

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 generating centers driving sales, gathering insight, delivering leads, providing support, and ensuring caller 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 people 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

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.

Contact Center demand is about to go off the hook

75% of companies ultimately expect the phone channel to maintain or gain significance despite transactions moving toward self-service and digital.⁴

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



Digital



ContactCenter



DirectMail

contact@vericast.com

vericast.com

VERICAST

¹ Reisenwitz, Cathy, "16 Call Center Stats to Help You Stay On Top of the Trends in 2018," Capterra, January 26, 2018
² Dodd, David, "What Communication Channels Do Customers Prefer? It Depends!, Customer Think, August 5, 2019
³ "State of global customer service report," Microsoft Dynamics 365 e-book series, March 2019
⁴ "4 Key Predictions about the Contact Center of 2025," Customer Contact Week, November 7, 2019
⁵ "Redefining Customer Experience in the Digital Age," Frost & Sullivan
⁶ "How Contact Center Experiences Impact the Omnichannel Journey," Verint Experience Index, December 2019