



# Repositioning your contact center from a **cost center** to a **growth center**.



**Chad Gaydos**

Chief Operating Officer  
Talkdesk



# Talkdesk: who we are today.

The global customer experience leader for customer-obsessed companies.

**2,000+**  
Employees worldwide

**50%**  
Female exec leadership

**>50%**  
Investment in R&D

**30**  
New products launched

**25**  
Patents approved

**\$10B** (recent series D)  
Valuation

**6**  
Targeted industries

**105/10,000**  
Global partners/sub-agents

**95**  
Countries where we serve customers

**97%**  
CSAT



# Companies of all sizes from all industries choose Talkdesk.



**Jerónimo  
Martins**



**glintt**




**LOGO**

**SONAE MC**

**gold  
energy**





If I optimize my contact center, I can  
service customers **efficiently** at the  
**lowest possible operating cost.**

1 Average Handle Time

2 Call Volume & Deflection

3 Agent Productivity

4 Agent Utilization

**Productivity and optimization KPIs translate to cost containment value.**

CX & CC leaders must shift their focus from **cost** to **growth**, showing measurable business value aligned to strategic business goals, for all key stakeholders.



**71%**

of CX leaders rate positioning their contact center as a strategic asset to the business as a high priority.



# CX & C-Suite Misalignment

**77%**  
CEOs

**56%**  
COOs

**53%**  
CSOs

**51%**  
CFOs

say they are fundamentally changing the way their business engages and interacts with customers.

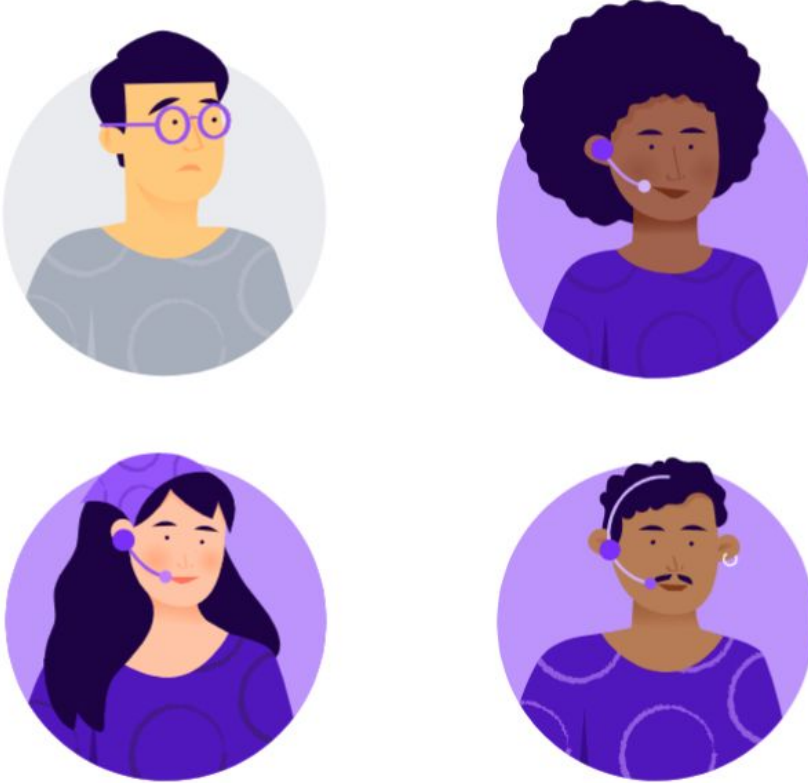


Yet CX professionals often lack a strong foundation to bring their programs to life.

“CX practitioners are not really set up for success. They don't connect the actual outcomes of the CX program with the desirable outcomes that the business has in mind.”

— JEANNIE WALTERS, CCXP, CEO OF  
EXPERIENCE INVESTIGATORS

# Forrester predicts:

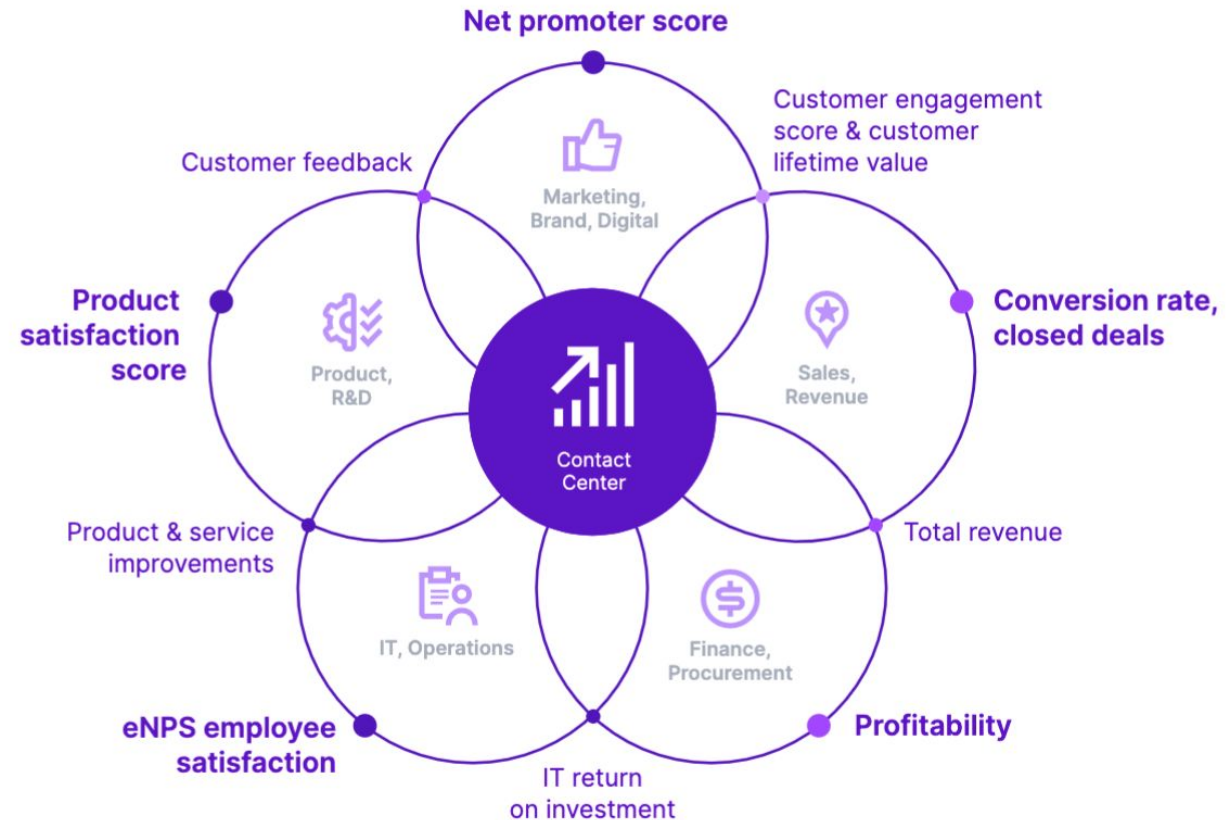


# 1 in 4

CX professionals who can't prove their value to the business will lose their job.



You can be more.  
Be a **growth centre** and **CX hub**. When departments partner with the contact centre, incredible results are achieved.





So, how do we **reposition**  
the contact center **as a**  
**growth center?**



01

**Assess:** Understand and measure new KPIs against peers.

02

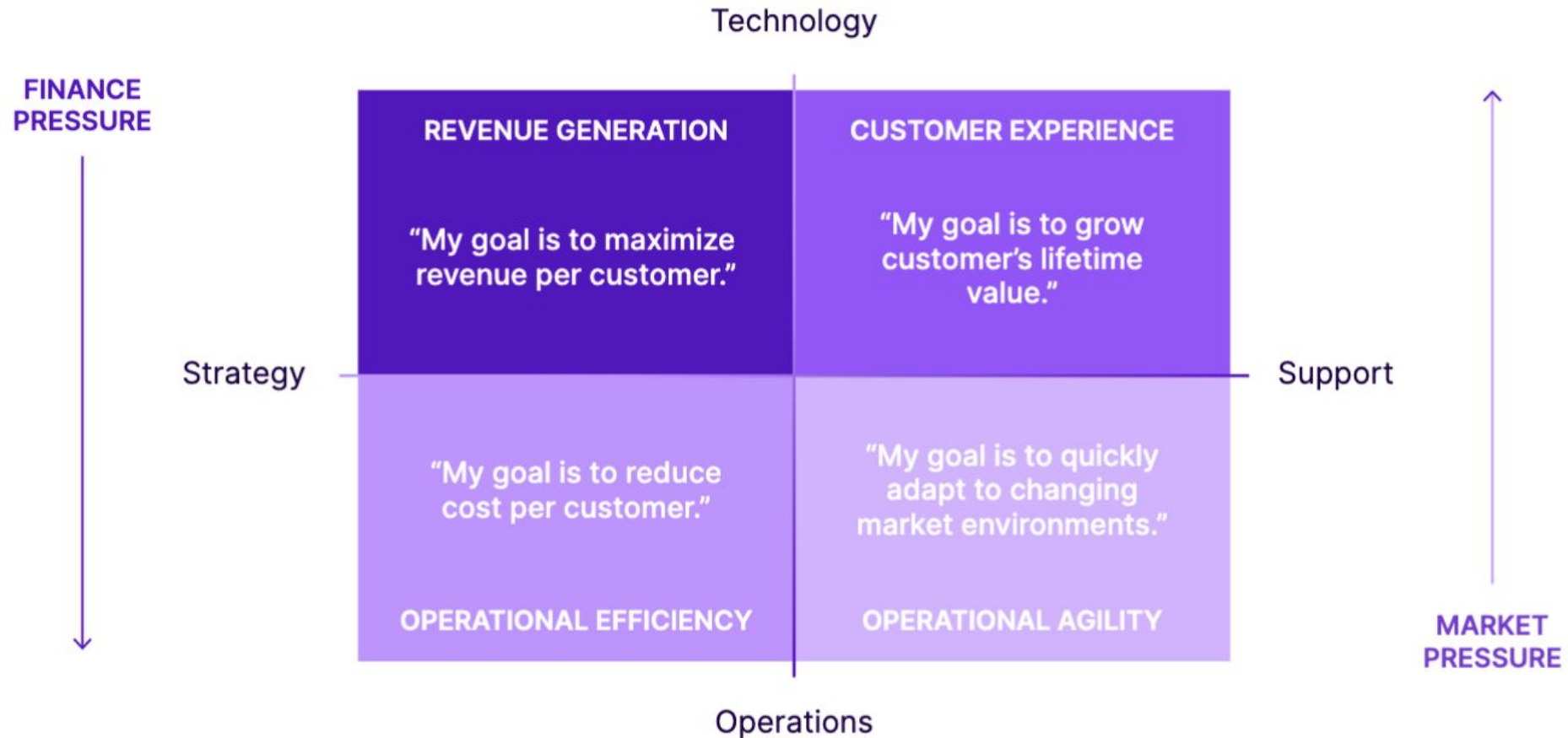
**Dream:** Strategically align and set your vision.

03

**Launch:** Implement supporting technology and measure impact.

# Stage 1: Assess

Don't replace, combine operational and growth KPIs



*The Talkdesk CX Strategy Value Framework is a customizable blueprint to help organizations define and execute on their contact center CX strategies. It's designed to allow businesses to focus on the initiatives that will deliver the greatest impact on their CX success.*

# Examples of Growth Strategic KPIs



## Stage 2: Dream

Sample questions to set vision and align priorities.

“What pressures are driving my business: financial, market, cultural, societal or others?”

“What is the contact center’s **main guiding principle** that aligns with my **business vision**?”



# CX strategy examples.

01

Contact center as a **revenue generating center**.

02

Contact center as a **customer loyalty and engagement center**.

03

Contact center as a **brand enhancement center**.

04

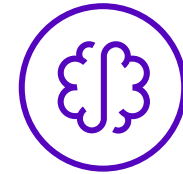
Contact center as a **collaboration center**.



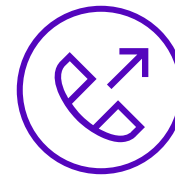
# Contact center as a revenue generating center.

**Outcomes: Revenue growth & customer acquisition.**

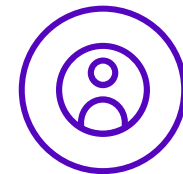
## How to achieve outcomes.



Train your team for a growth mindset.



Run impactful outbound campaigns.



Turn customer intent into action.

# Contact center as a customer loyalty and engagement center.

Outcomes: Outcomes: CLTV, loyalty, retention & relationship growth.

## How to achieve outcomes.



Earn customer trust.



Build deep customer relationships.



Deliver VIP service.

## Contact center as a brand enhancement center.

**Outcomes:** Brand enhancement, agent engagement, lower cost of customer acquisition.

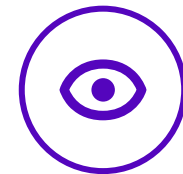
## How to achieve outcomes.



Narrate a consistent brand message.



Communicate your purpose, cause, and values appropriately.



Monitor and protect your brand's health and reputation.

## Contact center as a collaboration center.

**Outcomes:** Informed strategies, amplified customer voice & cross-functional alignment.

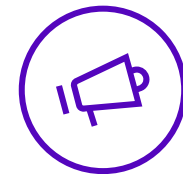
## How to achieve outcomes.



Share the goldmine with your organization.



Walk in your customers' shoes.



Amplify the customer's voice.

# Measure the impact of your growth center.



## REVENUE GENERATION

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Abandoned calls  
Average order size  
Volume of inbound and outbound calls  
Upsells / cross-sells by agent



## CUSTOMER LOYALTY & ENGAGEMENT

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CSAT  
Churn  
Customer lifetime value  
First-call resolution



## BRAND ENHANCEMENT

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NPS  
Interaction costs  
Referral rates  
Social media interactions



## COLLABORATION

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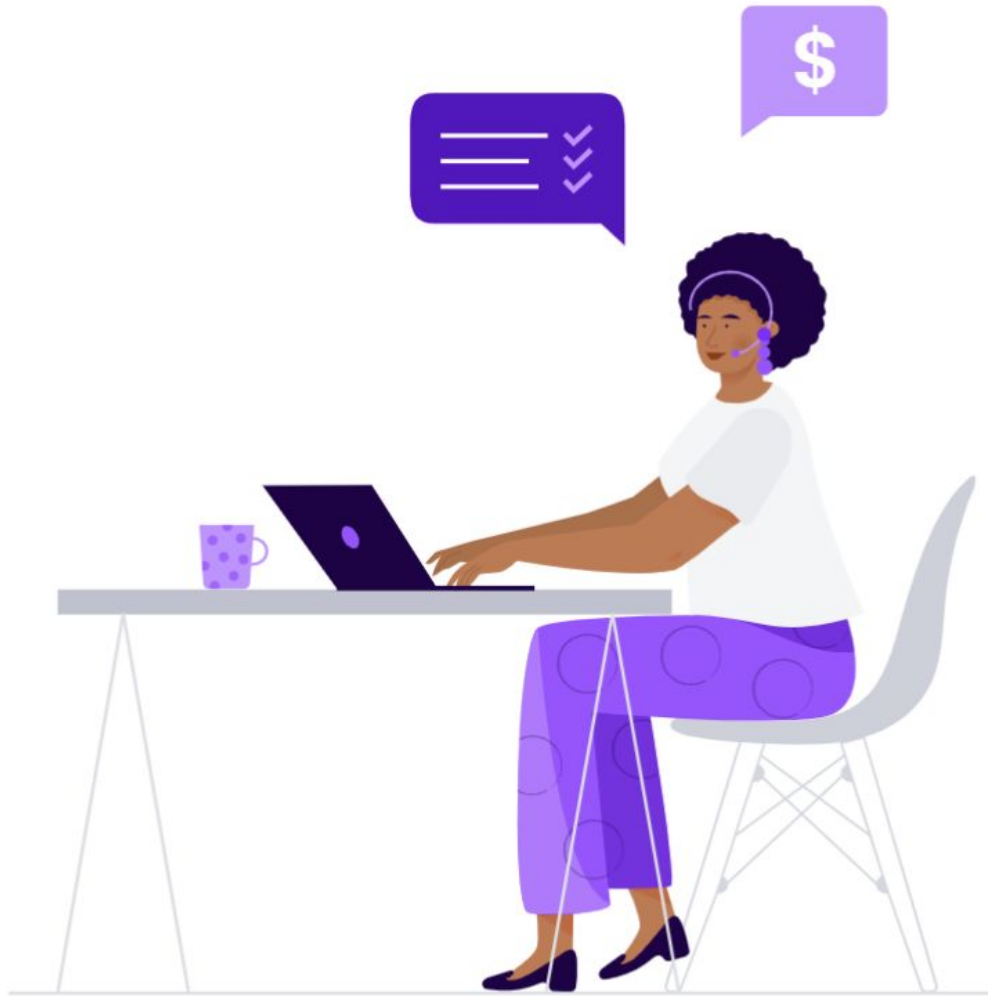
Employee satisfaction  
Employee Ramp time  
Employee absenteeism and retention  
CX tech stack usage

# Growing your Success Measures over time



1. Pick a simple metric and run with it! But be intentional. Generate good data by gathering a simple **quantitative** score to track and **qualitative** comments for context.
2. **Observe** the aggregations to understand your baseline scores, volume, and themes.
3. **Focus** on just a few key areas at first—try not to drown in the data. **Dive deeper** into issue themes or celebrate wins!
4. **Socialize and route** the data to stakeholders in the most automated way possible to enact the necessary changes.
5. **Track progress and iterate on your process.**

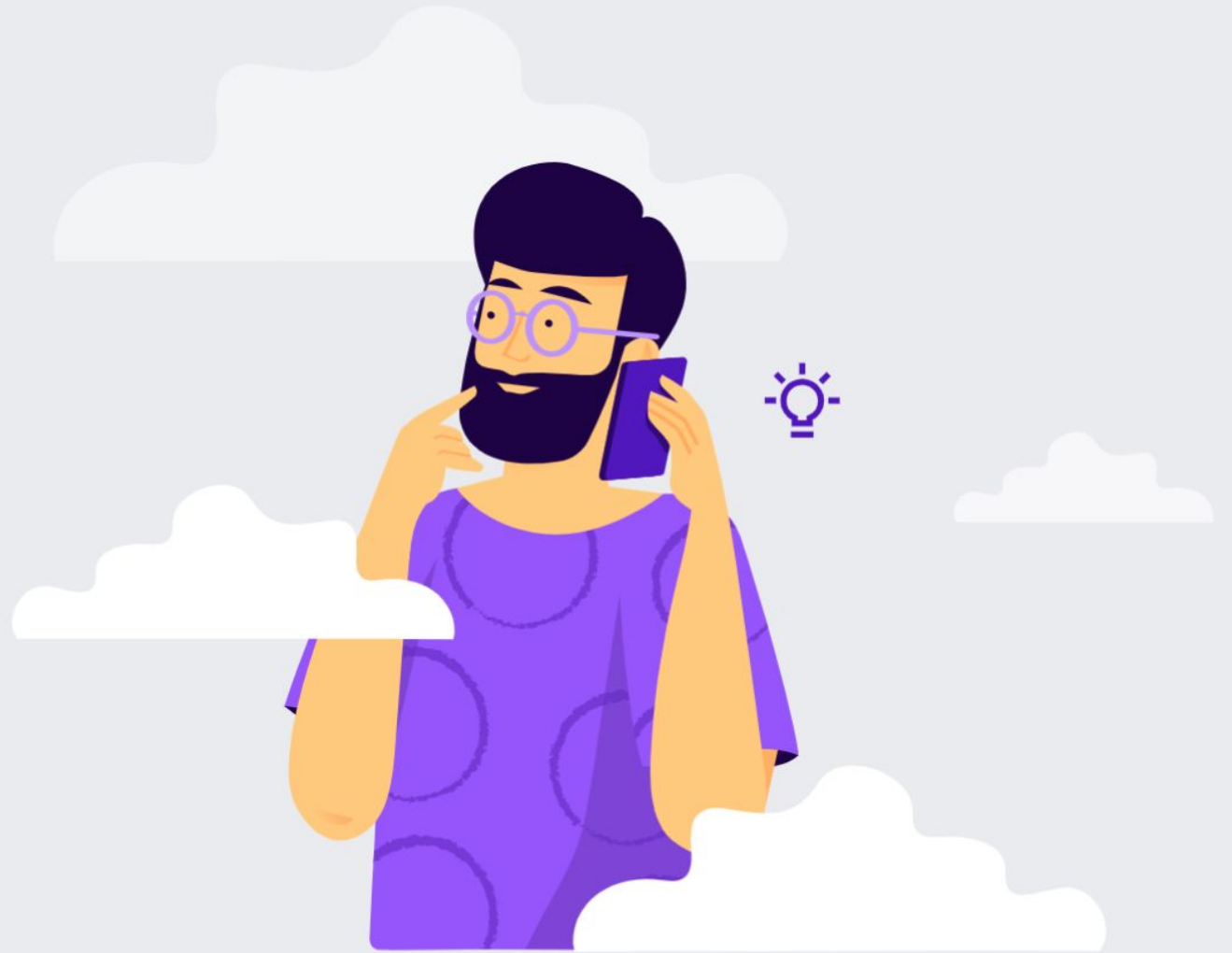
## Stage 3: Launch your growth center.



The new role of your contact center will determine the **new role of your employees.**



Advancements in  
technology-  
AI, automation,  
coaching - give  
you the the  
opportunity  
to **be more. It's up  
to you.**

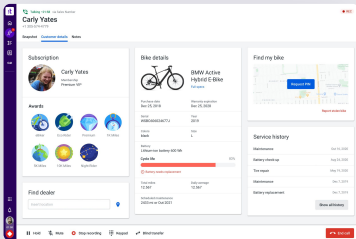


# Talkdesk CX Cloud™ advantage.

A better way for business and customers to engage with one another.

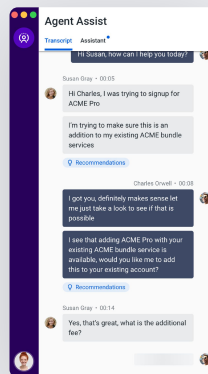
## End-to-end

- Broadest suite of native apps
- One unified platform
- One user experience



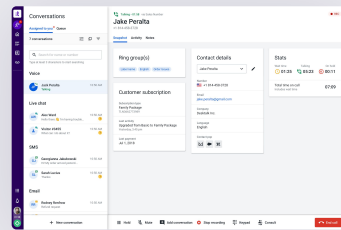
## AI-infused

- Automation
- Intelligent engagements
- Operational efficiency



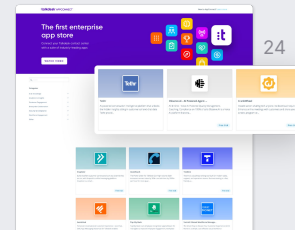
## Adaptable

- Flexible to change with your business
- Customizable Workspace
- “Clicks not Code” administration



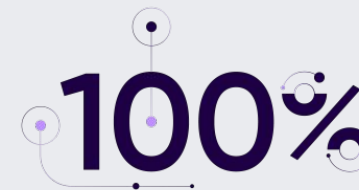
## Integrated

- 60+ pre-built integrations
- Easy custom integrations
- AppConnect app marketplace



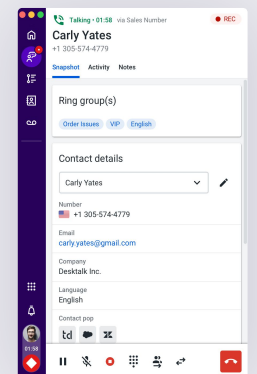
## Trusted

- Enterprise scale
- 30+ security certifications
- 100% uptime SLA, global call quality



## Intuitive

- Fast deployment
- Fast onboarding
- Fast time to value



# Talkdesk AI for every day

Automating every step of the customer journey giving customers better answers, faster.

## Customer Self-Service

AUTOMATION



### Virtual Agent

Automated voice and digital self-service experiences



### Self-Service Portal

Self-service KB and content for automations

## Agent Empowerment

AUTOMATION



### Agent Assist

Automated assistance for agents



### Knowledge Management

KM for teams to orchestrate information to power automations



### QM Assist

Automated quality assurance for agent coaching & improvement



### Interaction Analytics

Automated issue discovery, speech search & real-time assistance



### WFM

Automated staffing and scheduling decisions

## Fraud & Authentication

AUTOMATION



### Guardian

Automated authentication and fraud detection for a secure contact center



### Guardian Guardrails

Automated and on demand issue mitigation; API integration to 3rd party systems



### Guardian Identity

Automated voice biometrics and phone validation of callers

## Operationalizing

AUTOMATION



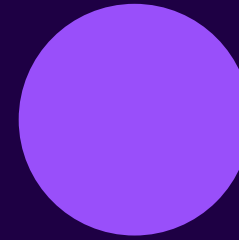
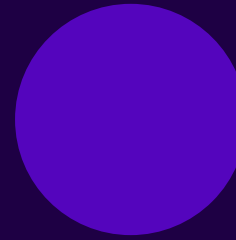
### AI Trainer

A no-code AI model training tool for better automation using human-in-the-loop technology

# Discover your **CX potential.**

Schedule a  
**Talkdesk CX Strategy**  
consultation.





# Thank you!

**Chad Gaydos**

COO