

Why and how to drive strategic growth through the contact center



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Introduction

Contact centers have existed since the 1960s and by the mid-90s they could be found in nearly every industry. While the technology powering them has transformed over time, the way of leveraging the contact center has not. The typical thought process when it comes to the contact center remains: **If I optimize my contact center, I can service customers efficiently at the lowest possible operating cost.**

This framework focuses on the first goal in the sequence—**optimizing the contact center**—which drives CX leaders to target KPIs aimed at **productivity and volume**. These measures of success have become the status quo for benchmarking a contact center's performance, and because **what gets measured gets managed**, they've become top objectives for most customer service leaders.

Managing for productivity and volume has led organizations to aim for a certain standard of customer service that doesn't 'hurt' their business, without incurring too much cost. However, **the value of the contact center goes far beyond cost and damage containment, and its function beyond servicing customers.**

To maximize the potential of the contact center, organizations must rethink what they are measuring. **Measuring more will enable contact centers to be more.**

Moreover, organizations should leverage contact center technologies across all departments, **repositioning the contact center across the company as a CX hub, a strategic asset for business growth.**

This playbook will provide a blueprint for organizations to begin measuring and benchmarking their contact center against additional outcomes including:

- Revenue generation.
- Customer engagement.
- Brand enhancement.
- Innovation and collaboration.
- Employee engagement.

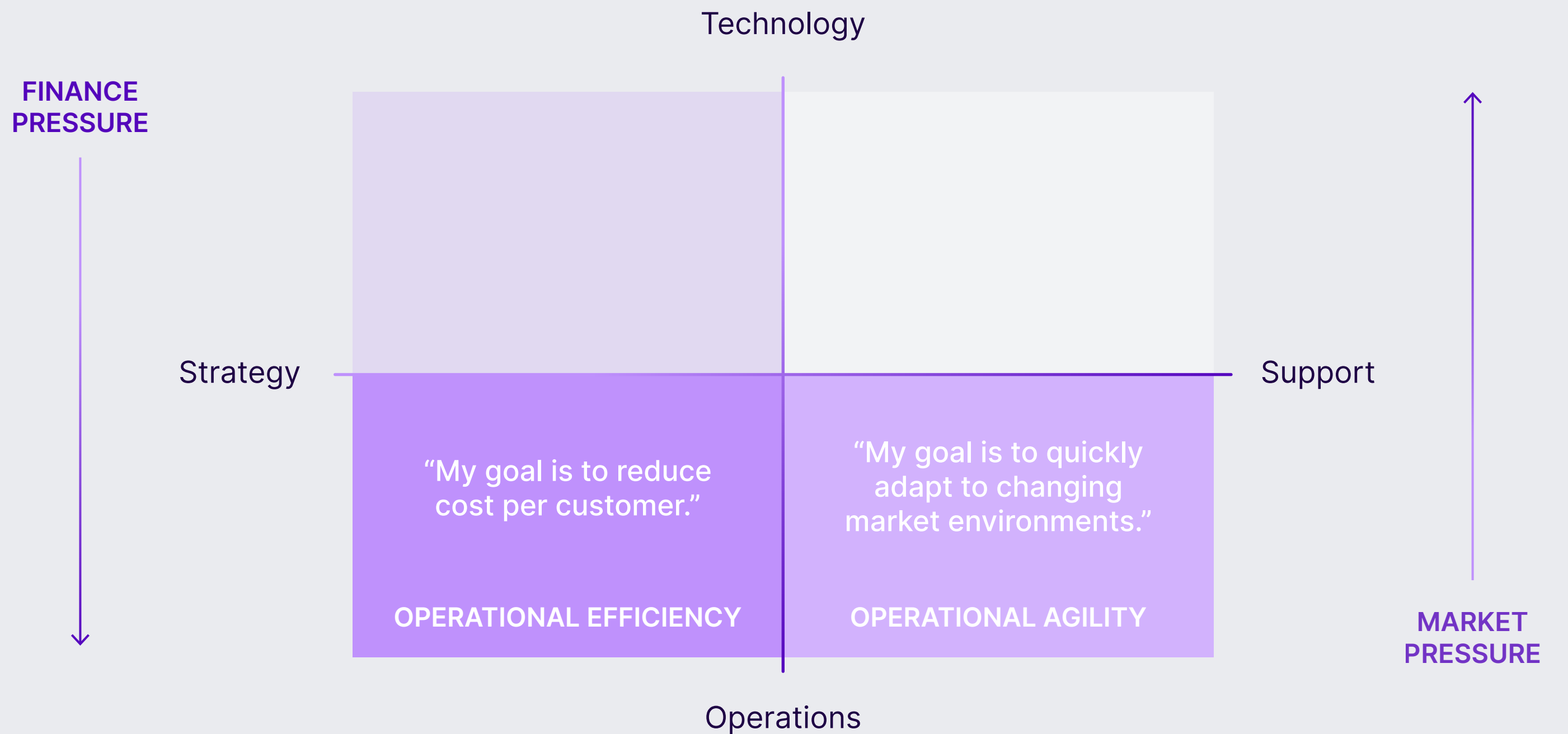


I. Reframing your contact center as a strategic growth driver

There is no question that the efficient operation of the contact center is key to business success. However, even the most efficient contact centers are not often viewed or operated as strategic assets. Because of the way they've been measured, the trickled down request from the C-suite is that contact center teams focus on optimizing efficiency by improving core processes, which translate into cost-containment value.

But this is only half the picture. There is a better way.

Investment in the contact center remains focused on technologies that optimize efficiency and improvement to core processes, which translate into cost-containment value.



What gets measured gets managed

Customer experience is an imperative for most businesses, touching nearly all functions within an organization. Executives know it is important. Their customers' way of engaging has changed, and they all want to do something about it.

In "Growth: It Comes Down to the Experience," Accenture shares that

77%
CEOs

56%
COOs

53%
CSOs

51%
CFOs

are fundamentally changing the way their business engages and interacts with customers.

When it comes to CX investments and initiatives, the issue is not C-suite inaction—it's that leaders haven't aligned on what should be measured.

Even though customer engagement is typically owned by CX practitioners, they often struggle to convey the value of their initiatives to their peer stakeholders, resulting in individual teams making investments into separate, disconnected CX projects and technologies.

CX professionals end up with limited budgets and without a strong foundation to bring their programs to life.

According to Jeannie Walters, CEO of Experience Investigators, "Good companies think about the experiences they want to deliver, but the beloved companies work, craft, and deliver memories that customers remember and yearn for and go back to."

The cost? Siloed technologies and less funding and resources for initiatives that positively impact the customer experience.



Contact centers overlooked

Forrester predicts 1 in 4 CX professionals who can't prove their value to the business will lose their job.



As a result, their organizations will become more likely to overlook and deprioritize the contact center as a core pillar for delivering differentiated CX.

Research shows that decisions about the contact center are made without contact center employees' voices even heard.

- Talkdesk partner **Calabrio** found that **1 in 4** companies purchase contact center technology without meaningfully involving the contact center team.
- **McKinsey** found that **60%** of contact center employees say they believe that their ideas for improving customer experience often go unheard.

In other words, the department that serves as the primary point of contact during critical moments of the customer journey, is marginalized and ignored by the rest of the business.



Contact centers as CX hubs

A narrow focus on cost containment hinders new strategic initiatives and the potential to influence end-consumer behaviors.

Instead of aligning with investments that fill gaps to provide a cohesive customer journey and profile, departments across the organization tend to work in silos and focus on the part of the customer journey they own:

- Product and R&D teams want to understand customer pain points to build a better product.
- Marketing wants to know what's top-of-mind to attract new customers.

- Sales wants to understand how to convince customers to invest in a solution or product right now.
- Customer service or support wants to help customers reach their goals.

With this mentality, each department tends to invest in their own systems to learn more about the customer, and measures accordingly. However, they may not realize that their organization already owns this information, and it lives in the contact center. **The gap is in measuring KPIs that resonate across departments.**



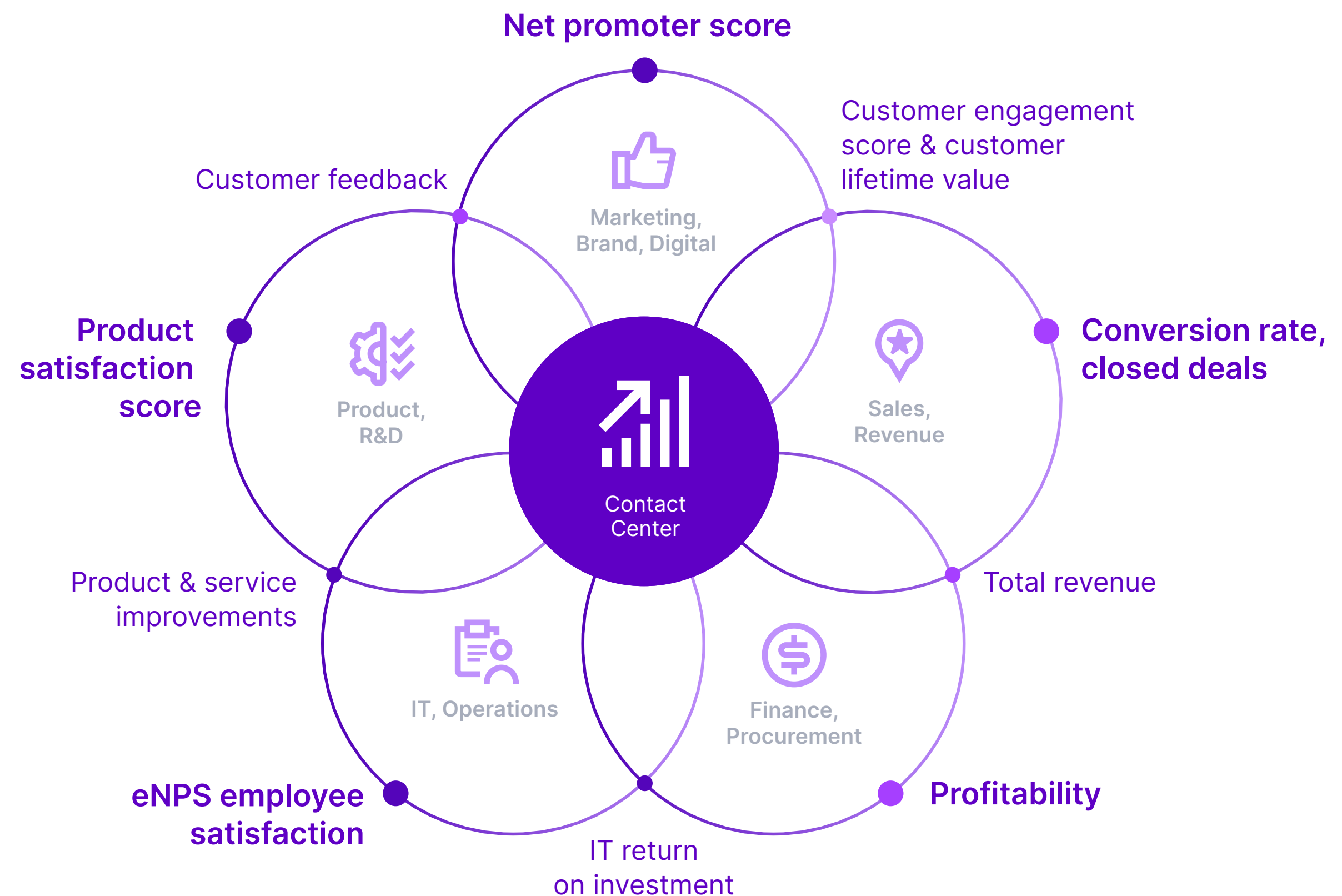
What does it mean to reposition the contact center as a growth center?

Companies risk missing clear opportunities to generate significant enterprise value by failing to invest in unlocking the true potential of contact centers—and contact center employees.

66% of CX professionals say that positioning the contact center as a profit center is a top operational priority.

— TALKDESK RESEARCH, [THE CUSTOMER EXPERIENCE CX REVOLUTION IN RETAIL, 2021](#)

However, at Talkdesk we know that contact centers can be more than profit centers—they have the potential to become **growth centers** and CX hubs well-positioned to advance the strategic goals of each organization, while delivering highly differentiated customer experiences.



How can organizations achieve this bold vision? **CX leaders must establish a clear link between customer experience and measurable business value that's aligned to strategic business goals across the entire organization.**

For example measure the following:

 **No-shows for medical procedures**

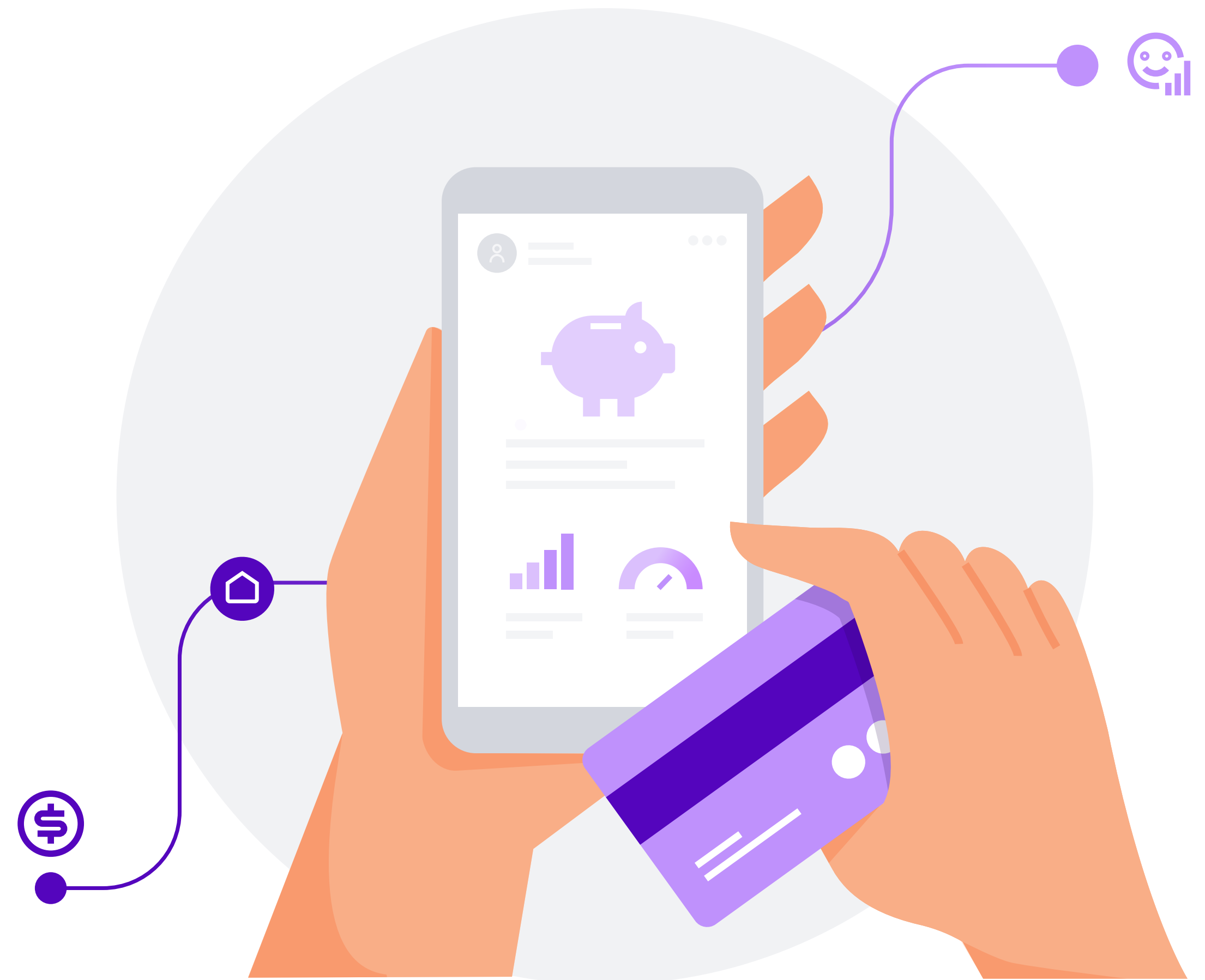
By leveraging outbound contact center technologies to reduce the number of patients who miss medical procedures, hospitals can save on costs with doctors' and nurses' time and the hard costs associated with patients not flowing through the hospital.

 **Returns turned into cross-sells or upsells**

Measuring the rate of product returns converted into cross-sells or upsells enables retailers to understand reasons for returns and keep customers from going to the competition, thereby protecting revenue.

 **Performance in mortgage funnels**

An improved approach to lending, by integrating data and systems at each touchpoint of a customer's journey, produces a more connected and efficient borrower experience, improving mortgage sales funnel performance and customer lifetime value.



II. How to reposition your contact center as a growth center

To bridge the gap between competing priorities, operational outcomes must be paired, not replaced, with revenue and customer-focused initiatives.

Keep reading to learn about the three stages to identify, set, and measure strategic KPIs.

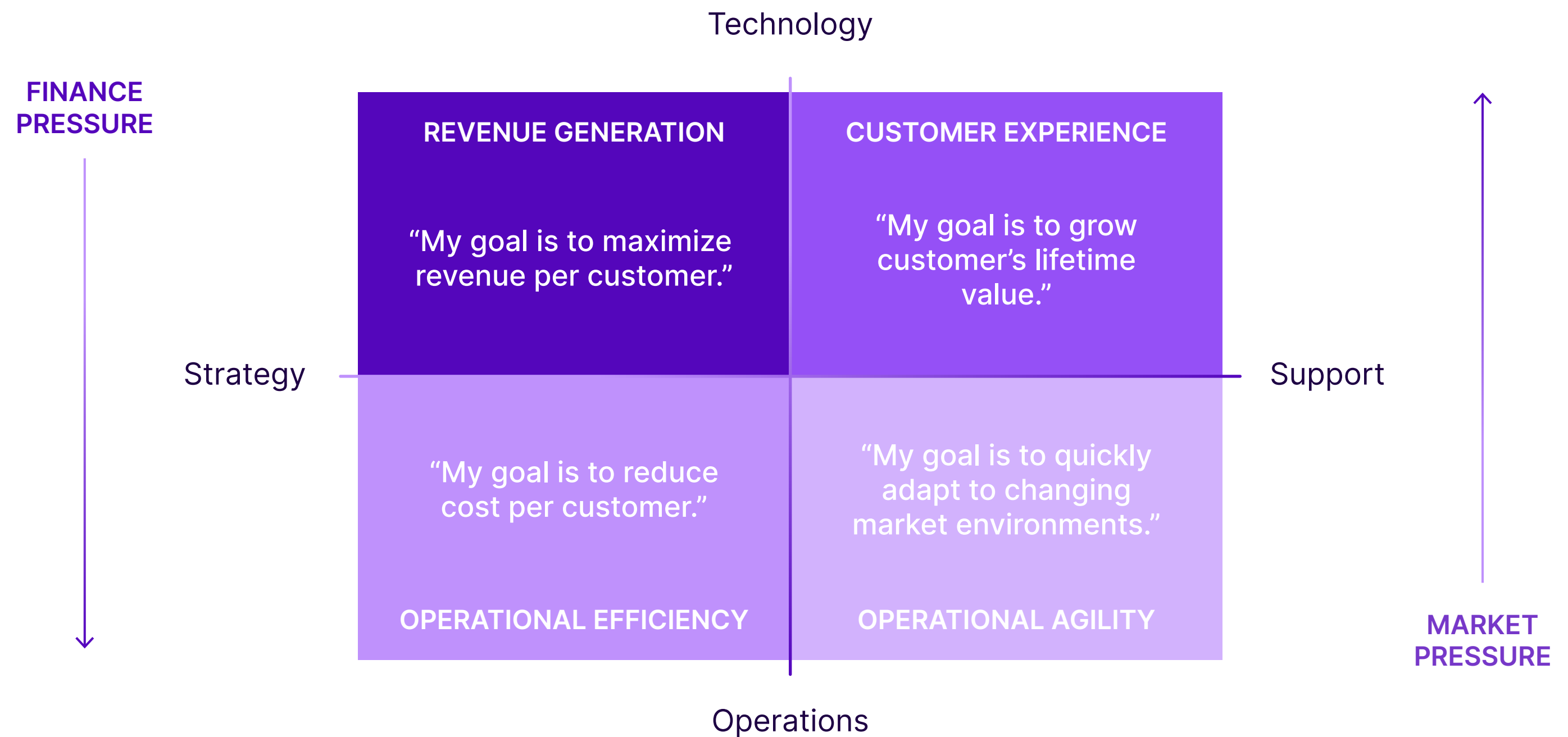


Stage 1: Assess

Understand new KPIs and measure performance against industry peers

It's clear that CX goes beyond financial considerations and direct monetization effects; however, CX leaders will gain greater C-suite and cross-departmental buy-in and investment if KPIs demonstrate an improvement in both customer experience and the bottom line. Improvements must focus not only on operational drivers but also on revenue and customer lifetime value (CLV).

Contact centers are growth centers:



The Talkdesk CX Strategy Value Framework™ is a customizable blueprint to help organizations define and execute on their contact center CX strategies. It's designed to allow businesses to focus on the initiatives that will deliver the greatest impact on their CX success.

The two key steps to going beyond operational drivers towards growth initiatives are:

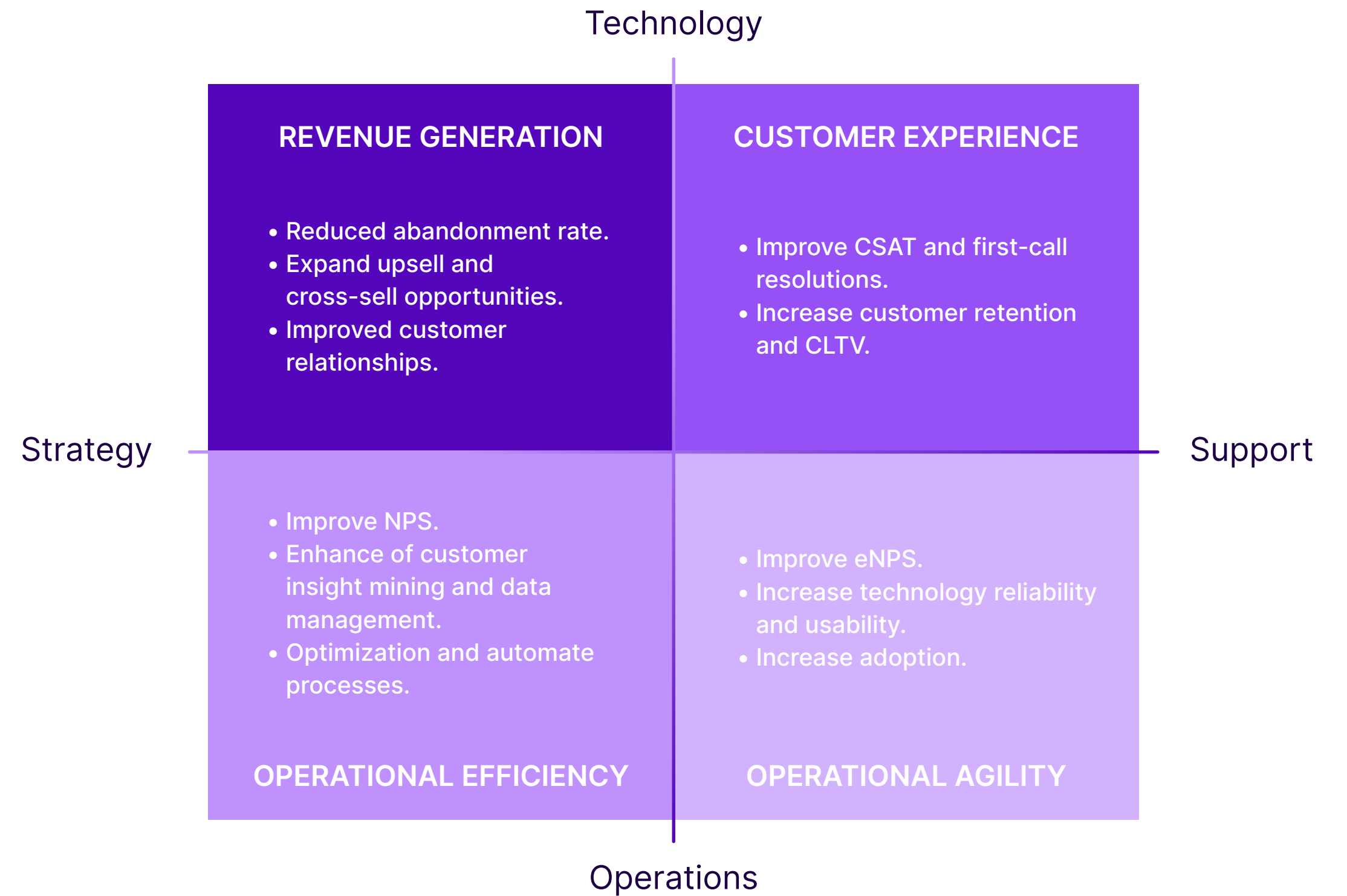
1. Understand new, relevant KPIs

Most CX leaders already understand the cost-conscious half of this quadrant: operational efficiency and agility. Contact center professionals have identified—and are actively measuring and assessing—traditional contact center KPIs. Excelling at core contact center competencies results in high-functioning contact centers with streamlined interaction handling, agent

efficiency, resource optimization, and reduced agent attrition.

The challenge is in identifying strategies and measuring KPIs that drive business outcomes related to growth, such as maximizing revenue per customer or strengthening customer loyalty. **Within these business outcomes fall KPIs like customer lifetime value, upsell and cross-sell rates, employee satisfaction, and net promoter score.**

Talkdesk Research found that 80% of CX professionals cite linking contact center metrics to overall CX metrics as a priority.



Guided by the CX Strategy Value Framework, Talkdesk CX Strategy consultants support customers in defining their specific business needs and ideal future state. Working in lockstep,

they assist customers in defining KPIs, evaluating processes and pain points, and developing an approach based on each organization's business objectives and use cases.

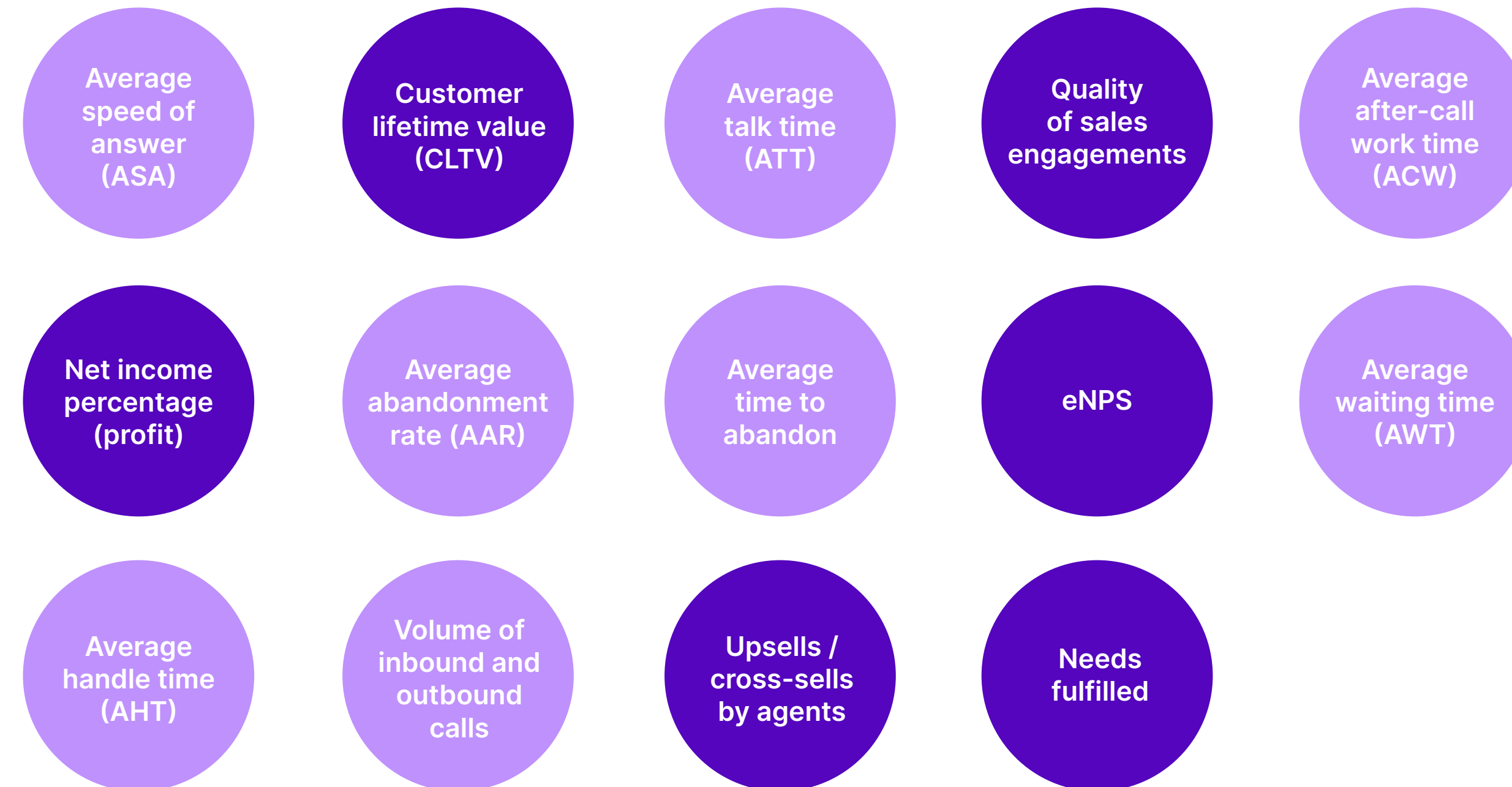
2. Benchmark performance against relevant industry peers

Benchmarking helps contact centers gain an outside-in perspective about their performance levels, compared to industry peers, while helping to assess opportunities for improvement. This can strengthen the contact center's competitive advantage by validating and improving efficient practices and fostering innovation. Ideas and metrics related to the contact center, that have proven successful in other companies, can be adopted to accelerate growth and adaptability.

In the [2021 global contact center KPI benchmarking report](#), Talkdesk found that contact centers that used data to their advantage were able to remain responsive and deliver effortless customer journeys to outperform their competitors.

If words aren't enough to open the eyes of executives to the untapped potential of contact centers, benchmarking data is hard to discredit.

Key performance indicators:



[Download the 2021 Talkdesk global contact center KPI benchmarking report.](#)

- Traditional, common KPIs
- Additional, strategic KPIs

Stage 2: Dream

Strategically align and set your vision

Once organizations understand that the contact center has the potential for more than cost containment, we enter the dream stage. At this point, excitement builds around the possibilities of the contact center – **especially as leaders realize that the contact center eliminates the need for investing in other technologies.**

In dream mode, it is important to have a framework for setting the vision and aligning goals to the priorities of your organization.

Ask yourself:

- What am I missing out in leveraging my contact center?
- What pressures are driving my business: financial, market, cultural, societal or others?

- What is the contact center's main guiding principle that aligns with my business vision?
 - Revenue generation (Abandoned Calls, Average Order Size)
 - Customer loyalty and engagement (CSAT, Churn, CLV)
 - Collaboration and innovation (Employee Satisfaction, eNPS)
 - Brand enhancement (NPS)
- What are the tradeoffs of competing priorities if I focus on one outcome versus another?
- Which interaction points are critical to achieve those outcomes?
 - Example: What customer interaction points are crucial in driving loyalty and customer retention?

- What are the precursor variables to the final outcome?
 - Example: Number of SKUs in a shopping cart are precursors to the outcome of revenue generation.

The good news is – ratios are a CX strategist's best friend.

When every dollar counts, executives must identify strategic priorities to focus resources. While it's impossible to invest 100% of efforts in all desirable outcomes at all times, leadership across departments must come together to determine the ideal ratio of priorities for customer experience goals, establishing a unique balance between operational and business initiatives to drive organizational success.

Example CX strategy 1

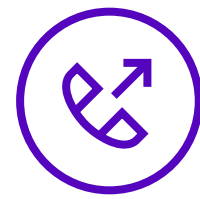
Contact center as a revenue generating center

Anyone that engages with your customers has the power to drive revenue. With the right tools and mindset, your contact center employees can become trusted advisers and 'concierges' in every customer interaction. This grows the role of your team to drive revenue and customer acquisition.

If you identify with this revenue generating strategy, consider these initiatives:

Train your team for a growth mindset

Expand on your employees' customer care skills to effectively advise customers and promote upsell and cross-sell opportunities, generating revenue. Empower agents with information, best practices, and know-how to convert more leads.



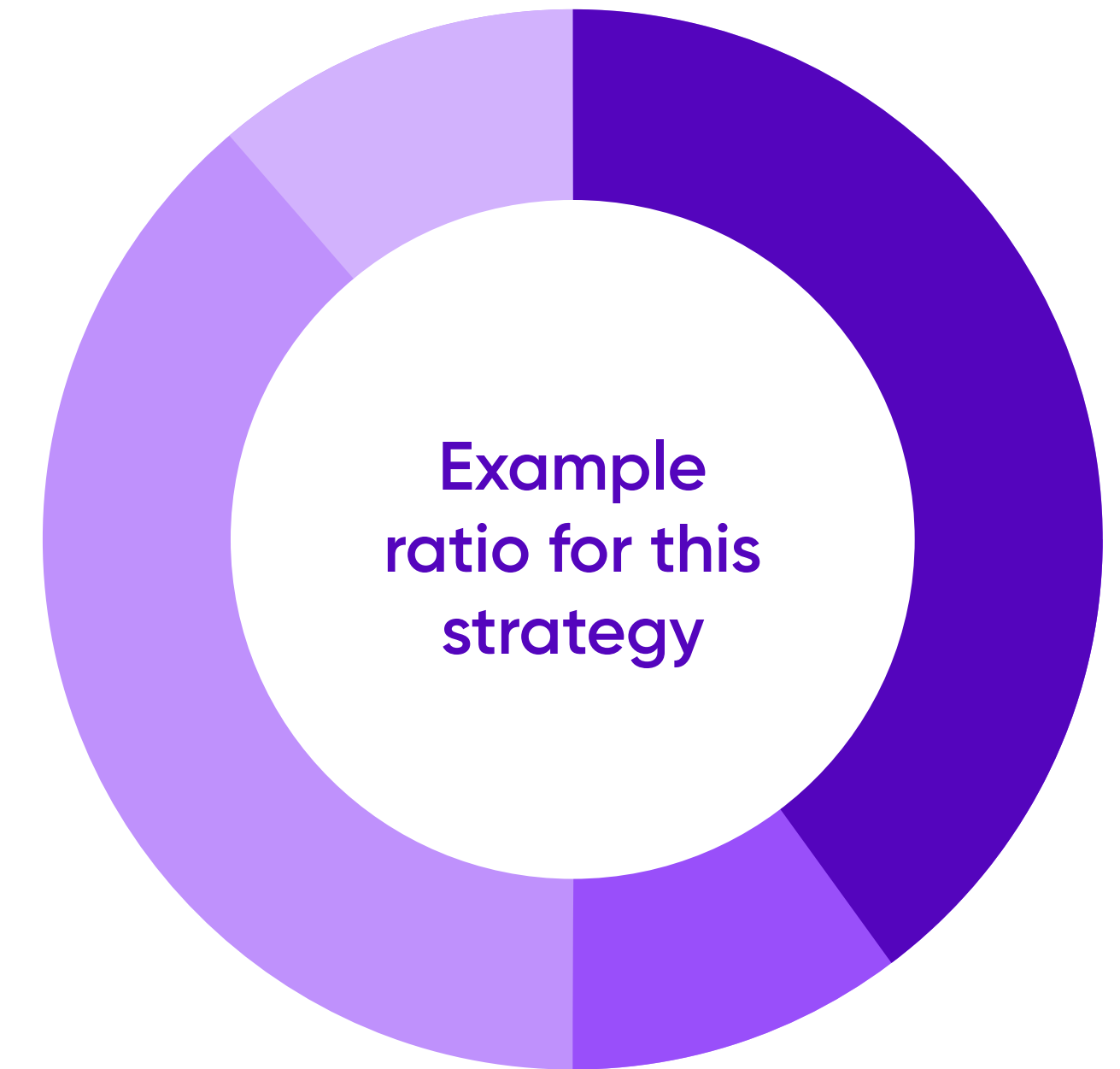
Run impactful outbound campaigns

Engage with more prospects by increasing your contact center's call capacity. Make it even easier for your employees to proactively reach out and connect with prospects and customers while staying compliant and productive.



Turn customer intent into action

When customers are browsing your website or using your mobile app, proactively message them to capture and convert leads. Identify key conversation points, such as competitor mentions, common objections, and so on to understand their needs and have a fruitful conversation.



- Revenue generation
- Operational efficiency
- Customer experience
- Operational agility

CX professionals across industries report that the need to give agents sales skills to increase upselling/cross-selling is important to the success of the contact center and the business.

76% Retail¹

89% Financial services and insurance²

— TALKDESK RESEARCH: ¹THE CUSTOMER EXPERIENCE CX REVOLUTION IN RETAIL, 2021; ²THE CX REVOLUTION IN FINANCIAL SERVICES AND INSURANCE, 2020.

Example CX strategy 2

Contact center as a customer loyalty and engagement center

Gone are the days of reaction. Thoughtfully, proactively, and predictively engage with your customers on their terms to continue being the brand they love. The results? Improved customer lifetime value, loyalty, retention, and relationship growth.

If you identify with this customer engagement strategy, consider these initiatives:

Earn customer trust

Shift customers' mindset to view your contact center employees not only as problem solvers, but also as trusted consultants. Connect your customers with the most knowledgeable and appropriate agents to build trust and loyalty.

Build deep customer relationships

Treat your customers as individuals by personalizing their experiences with your brand. Exceed their expectations every single time, regardless of channel, by correctly applying the data you've accumulated over time. Get so good at customizing their experience that you start anticipating their needs.

Deliver VIP service

Prioritize retention of high-value, VIP customers by proactively sending rewards, offering first-priority routing, and matching them with top-tier customer service representatives.



- Customer experience
- Operational efficiency
- Operational agility

CX professionals across industries see CX as a leading driver of brand loyalty.

- 75% Healthcare¹
- 87% Retail²

• 92% Financial services and insurance³

— TALKDESK RESEARCH: ¹THE PATIENT EXPERIENCE REVOLUTION IN HEALTHCARE, 2021; ²THE CUSTOMER EXPERIENCE CX REVOLUTION IN RETAIL, 2021; ³THE CX REVOLUTION IN FINANCIAL SERVICES AND INSURANCE, 2020.

Example CX strategy 3

Contact center as a brand enhancement center

Every conversation between your team and your customers matters. Your employees—especially your customer service team—are your greatest ambassadors. Train them to represent your brand, values, and policies appropriately and consistently. Motivation drives agent engagement and brand enhancement – all while saving you money on customer acquisition because agents turn your customers into brand ambassadors as well.

If you identify with this brand enhancement strategy, consider these initiatives:

Narrate a consistent brand message

Trust your agents to always be on brand and deliver the right message, despite any changes to your product, service, or positioning.

Proactively deliver relevant information and recommended next steps as agents engage with customers.

Communicate your purpose, cause, and values appropriately

Customers want to know what you stand for, and they're getting more comfortable asking about it. Your reputation is no longer just about what you say, it's also about how you say it. Effectively and intelligently communicate with customers to stay on top of your brand reputation.

Monitor and protect your brand's health and reputation

Ensure your employees are living up to your brand standards—rather than finding out through a negative review or call-out on social media—by empowering managers and supervisors to assess and improve employee engagement in real-time.



- Revenue generation
- Customer experience
- Operational efficiency
- Operational agility

Example CX strategy 4 Contact center as a collaboration center

Your contact center is a rich source of customer data, feedback, and emotion. Mine, convert, and transform that data into actionable information for the broader organization. Break down communication silos by connecting the contact center with the rest of the organization and bring your teams together to promote, and simplify, cross-departmental collaboration. This will drive informed strategies, cross-functional alignment, and amplify the voice of your customer.

57% of companies are integrating agents with other employees to collaborate on key customer projects.

— METRIGY, UC/CC INTEGRATION VALUE, 2021

If you identify with this collaboration strategy, consider these initiatives:

Share the goldmine with your organization

Contact centers may not realize the goldmine of data they're sitting on. Share the wealth of historical and real-time customer insights with the rest of your organization to truly understand your customers.

Walk in your customers' shoes

Think from your customers' perspective, understand their challenges and frustrations, and find ways to make their lives easier across the business.

Amplify the customer's voice

Consolidate customer feedback at every moment of the customer journey to discover trends and pain points that drive customer-centric decision-making across the organization. Empower cross-functional teams with customer insights to better understand each customer and build a strong base of customer advocates.



● Revenue generation ● Operational efficiency
● Customer experience ● Operational agility



Stage 3: Launch

Implement supporting technology and measure impact

The new focus of your contact center will determine the new role of your employees.

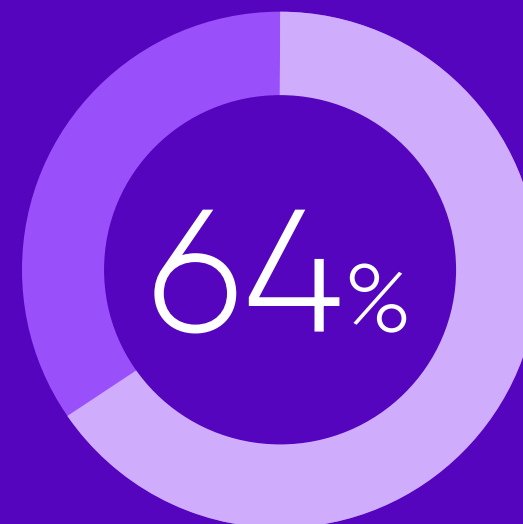
When the contact center is perceived as a strategic, revenue-generating, loyalty-driving, brand-enhancing asset of the organization, so are contact center employees.

Depending on your contact center strategy, contact center employees' roles may be reimagined. Below are four of many 'reimagined' roles for employees.

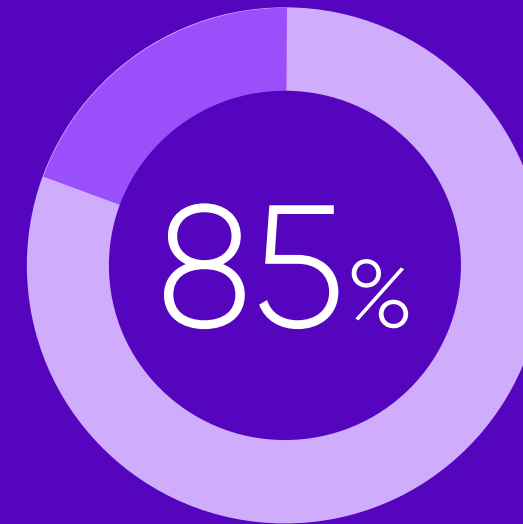
79% of CX professionals believe AI will provide more tools to human agents, versus replacing them.

— TALKDESK RESEARCH, THE FUTURE OF AI IN THE CONTACT CENTER, 2021

CX professionals across industries say retraining and upskilling existing contact center talent is a top priority.



Retail¹



Financial services and insurance²

— TALKDESK RESEARCH: 1THE CUSTOMER EXPERIENCE CX REVOLUTION IN RETAIL, 2021; 2THE CX REVOLUTION IN FINANCIAL SERVICES AND INSURANCE, 2020.



Example 1

Contact center employees as money-makers

While measuring contact center employees against Average Handle Time (AHT) may motivate them towards speed (sometimes at the sake of quality), **incentivizing repeat customer purchases will motivate them to build rapport with customers.**

Consider the following strategies that can help transform contact center employees into revenue-generating talent for your organization:

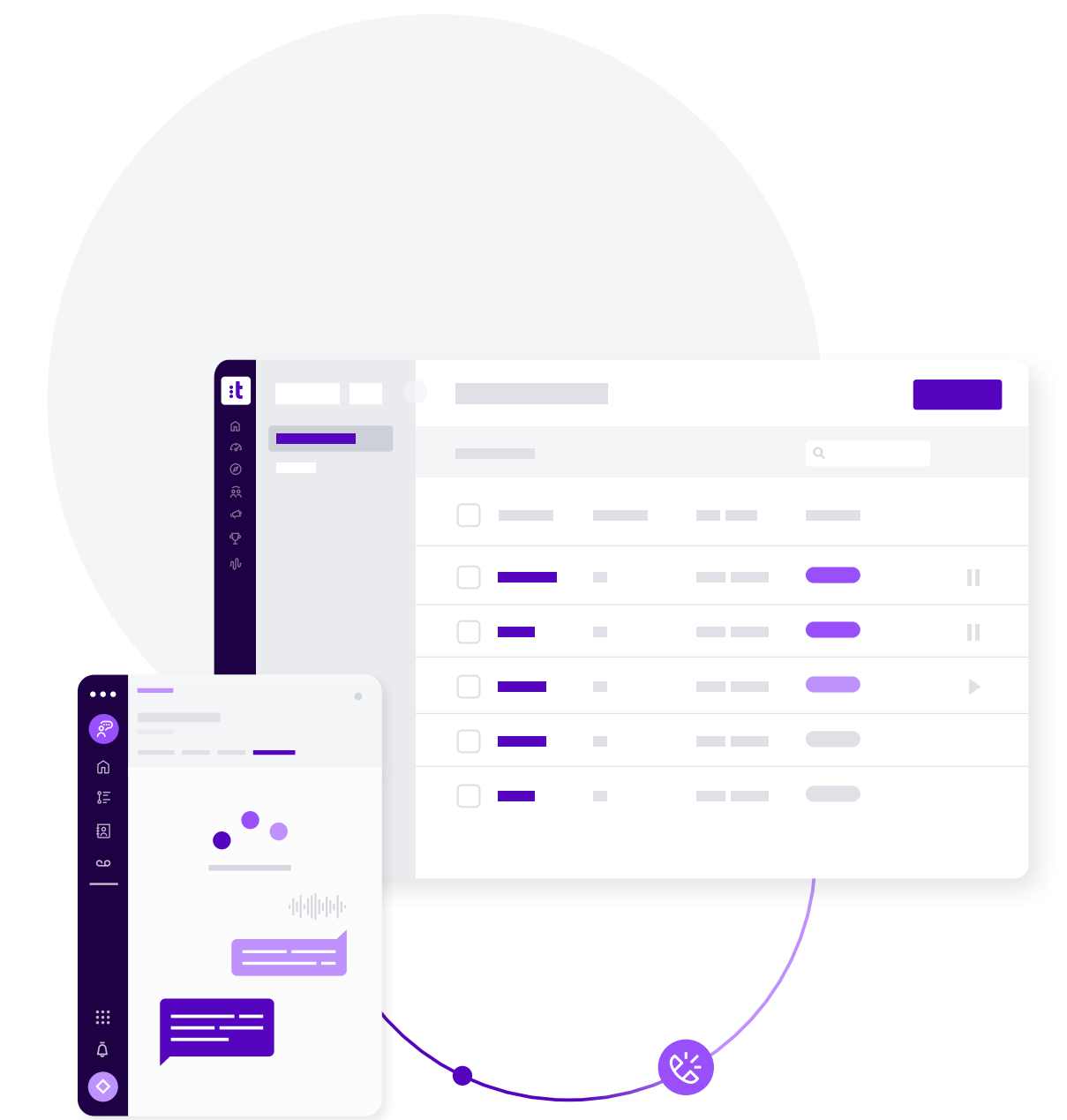
- **Empower your team to make real-time upsell recommendations based on contextual customer data.** Agent assistance/guidance solutions analyze historical data to determine whether to push a relevant offer or upsell.

Additionally, AI-training tools tied to intelligent knowledge bases allow systems to more accurately identify “related products” or “frequently bought with” suggestions, which are then delivered to agents as they speak with customers. Agents use analytics to make recommendations to customers that are relevant, helpful, and drive a better experience, such as proactive notifications about delivery delays. **Consider solutions like Talkdesk Agent Assist.**

- **Give your team the tools to securely manage credit card transactions.** With commerce increasingly taking place over the phone, chat, email, and online, contact centers are often a target of external threats and a key focal point for PCI regulators. Offer customers peace of mind by providing a simple, secure way to facilitate credit card transactions over the phone - whether they

happen with a human agent or an IVR. **Consider tools like Paytia or PCI Pal.**

- **Enable employees to deliver proactive service.** Next-generation outbound dialing solutions allow highly efficient and compliant customer outreach, enabling agents to handle 200-300% more outbound calls per hour, leading to more revenue and higher ROI. Additionally, proactive notification technologies enable companies to send personalized and timely notifications—via phone or SMS—in complete agentless mode, reducing customer effort and inbound call volume and improving customer experience. **Consider tools like the Talkdesk Outbound Dialer Suite.**



Example 2

Contact center employees as memory-makers

Transform the perception of your contact center employees as more than ‘problem solvers;’ customers should see them as trusted consultants.

The following tools enable your team to become memory-makers:

- **Deliver personalized interactions.** Personalization can take many forms, including customizing the communication methods for each customer; for example, text, phone or email communications depending on the customer’s preference.

Other forms include personalizing the customer service experience of a new purchase or a new customer, versus a returning customer. This personalization can determine how fast or who answers a call. **Consider tools like Talkdesk Studio and Talkdesk Agent Workspace.**

- **Provide 360-degree customer views.** All companies need a single record of customer truth to manage and contextualize data to drive smarter processes that scale the business. Integrate a customer relationship management (CRM) system with your contact center to create a “customer nerve center” that connects the dots throughout the organization. Such a system offers visibility

into key data points, such as a customer’s transaction history or web engagement activity, during an interaction. Ensure all this information is high-quality, up-to-date, and available to your employees in a single pane of glass. **Consider tools like Talkdesk for Salesforce or Kustomer.**

- **Ensure quality and consistent service.** Training agents and providing valuable feedback improves retention. Use a performance management tool to find top performing agents and strengths and weaknesses of the workforce. Efficiently evaluate agent interactions and provide the actionable feedback they need to deliver an exceptional customer experience. At the same time,

route VIP customers to those top performing agents for a true VIP experience. Reward agents and put them on development tracks that improve retention, engagement, and productivity while ensuring customers get the best possible experience. **Consider tools like Talkdesk Quality Management.**

“Good companies think about the experiences they want to deliver, but the beloved companies work, craft, and deliver memories that customers remember and yearn for and go back to.”

— JEANNE BLISS, FOUNDER AND CEO OF CUSTOMER BLISS

Example 3

Contact center employees as impression-makers

In times of social unrest, employees can inform customers about your positioning on issues that affect them and the community. As you plan for the future, develop a clear vision for how to address those issues and adopt the right technologies to ensure contact center employees deliver that message consistently and effectively.

The following tools enable your team to become impression-makers:

- **Transform the way you provide information to your team.** Knowledgeable agents are powerful agents, so the quality

of information can elevate their skills and confidence to make a great impression in the first interaction. Leverage AI and natural language processing to understand the context of customers' requests and deliver agents the most relevant information in real-time so they can resolve customer issues quickly and effectively. For customers who prefer self-service support, ensure the knowledge management system has built-in analytics and AI-powered recommendations to understand which knowledge base content is most effective and which needs improvement. **Consider tools like Talkdesk Guide.**

- **Equip your team with automatic sentiment tracking.** It's important to understand how customers react within every aspect of the customer

experience, especially in moments that test your brand's messaging, policies, and values. Leverage AI and machine learning to extract actionable insights from every customer interaction, so you never miss an opportunity to improve the customer experience. Monitor and track customer sentiment throughout conversations and across all channels to find aspects that can be improved or celebrated. **Consider tools like Talkdesk QM Assist and Speech Analytics.**

- **Record and transcribe conversations for greater insight.** Get a complete picture of every customer touchpoint with synchronized voice and screen recording, responsive waveform playback, and time-stamped annotations.

Record and monitor agents to understand how they handle different types of conversations, and share and apply learned best practices across teams.

Consider tools like Call and Screen Recording.

89% of CX professionals surveyed in the retail industry say that agents are expected to be better versed on their brand's stance on social issues than they were a year ago.

— TALKDESK RESEARCH, 2021

Example 4 Contact center employees as change-makers

Contact center employees have the customer intel the rest of your organization wishes they had. Enable them to act on that insight and effortlessly share and receive data across the organization in a closed loop. Not only does this improve transparency and reduce costs, but your departments can build off each other's insights for a unified and comprehensive approach to customer experience.

The following tools enable your team to become change-makers:

- **Enable your team to access the expertise of the entire company.** Build a better customer experience by integrating all communications

solutions, making it easy to orchestrate skills and expertise across your company. Facilitate collaboration to solve complex problems faster and respond to customers right away. Integrate your contact center, phone system, and collaboration tools for seamless communication between departments, teams, and employees. Connect team members inside and outside the contact center. **Consider Employee Collaboration tools like voice and messaging.**

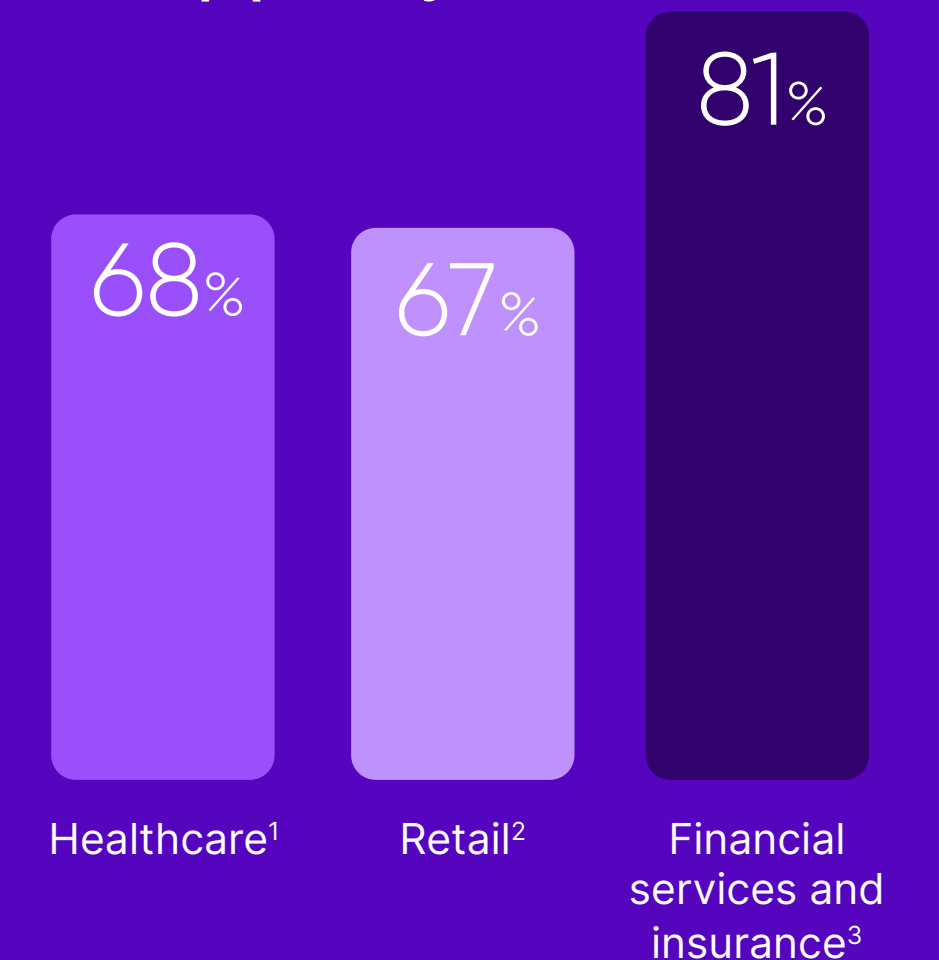
- **Empower your team to share insights across the organization.** Easily and securely share contact center customer insights across your organization. Drive product, service, and go-to-market strategy with real-time and historical data that can be mined from every customer interaction. Enable your contact center administrators

to create and distribute live dashboards and visualizations to analyze customer data and identify trends that help highlight opportunities. **Consider tools like Talkdesk Speech Analytics.**

- **Engage employees by being the voice of your customers.** A streamlined interface and user-friendly tools make it easy for your employees, such as contact center supervisors, CX program managers, or even marketing analysts, to create and deploy new customer surveys. Use a real-time feedback stream to closely monitor and act on individual customer issues as they arise, or leverage filters to discover and explore emerging trends that can help you refine the CX strategy. Agents can then correlate customer survey results with contact center data to develop a more holistic view of the customer experience, pinpoint customer journey roadblocks,

and propose ideas by combining feedback and operational data. **Consider tools like Talkdesk Feedback.**

CX professionals across industries say upgrading their contact center technology is a top priority:



— TALKDESK RESEARCH: ¹THE PATIENT EXPERIENCE REVOLUTION IN HEALTHCARE, 2021; ²THE CUSTOMER EXPERIENCE CX REVOLUTION IN RETAIL, 2021; ³THE CX REVOLUTION IN FINANCIAL SERVICES AND INSURANCE, 2020.

III. The opportunity to be more

Advancements in contact center technology—AI, automation, coaching and more—allow your contact center to drive growth within the organization.

By assessing the current state of your contact center, strategically aligning goals with the rest of the organization, and optimizing technology your contact center can be more than the name implies.

The opportunity to be more—a revenue generating, customer loyalty, collaboration, brand enhancement, or your-top-business-initiative center —is up to you.



Defining and measuring success within your growth-based contact center

Depending on where you focus your contact center, it's important to identify the metrics that define success. These metrics will be specific to your reframed contact center and take into account the ratio of business initiatives you've adopted.

When working with customers, we typically measure the following KPIs, among others, and see these results across the discussed four contact center strategies:

- Revenue Generation
 - ↓ **30% reduction in abandoned calls**
 - ↑ **5% increase in average order size**
- Customer Experience
 - + **19 pts NPS score improvement**
 - ↓ **11% reduction in churn**
 - ↑ **5% increase in CSAT**
- Operational Agility
 - ↑ **50% improvement in scalability**
 - ↑ **30% improvement in time to market**
- Operational Efficiency
 - ↓ **25% reduction in authentication time**
 - ↓ **15% reduction in after-call work**

Like the benchmarks we discussed earlier, these KPIs and results can act as a point of reference as you assess, dream, and launch your growth center.



Choose a partner for strategic contact center growth

While changing perceptions and trying something new can be daunting, you don't have to transform your contact center alone. Talkdesk is here to provide the expert analysis, insights, and best practices needed to improve your ability to delight customers with modern customer experiences through the contact center and beyond.

Our Talkdesk CX Services group partners with you to thoroughly understand your contact center, your business, and your challenges to shift your organization to be more. From pre-sales all the way to implementation and onboarding, members from our CX Services teams ensure every step aligns with predefined goals and outcomes. This comprehensive alignment ensures there is never a drop-off and restart as you move forward. The Talkdesk CX Services teams are:



Strategy

Talkdesk CX Strategy consultants partner with you to identify your CX priorities, map out a solid vision, and build an actionable business plan with investment analysis to deliver higher levels of customer experience that result in tangible business outcomes.



Enablement

The next step in the journey is to enable the people, processes, and technologies to realize a best-in-class customer experience. This ranges from business consulting services that provide contact center and CX thought leadership and best practices, to our proven implementation methodology delivered by certified Professional Services teams, including partners in Talkdesk's Strategic Partner Program.



Success

Talkdesk provides a variety of services to support and enable companies to unlock and realize the value of contact center transformation. From technical account management, proactive network monitoring, and premium support to education and advisory services, Talkdesk is committed to supporting companies in measuring, managing, and realizing the value of best-in-class CX.



Discover your CX potential

Take the first step to reposition your contact center as a growth center now by partnering with Talkdesk CX Strategy.

The CX Strategy team works in lockstep with you to create a strategy and business case tailored to your specific CX transformation needs and desired business outcomes. You will receive custom deliverables including:

- Targeted findings and recommendations based on discovery and analysis.
- A business impact ROI and/or TCO analysis with potential savings and increased revenue.
- An actionable strategic business plan and roadmap for improving short-term and long-term operations to meet your CX goals.

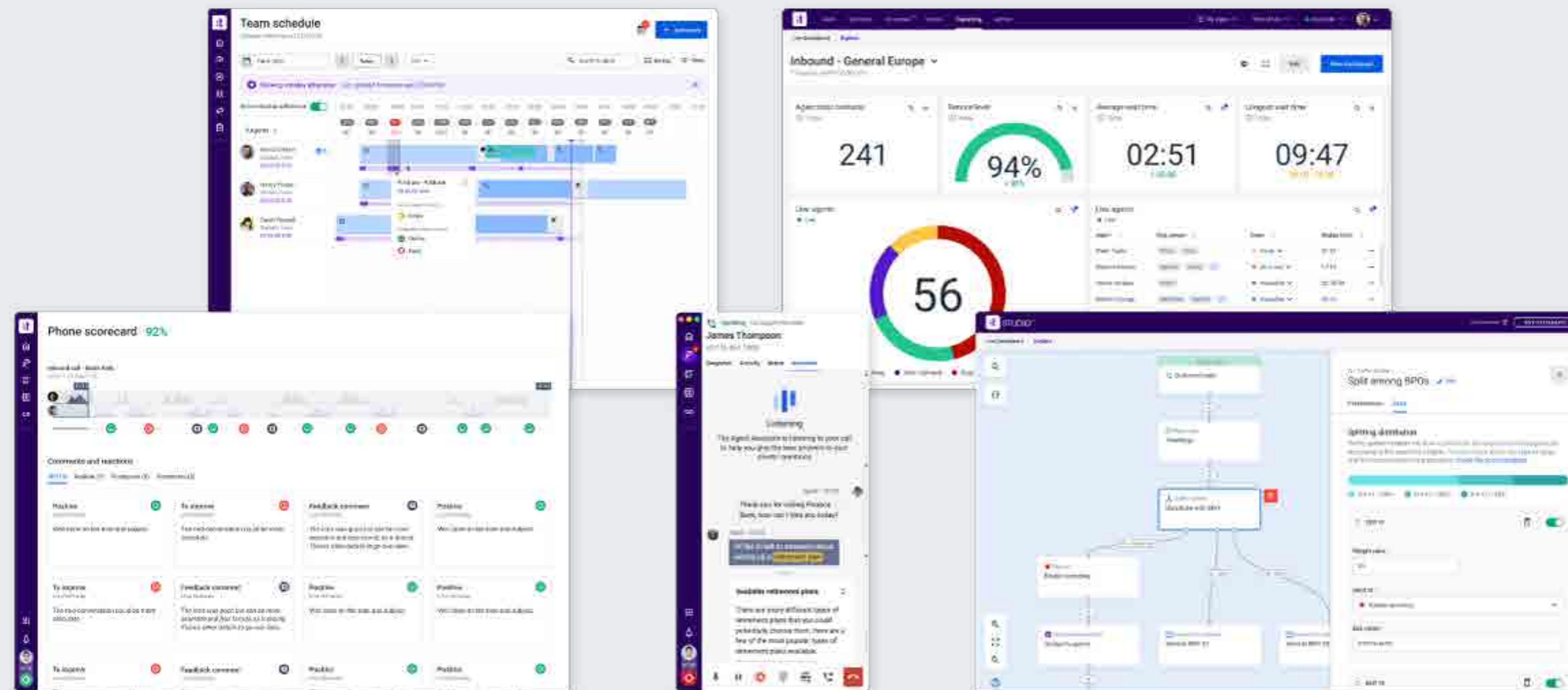
Following the evaluation, Talkdesk CX Strategy is available through consultation to ensure your business achieves the maximum value from the Talkdesk platform and partnership.

There's no reason to confine your contact center to a cost center. Start dreaming about how your contact center can drive growth within your organization and we'll help you make it a reality.

[Schedule a CX Strategy session today.](#)



An end-to-end solution for delivering great customer experiences



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Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability. Talkdesk CX Cloud™ is an end-to-end customer experience solution that combines enterprise scale with consumer simplicity. Over 1,800 innovative companies around the world, including IBM, Acxiom, Trivago, and Fujitsu partner with Talkdesk to deliver a better way to great customer experience. Learn more and request a demo at www.talkdesk.com