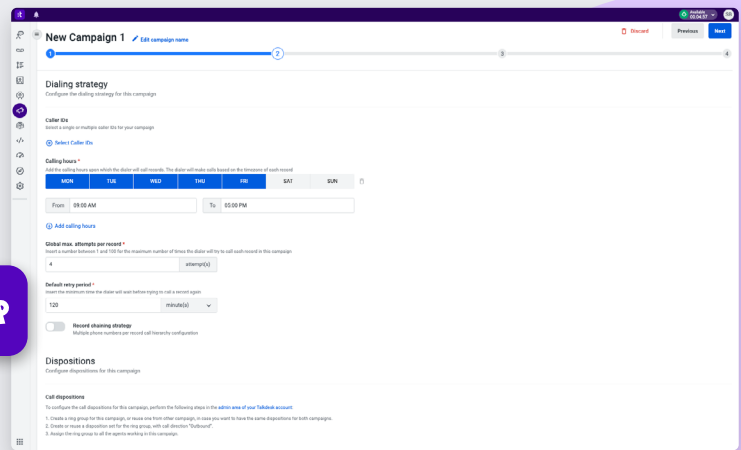




Drive better customer connections.

Scale outbound call volume and do more with less.



The challenge.

Your customer wants effortless customer service. They expect you to engage with them proactively over voice and digital channels. Proactive engagement also reduces cost by deflecting incoming call volume. But manual outbound calling is highly inefficient, with agents having to deal with a high percentage of unproductive outcomes. Getting through to a live “hello” is time-consuming and costly.

How Talkdesk solves it.

Talkdesk Proactive Outbound Engagement™ is a suite of outbound voice and digital capabilities built on the Talkdesk CX Cloud™ contact center platform. It includes dialing modes for every scenario, including:

- **Talkdesk Preview Dialer** provides an automated dialer with preview dialing for customer experience centric outreach.
- **Talkdesk Dialer** offers, predictive and preview dialer suitable for customer service-oriented outbound engagements.
- **Advanced Dialer**, in partnership with Noetica, delivers predictive, power, progressive, preview, and agentless dialing modes, plus a patented AI-driven answering machine detection algorithm.
- **Talkdesk Dialer for Salesforce**, streamlines systems and offers preview and power dialing embedded within Salesforce.
- **Automated Notifications**, empowers event-driven proactive SMS notifications.

Predictive dialing provides high-volume calling, screening out non-productive results and only passing live connections to agents. Preview and Power dialing offer less aggressive dialing, with the benefit of higher quality interactions - ideal for high-value customer engagements.

The Talkdesk difference.



Fast and easy to set up and run campaigns by non-technical staff, with Talkdesk “enterprise power, consumer simplicity” design philosophy. No technical staff required.



Outbound options for every scenario depending on your outbound goals. Predictive, Power, and Preview dialing modes, plus proactive SMS notifications give you ultimate flexibility in your engagement strategy.



Realize significant cost savings combined with the simplicity of managing everything on a single platform that offers a “single pane of glass” for agents.



Gain a holistic view of all voice interactions, inbound and outbound, with unified reporting, and effortlessly manage all users, numbers, and devices from a unified interface.

Business value.



Increase

Increase connect rates by 30-300%



Outbound

Increase outbound agent productive time from 10-12 minutes to 50+ minutes per hour



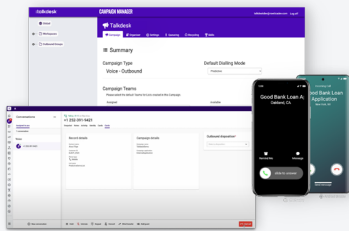
Boost

Boost revenue per agent by 30-300%

How it's done.

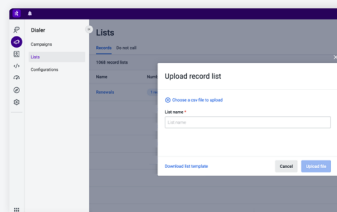
Advanced dialing strategies

Maximize contact rates with campaign management, targeting, and segmentation.



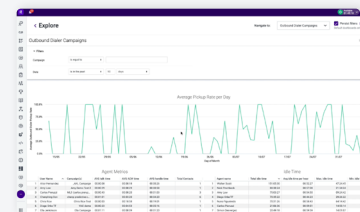
Easy list management

Call lists and DNC lists can be uploaded via CSV file or via API from your favorite CRM system.



Holistic reporting

Track campaign performance and adjust on the fly with unified dashboards and reporting.



Use cases across industries.

Challenges

Solution

Impact



Banking

Banks need to connect with clients on past due credit card and loan balances, before they become delinquent. But manual calling is inefficient.

Improve outbound connect rates so early stage collections teams can do more with less, while maintaining great client experience.

- Minimize delinquency and default
- Recover more revenue
- Improve client experience



Insurance

Insurers are inundated with routine inquiries, such as claim status updates, and yet also need to address more complex interactions with a human touch.

Minimize call volume and inquiries by keeping customers informed on claims status with automated SMS notifications. Free up employees to handle more complicated inquiries with empathy.

- Streamline the claims process and customer journey
- Increase customer satisfaction and loyalty
- Improve operational efficiency and productivity

Use cases across industries.

Challenges



Retail

Brands need to earn customer trust by proactively informing them about issues related to their orders. However, more than half of global customers said necessary information was not provided to them proactively.



Healthcare Providers

Healthcare providers need to connect with patients about medical bills due. In addition, they need to proactively remind patients about events such as upcoming appointments.



Government

The government manages business permits and registrations. Notifying and reminding companies when a license/permit will expire and renewal is required is often inefficient.

Solution

Emails, texts, and phone calls are great channels to alert customers of what is currently going on and reassure them that the brand is taking necessary steps to rectify the issue.

Efficient outbound dialing enables more patient connections. Automated SMS notifications enable event-driven communications for reminders and alerts.

Proactive outbound notifications enable government agencies to effectively and efficiently send personalized, timebound communication via phone or SMS, to businesses requiring a license or permit renewal.

Impact

- Prevent an inbound flux of inquiries related to an issue.
- Improve customer loyalty and satisfaction

- Support revenue cycle efficiency
- Reduce no-show rates
- Improve office productivity

- Reduce business licenses/permits expiring before renewal
- Improve administrative efficiency
- Improve business sentiment toward the government

About Talkdesk

Talkdesk® is a global AI-powered cloud contact center leader for enterprises of all sizes. Talkdesk CX Cloud and Industry Experience Clouds help enterprises deliver modern customer service their way. Our trusted, flexible, and innovative contact center platform leverages AI and automation to drive exceptional outcomes for their customers and improve the bottom line.

[Learn more](#) and take a [self-guided demo](#) at www.talkdesk.com.

:talkdesk®

Experience. A better way.

[Proactive Outbound Engagement](#)

