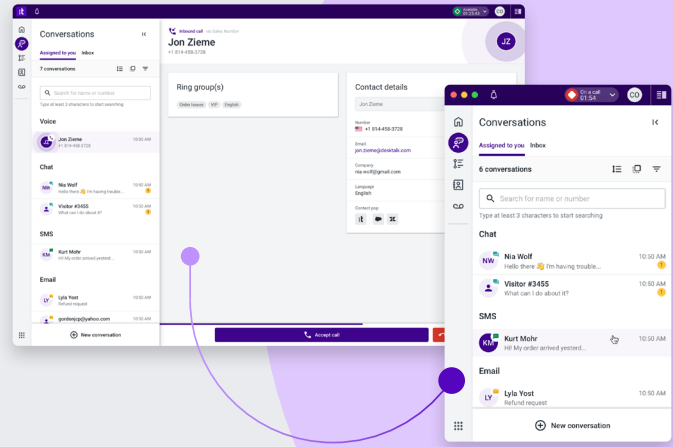




# Improve CX by increasing digital engagement

Meet your customers on their channel of choice with **Talkdesk Digital Engagement™**.



## The challenge.

Due to legacy technology and siloed data, many companies are struggling to develop and implement the frictionless experience their customers expect.

While most companies can support multiple channels, it's not easy for their customers to move between channels mid-conversation and, most importantly, their data won't follow them to the different channels. All context is lost.

## How Talkdesk solves it.

Talkdesk Digital Engagement is a unified digital engagement solution that empowers your contact center to quickly identify, route, and respond to customer service needs across multiple digital channels. From a single interface, agents can easily deliver a seamless and personalized customer experience while maintaining a conversation and all of its context.

Now, more than ever, it's important that companies optimize these fragmented interactions into a single conversation, prioritizing technology that can actively connect channels and deliver seamless experiences across new touchpoints. This leads to greater customer satisfaction and loyalty.

Talkdesk Digital Engagement delivers a unified experience across digital and voice channels—including advanced routing, real-time reporting, and analytics across all channels—for a holistic view of your customer's omnichannel journey, resulting in higher engagement levels, shorter response times, and increased customer satisfaction.

## The Talkdesk difference.



**Enhance the agent experience** by enabling agents to move seamlessly across all channels within a single interaction and access customer profile information in an all-in-one agent workspace.



**Support first contact resolution** with contextual information and intelligent omnichannel routing, connecting customers with the most qualified agent to handle the interaction.



**Drive contact center efficiency** by enabling agents to handle multiple conversations according to your business needs.



**Gain complete visibility into every interaction** with centralized reporting across all channels on one platform to improve customer journeys and agent performance.

# Business value.



Simplify

Simplify the agent experience by enabling agents to move seamlessly across all channels using a single interface.



Engage

Engage with customers on one channel and seamlessly elevate a conversation across any channel without having to restart the conversation.



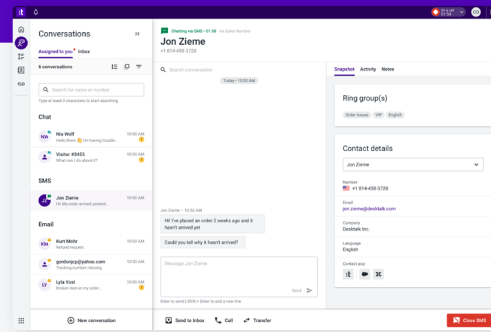
Empower

Empower your contact center to quickly identify, route, and respond to customer service needs across digital channels.

## Intuitive solutions for better results.

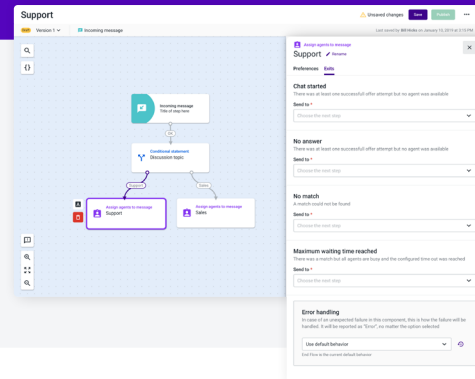
### Unified agent workspace

Bring all channels together in a single pane of glass to easily manage customer interactions across any channel.



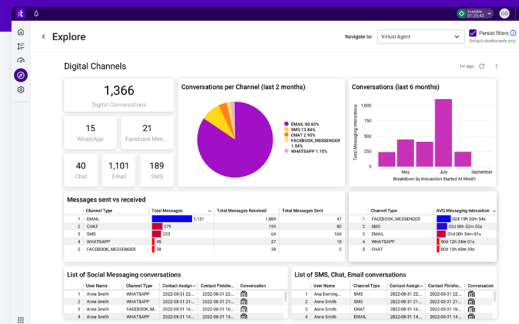
### Omnichannel flows

Connect with your customer on their channel of choice and seamlessly route them to the best agent.



### Holistic reporting

Have a complete picture of all digital interactions and contact center metrics in one spot.



# Use cases across industries.

## Challenge

## Solution

## Impact



### Retail

With the increase in online purchasing, customers want a concierge-like, in-store experience from their couch, at work, or on the go. Further, customers' preferred channel depends on the time, place, and situation.

Regardless of how a customer reaches out, automatically identify what the customer is inquiring about, assign the best agent to help with intelligent omnichannel routing, and provide the agent contextual information about the customer's inquiry.

- More personalized and better customer experiences.
- Improved agent productivity.
- Faster handle times.
- Improved first contact resolution.



### Banking

Clients expect to self-serve and access their account information, credit card balances, or loan payment options at any time and on any channel.

Enable intelligent self-service so clients can easily access information and perform simple tasks such as making payments or activating credit cards. For complex queries, provide agents with contextual client information for a seamless digital-to-voice experience.

- Improved operational efficiencies.
- More personalized and seamless client journey.
- Better client experiences.



### Insurance

Frontline employees frequently handle frustrated and emotional customers opening claims for damages or losses. The stress of the job often translates into high employee turnover.

Unify all the client experience applications and contextual customer information employees need on a "single pane of glass," empowering them to work more efficiently and effectively.

- Reduced employee effort.
- Improved employee retention.
- Faster call handling to delight customers.



### Healthcare

Staff struggles to handle inbound call volume while patients become frustrated waiting on hold to handle common issues like appointment scheduling and bill payments.

Leverage the patient's preferred channel—voice or digital—to allow staff to handle escalations from self-service, preserving their bandwidth for higher-complexity interactions

- Improved patient experience.
- Improved admin work productivity.



### Government

Government agencies are required to ensure privacy and security when exchanging information, while also facing increased pressure to reduce operating costs.

Connect with citizens in the channel of their choice while streamlining administrative processes and simplifying access to government information.

- Lowered operating costs.
- Improved productivity.

## About Talkdesk

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.

**:talkdesk®**

Experience. A better way.

Digital engagement

