# Does your business really need a contact centre?

The short answer is YES – but it doesn't need to be a complex and expensive solution. Contact centre capability is no longer the sole domain of large businesses and enterprises.

Find out why SMEs can, and should, finally reap the benefits of the modern cloud-delivered contact centre solution

## Your customers want more...









68%

use more than three channels to interact with customer service.1

**60%** value the ability to resolve

issues quickly as the top aspect of a good customer service experience.2

expect real-time interactions and responses.3

#### The right customer contact solution will make the difference between:



### Happy customers...



52% would pay more for a speedy and efficient customer experience.4



64% are more likely to recommend a brand when it provides simpler experiences and communications.6

71% recommend a product or

"great experience".7

service because they received a



# Dissatisfied customers...



with others.5

**62%** share their bad experiences



with a brand they loved after one bad experience.4

**46%** remember bad experiences

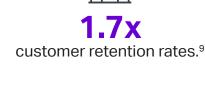
**32%** would stop doing business



from over two years ago.8

Better customer experience means happier customers, as well as better business performance. Compared to their competitors, experience-driven businesses boast:







#### What's holding you back? Getting it right the first time is critical. Long wait times, disjointed communication

channels, lack of useful data, and poor personalisation are hurting your business:







are frustrated by

having to repeat

themselves to multiple agents.2

simple-to-use solution.



to have their calls transferred to a new agent.2

CRM integration.

find it annoying



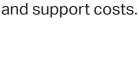
with a brand because

ended a relationship

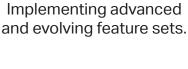
their experience wasn't personalised enough.10

## A cloud-based omnichannel contact centre solution can give you the competitive advantage you need to succeed by:

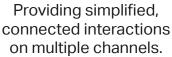
Customer demands have changed, but so has the technology to help your business give your customers what they want.



Reducing IT, integration,



Improving agent **Ensuring advanced** reporting and data with engagement with one



A cloud-based omnichannel contact centre is your chance

to turn dissatisfied customers into happy ones - without breaking the bank or adding complexity to your business.

- https://cloudblogs.microsoft.com/dynamics365/no-audience/2019/11/21/the-globalhttps://www.zendesk.co.uk/blog/zendesk-customer-experience-trends-report-2020/
- https://www.pwc.com/future-of-cx https://www.salesforce.com/blog/customer-service-stats/
- https://www.accenture.com/t20180219T081429Z\_w\_/us-en/\_acnmedia/PDF-71/Accenture-Global-DD-GCPR-Hyper-Relevance-POV-V12.pdf

https://simplicityindex.com/ https://www.talktriggers.com/cm

https://www.zendesk.com/blog/customer-service-and-lifetime-customer-value/  $\verb| https://magento.com/resources/forrester-study-business-impact-investing-experience| | the continuous cont$ 



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