

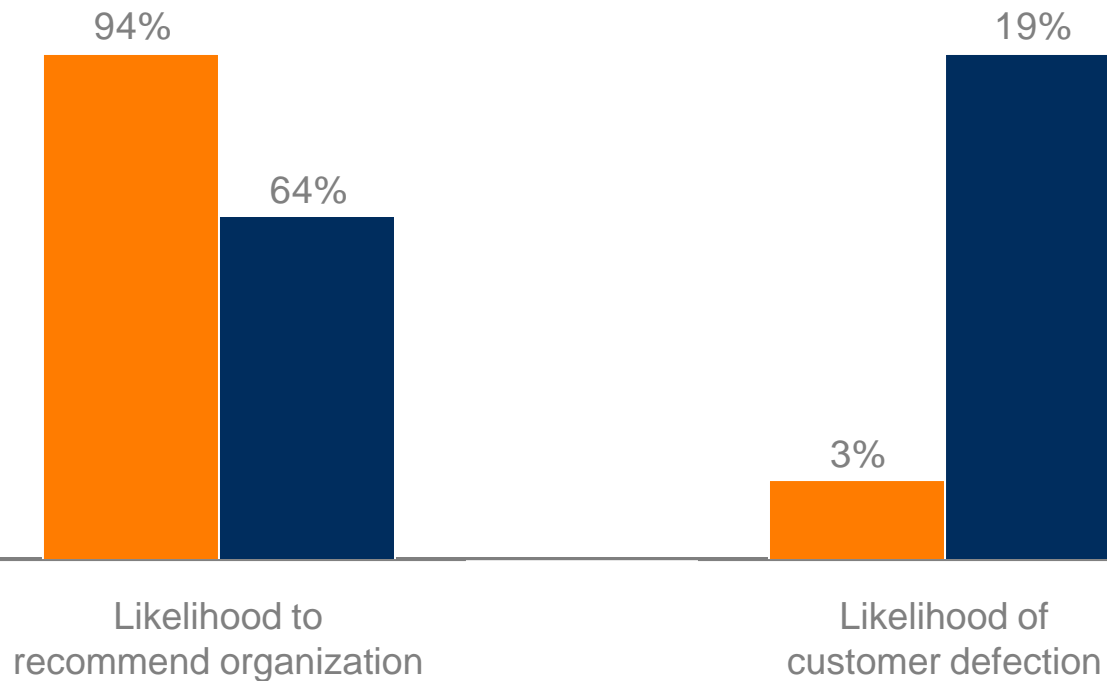
Contact center perspectives

Contact centers play a critical role in shaping the customer experience

Contact resolution impact on loyalty

Customer issue:

Resolved Not resolved



Contact centers are changing with the times

Trend

Contact centers are going digital

What it means

Interactions will increase but voice traffic will decrease

Companies will invest in IT infrastructure to enable an omni-channel experience

Analytics will enable a superior customer experience

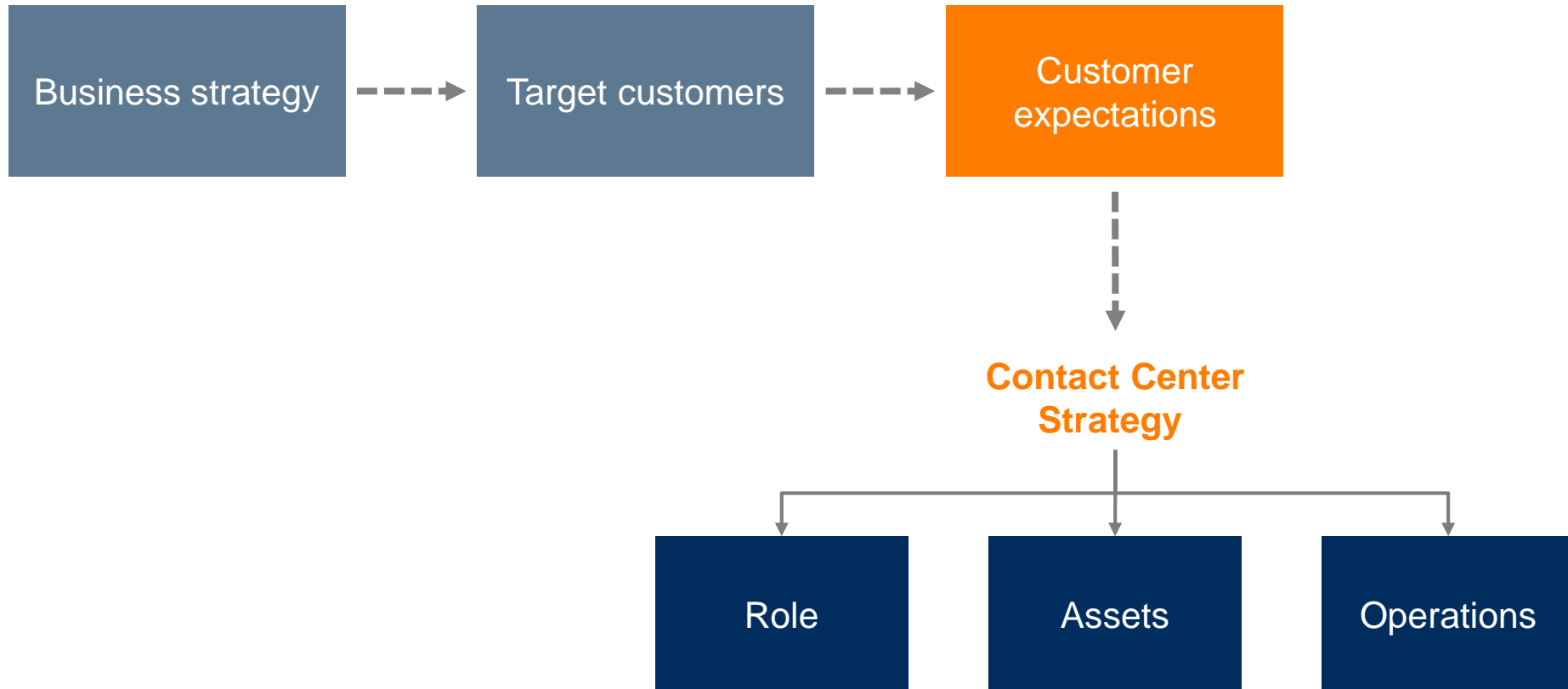
Analytics will make the largest impact on the industry in the next five years

Improved data will allow companies to leverage existing customer segmentation

Customers are more time-constrained and want their issues resolved promptly

Ease of resolution is the most important determinant of customer satisfaction

Contact centers work best when they are aligned with customer expectations



High performing organizations use a mix of customer contact assets

Insourced assets

High agent proficiency

Strong contact center culture and employee development

Ability to rapidly test customer service initiatives

Ease of technology development and deployment

Outsourced assets

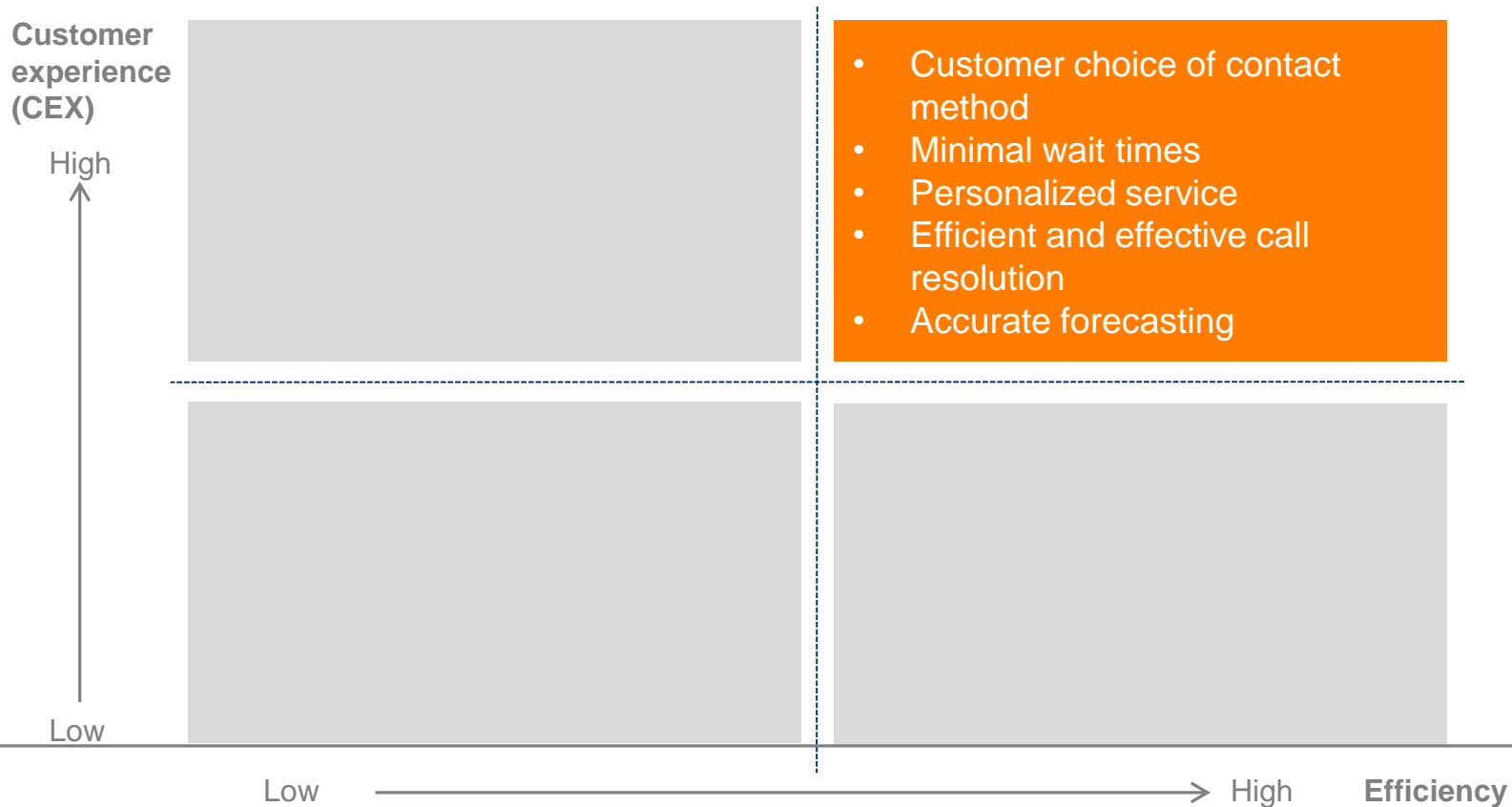
Lower agent costs

Flexible capacity

Ability to engage multiple BPO's to drive performance and reduce risk

Freed up capital for other aspects of the customer experience

The right operations model provides benefit to companies and their customers



We've helped companies create industry-leading customer experiences and reduce costs

Customer satisfaction

Contact center annual cost per subscriber

