

CONFERÊNCIA INTERNACIONAL APCC 2019 3 de junho de 2019 | Centro de Congressos do Estoril



CONTACT CENTERS PORTUGAL: **A Cornerstone of the Economy**


A New Era of Customer Experience



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“64% of people found Customer Experience to be more important than price when it comes to purchasing something.”

Gartner®



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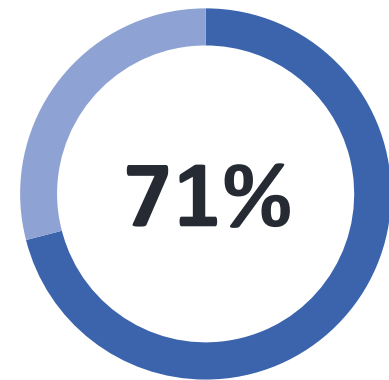
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“ Customer Experience leaders grow revenue faster than CX laggards, with leaders seeing a 17% compound average revenue growth rate (CAGR) compared to only 3% for their CX laggard counterparts. ”

FORRESTER®

Customer Experience is a top priority, while cost also continues to be critical

#1



71% of Boardrooms Consider Customer Experience their “Top Performance Metric”*

*Source: Dimension Data 2017 Global CX Benchmarking Report



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“Contact centers are awash with data, but organizations struggle to better integrate it to drive process improvement based on the analysis of customer interaction data across all channels.”

FORRESTER®

It's Time to Rethink Your CX Building Blocks



Digital



Digital First

Surveys



+ Conversations

Siloed Views



Connected View

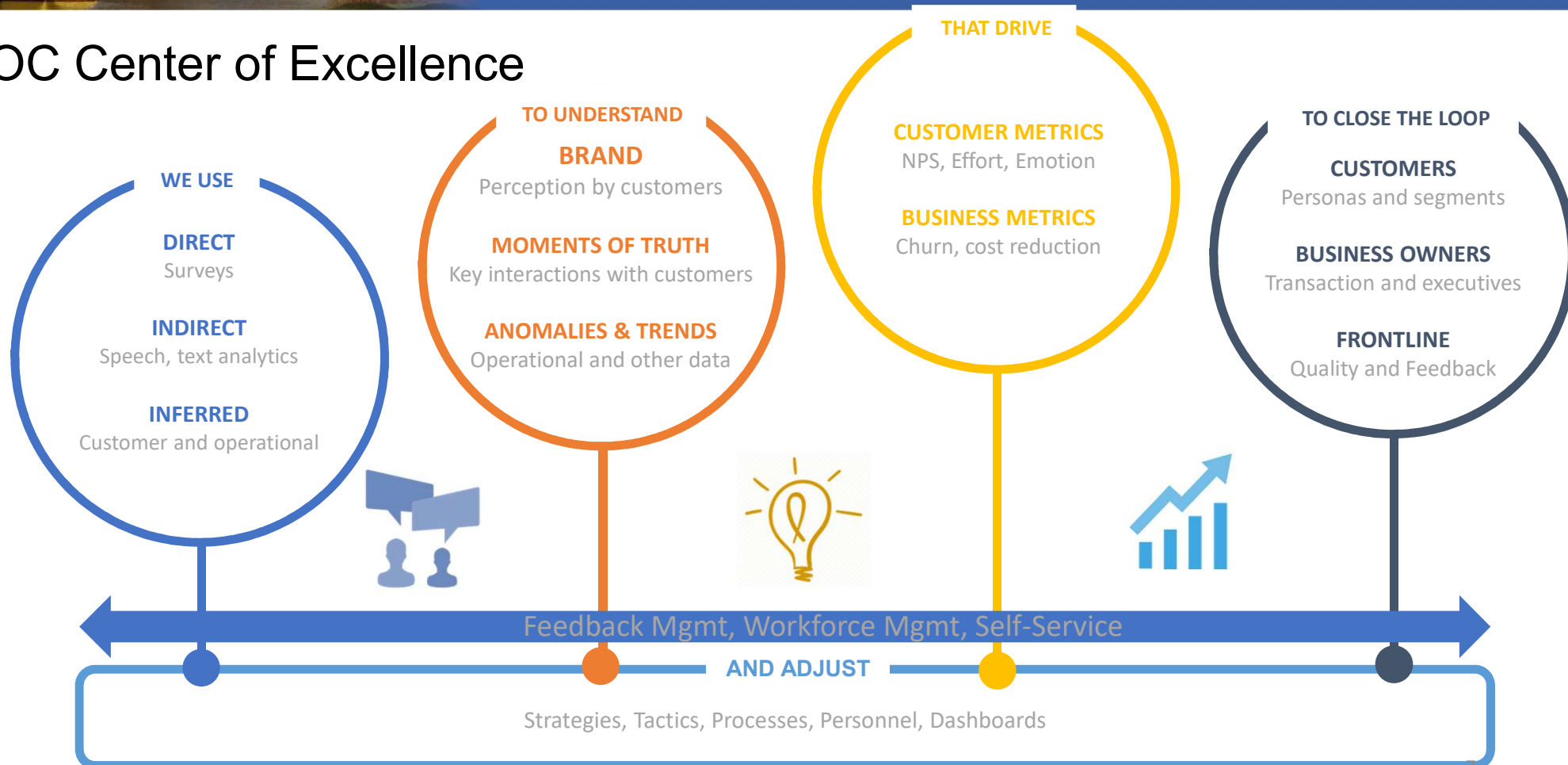
Insight



Prioritization

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VOC Center of Excellence





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Unified Voice of the Customer

Helping Organisations Understand all Customer Interactions and Drive Intelligence Across the Enterprise

Interaction
Analytics

Speech
Analytics

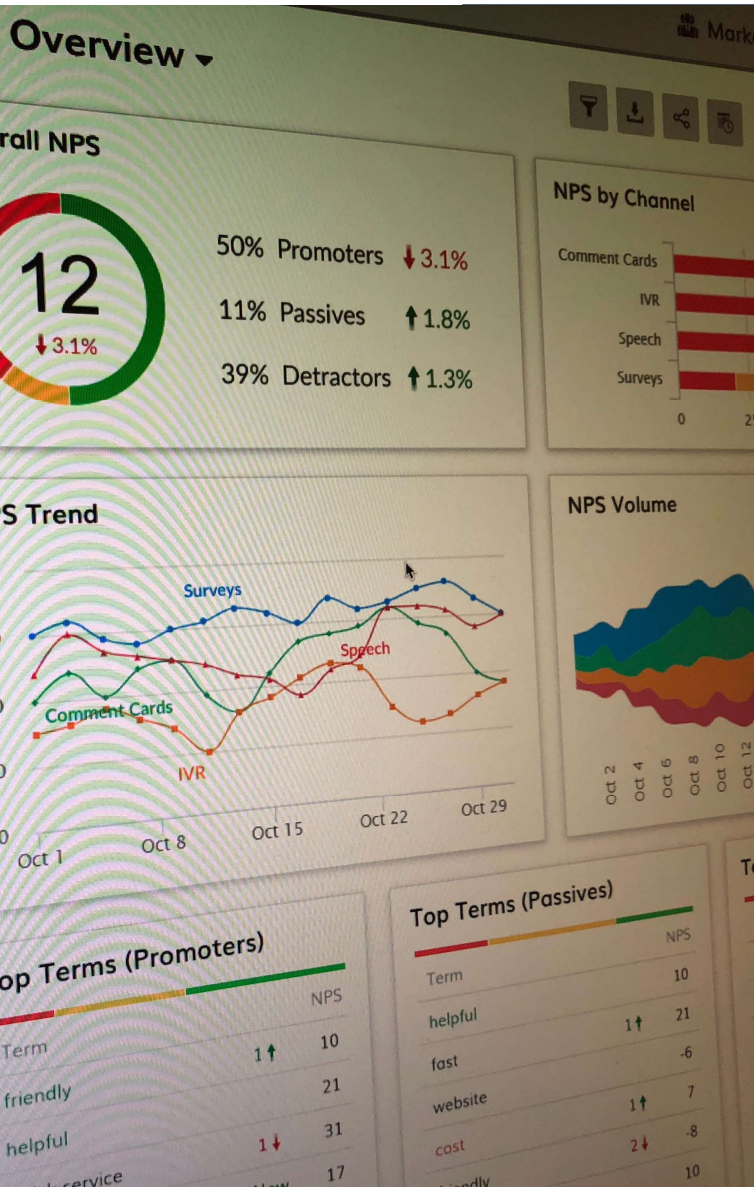
Text
Analytics

Real-Time
Analytics

Enterprise
Feedback

Social
Engagement

Analytics Powered Intelligence



Unified VoC Listening

Native integrations simplify expanding your listening across a variety of sources:

Interaction Analytics (Speech/Text/IVR)

Tap into your contact center interactions to listen at scale and enable deeper understanding.

Digital Feedback (customer Initiated)


Real-time integration with digital feedback ensures you're always listening across web and mobile.

Enterprise Feedback (company Initiated)

Real-time integration with transactional feedback ensures your understanding performance across all channels.

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Automated understanding of **Emerging Topics**



Across all calls to reduce the risk of missed opportunities to act upon.

Analyze Both Sides of the Conversation Separately



To deliver insights from both sides of the conversation.

One Click **Root Cause Analysis** to simplify

understanding deeper insights to power more informed decision making on customer needs and expectations.

Surface changing **Trends** and **Themes**



To better anticipate, plan and act.

Real-Time vs Post Call



Leverage different capabilities to quickly move from insight to action.

Create user driven

Categories



to understand and track business valuable topics over time including call drivers, call behaviors and caller **Emotion**



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OBRIGADO