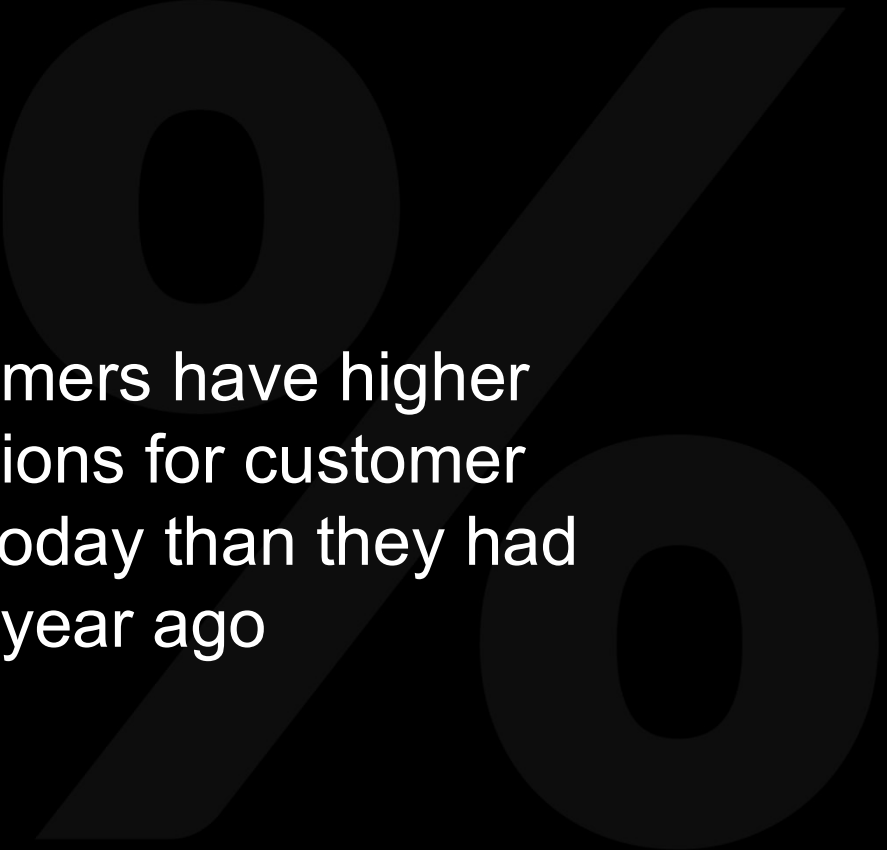


RESOLUTION & SATISFACTION





**Customer
expectations continue
to rise.**



55%

of consumers have higher expectations for customer service today than they had just one year ago



68%

Phone handles the vast
majority of contact
center communications

Customer expectations continue to rise
(but with modern technology can be realized)

19%

CSAT
IMPROVEMENT

20%

AGENT PRODUCTIVITY
IMPROVEMENT

23%

WAIT TIME
REDUCTION

21%

TIME TO ANSWER
REDUCTION



Personalized & proactive
service drives **customer
engagement.**



66%

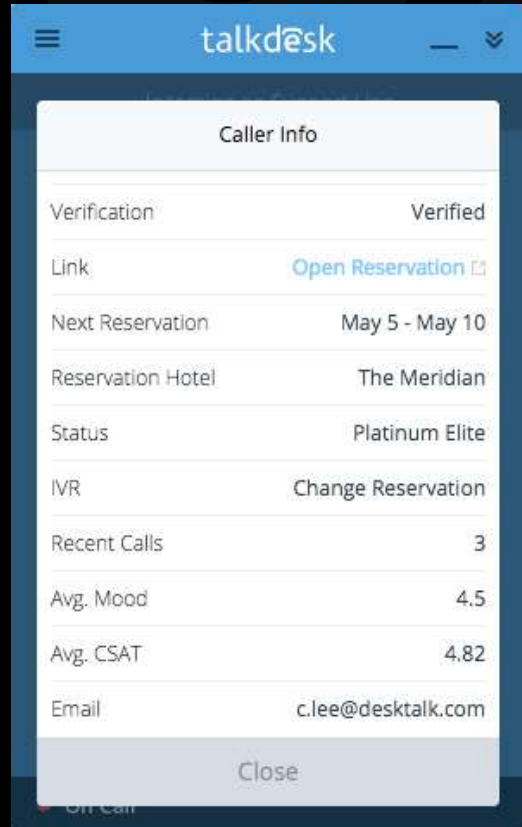
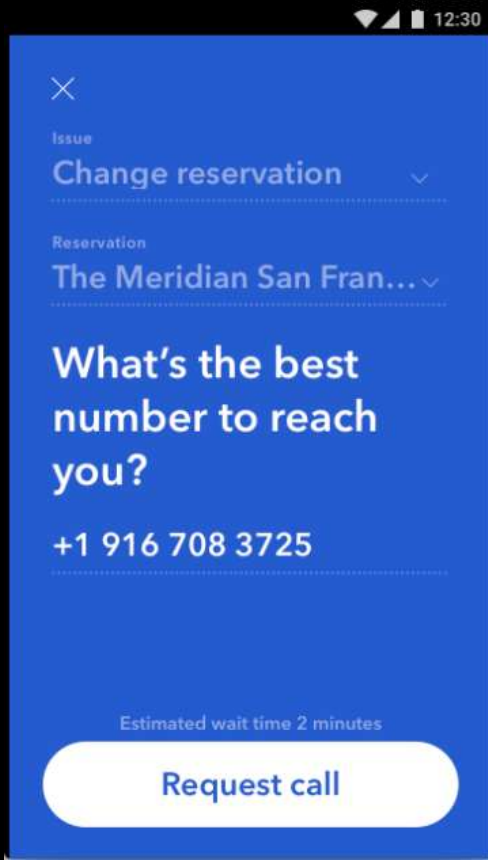
of consumers expect customer service agents to know their contact information, product information and service history when they make contact for assisted service



75%

of US consumers have a more
favorable view of brands that
offer proactive customer
service

Personalized service drives **customer engagement**.
(and now you can provide it)



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It pays to invest in the
customer experience.

“The #1 driver of our growth has been repeat customers and word of mouth. Our philosophy has been to take most of the money we would have spent on paid advertising and invest it into customer service and the customer experience instead.”

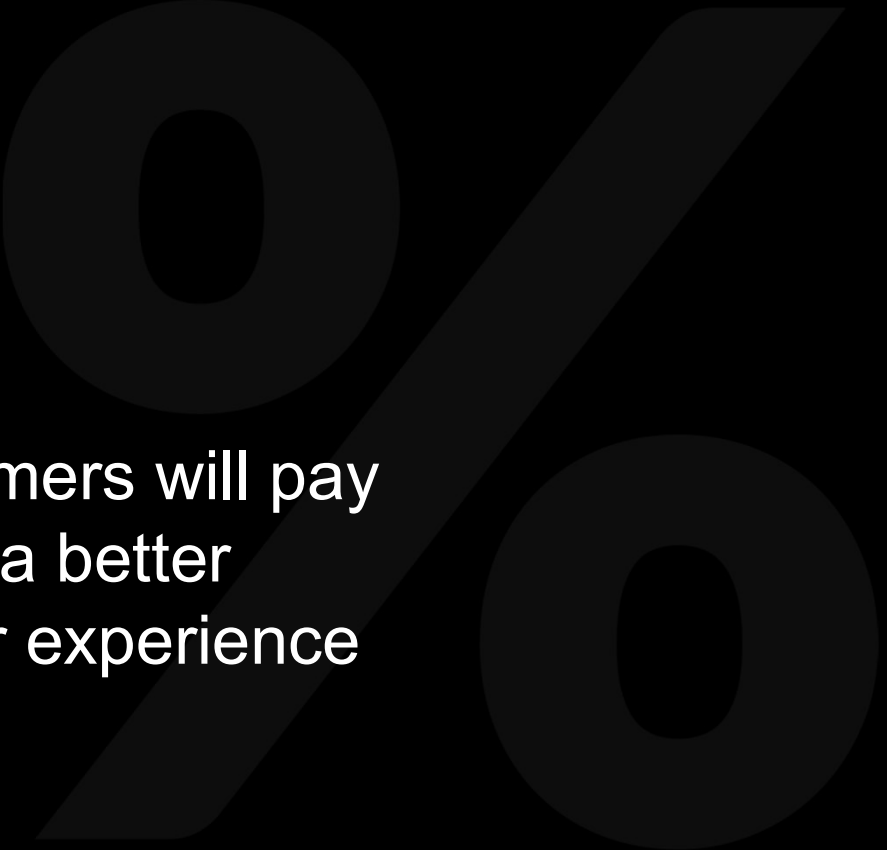
TONY HSIEH, ZAPPOS





62%

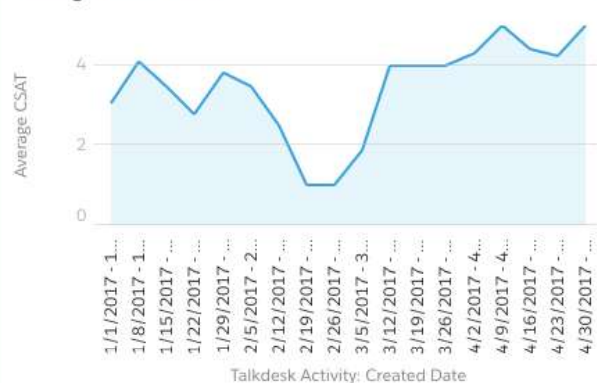
of companies view customer
experience delivered by the
contact centers as a
competitive differentiator



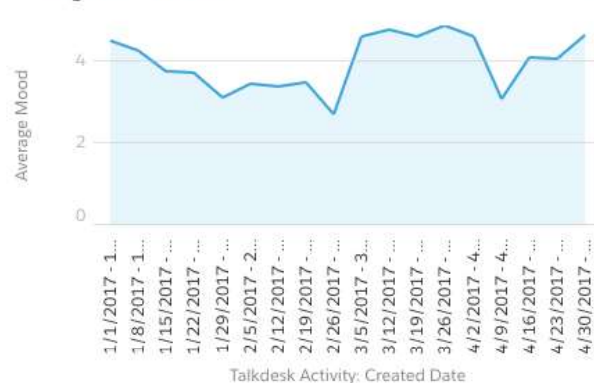
86% of consumers will pay
more for a better
customer experience

As of May 2, 2017 2:01 PM-Viewing as Jesse Dailey

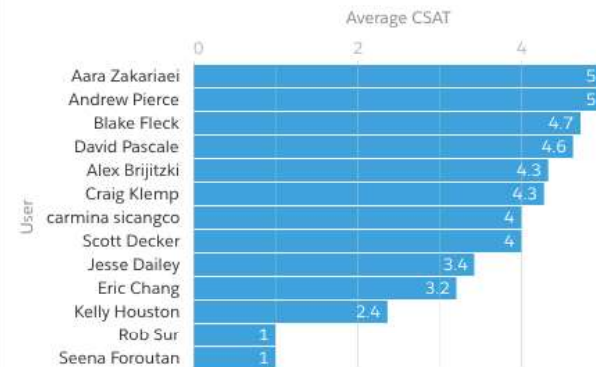
Average CSAT Trend

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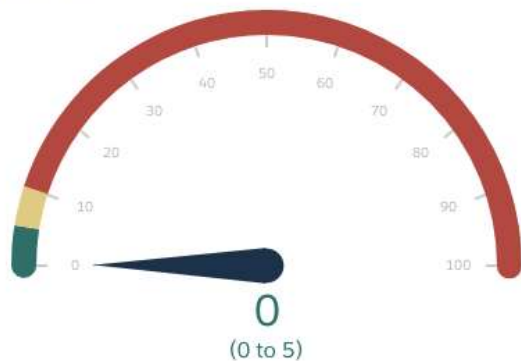
Average Mood Trend

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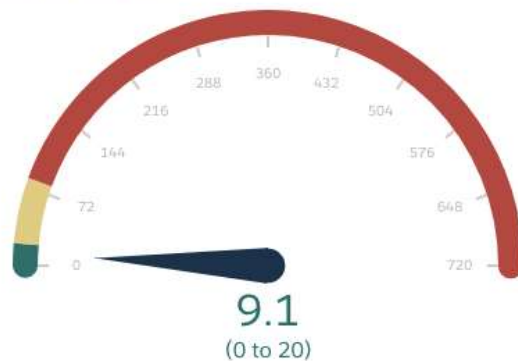
CSAT Leaderboard

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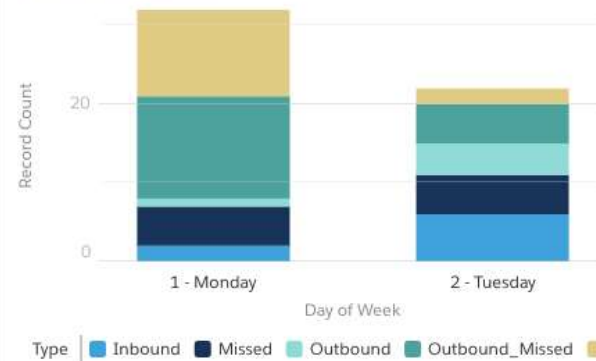
Abandon Rate

Inbound calls | [View Report](#)

Average Wait Time (sec)

[View Report](#)

Volume by Day of Week

Number of calls | [View Report](#)



You can't do it alone



4.0M Apps installed on
AppExchange



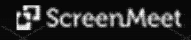
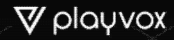




VOICEOPS



SimpleEmotion



WORKFORCE MANAGEMENT



QUALITY ASSURANCE



BUSINESS INTELLIGENCE



PRODUCTIVITY TOOLS



KNOWLEDGE MANAGEMENT



VOICE ANALYTICS

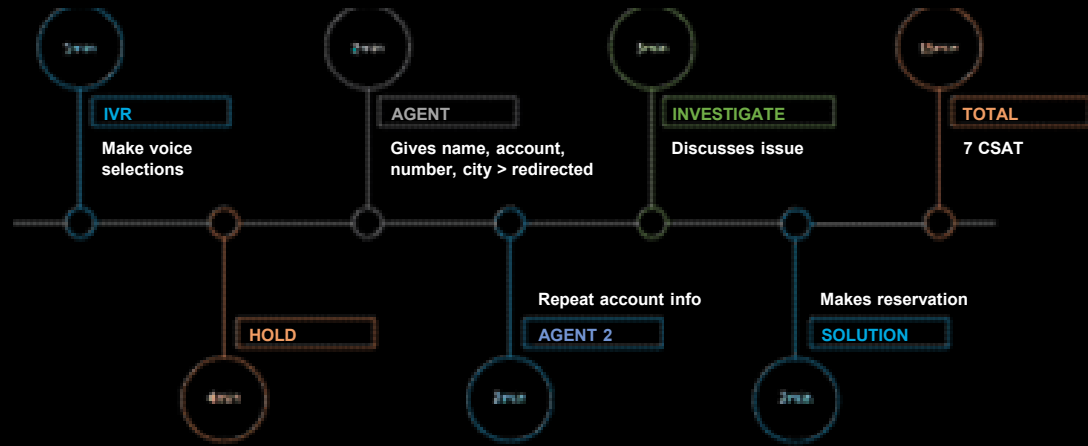




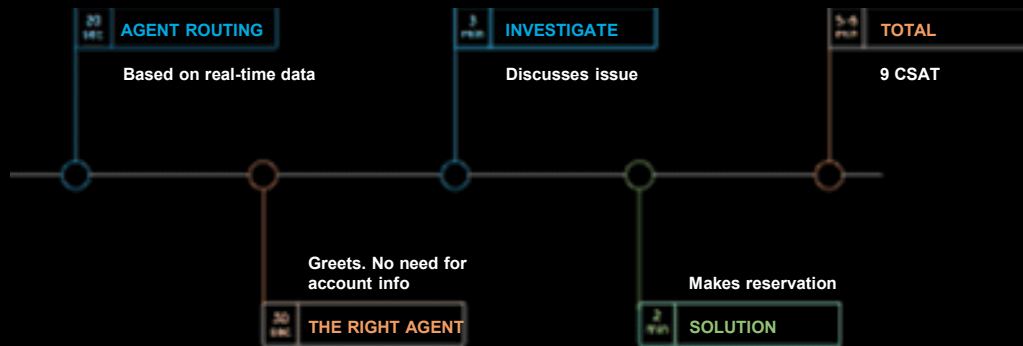
Customers expect
effortless experience.


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The service experience can be difficult for both customers and agents



Technology and
context Make life easier
& yield better results





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