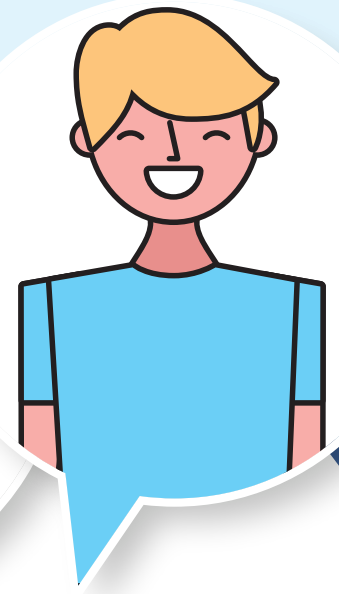


Hold the Phone!

Don't underestimate the importance of the contact center in your multichannel campaign strategy

Now more than ever, contact centers are expected to serve as revenue centers that drive sales, gather customer insight, deliver leads, provide support, and ensure satisfaction.



Humans want to talk to humans

A high-performance contact center provides the human touchpoint that is critical to any successful multichannel marketing strategy.

34% of respondents are most frustrated by the "inability to reach a live person for customer support" as the most frustrating aspect of a customer service experience¹

Operators are standing by

Ensure your multichannel campaign is delivering quality engagement that consumers expect.

65% of consumers expect companies to provide a telephone channel²

Can I get your digits?

70% of global consumers have a favorable view of brands that contact them with proactive customer service notifications³



Contact Center demand is about to go off the hook

75% of companies ultimately expect the phone channel to maintain or gain significance⁴

Don't put Millennials on hold

55% prefer voice channels to email or chat⁵

What's the 4-1-1?

An excellent contact center experience is irreplaceable. Personal touch interactions are opportunities to build and nurture lifelong relationships.

Dial up brand awareness

Great contact center experiences boost recommendations by as much as

163%⁶



Learn the roles Direct Mail and Digital Advertising play in a multichannel customer experience:

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