

# 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 experience<sup>1</sup>

## Operators are standing by

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

**65%** of consumers expect companies to provide a telephone channel<sup>2</sup>

## Can I get your digits?

**70%** of global consumers have a favorable view of brands that contact them with proactive customer service notifications<sup>3</sup>



## Contact Center demand is about to go off the hook

**75%** of companies ultimately expect the phone channel to maintain or gain significance<sup>4</sup>

## Don't put Millennials on hold

**55%** prefer voice channels to email or chat<sup>5</sup>

## 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%**<sup>6</sup>



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<sup>1</sup> Reisenwitz, Cathy, "16 Call Center Stats to Help You Stay On Top of the Trends in 2018," Capterra, January 26, 2018.  
<sup>2</sup> Dodd, David, "What Communication Channels Do Customers Prefer? It Depends!, Customer Think, August 5, 2019.  
<sup>3</sup> "State of global customer service report," Microsoft Dynamics 365 e-book series, March 2019.

<sup>4</sup> "4 Key Predictions about the Contact Center of 2025," Customer Contact Week, November 7, 2019.  
<sup>5</sup> "Redefining Customer Experience in the Digital Age," Frost & Sullivan.  
<sup>6</sup> "How Contact Center Experiences Impact the Omnichannel Journey," Verint Experience Index, December 2019.