

Creating an Intelligent, Integrated Contact Center for Competitive Advantage



DISCOVER FOR YOURSELF WHY CRM IS THE INTELLIGENT CHOICE FOR AN INTELLIGENT CONTACT CENTER!

ATTRIBUTES OF A CRM USER

2.5x

greater average customer lifetime value

2x

higher average profit margin per customer

35x

greater level of customer satisfaction

TYPICAL CUSTOMER SERVICE BENEFITS FROM AN INTEGRATED CRM SOLUTION INCLUDE:



IMPROVED



REDUCED



post-sale revenue
15-25%



call abandonment
5-15%



customer retention
5-15%



compliance errors
0-5%



complaint management
20-30%



service resolution time
10-25%¹



customer info accuracy
50-60%

An integrated CRM solution is critical to creating an intelligent contact center, providing agents with historical context tools for deeply personal and insightful interactions.

¹ Minkara, Omer. "Next-Generation CRM: Moving from a System of Record to a System of Engagement," Aberdeen Group, Jan 2017.
² Leggett, Kate. "Quantify the Business Value of CRM." Forrester Research, July 6, 2016.