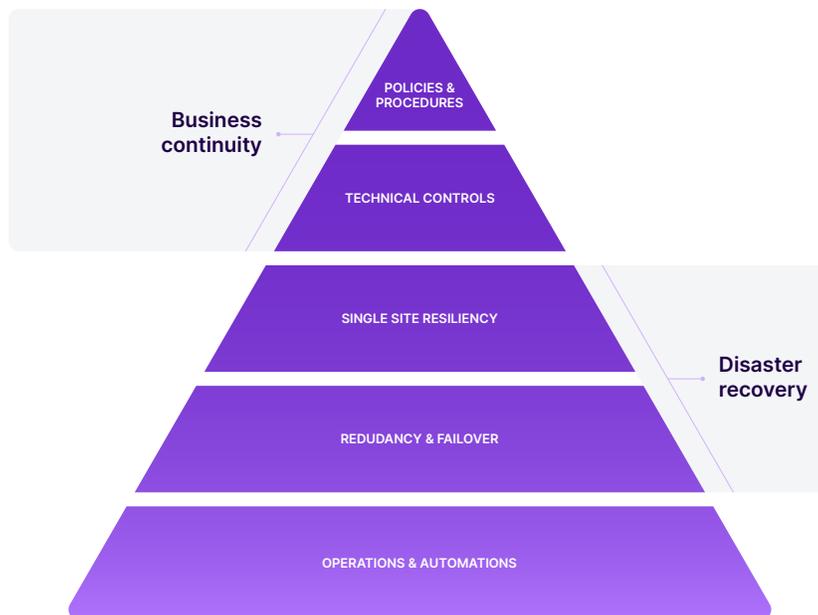# :talkdesk®

Business continuity planning.

Ensuring service to your customers is not optional.

Talkdesk provides highly available, scalable cloud services and industry-leading availability. While we invest significantly in reliability and resilience, we also prepare for unexpected failures or outages out of our direct control.

We know that voice services are critical to our customer's operations, so we strongly encourage every customer establishes a business continuity plan during deployment to ensure they are able to adapt quickly and continue operating in the event of a service disruption. The Talkdesk business continuity team guides customers on the best strategies to handle potential crises and keep delivering a superior customer experience.

Key benefits.

Partner with business continuity experts.
Talkdesk requires every customer to participate in a business continuity engagement with a dedicated business continuity consultant who has extensive experience developing business continuity plans based on customers' systems, processes, and preferences.

Prepare for the unexpected.
Minimize the disruption caused by unpredictable interruptions with policies, procedures, and technical controls to maintain voice services and reduce the impact of disaster situations on contact center operations.

Be a reliable partner to your customers.
When disaster strikes, establish trust and reliability and preserve your corporate reputation by supporting your customers when they need you most.

Business continuity

- POLICIES & PROCEDURES
- TECHNICAL CONTROLS
- SINGLE SITE RESILIENCY
- REDUDANCY & FAILOVER
- OPERATIONS & AUTOMATIONS

Disaster recovery

"Talkdesk rarely has issues, and when anything does go wrong, a member of the Talkdesk support team responds to us very quickly."

— **MILENA WATERMAN**, CUSTOMER SUPPORT TRAINING MANAGER, RED POINTS
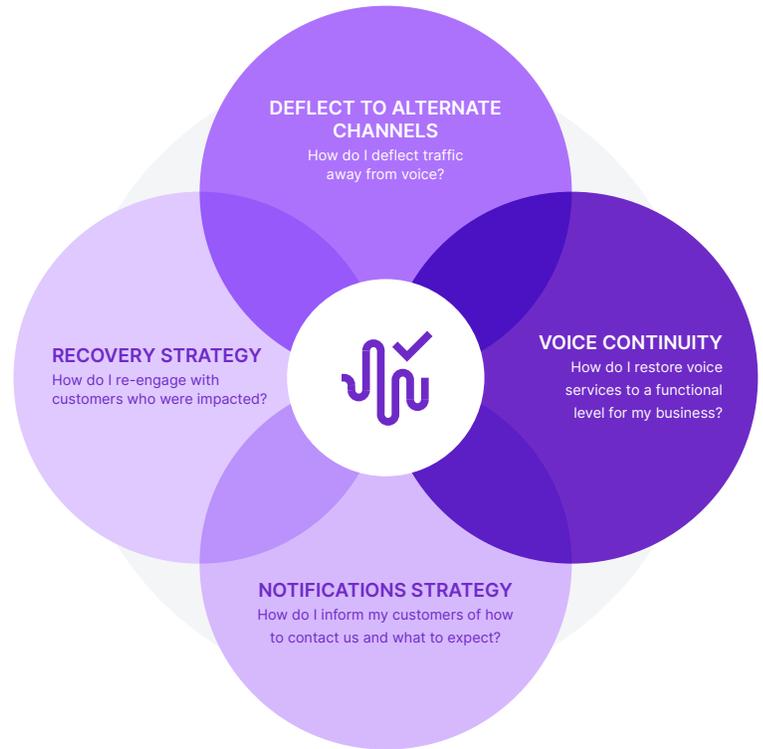Source: TechValidate. TVID: 06C-85B-A74

Voice business continuity strategy.

The following framework provides guidance on how to prepare for business continuity with Talkdesk.

1. Provide a fallback voice option to **notify and inform** your customers and provide **voice continuity**.

2. Explore other channels and self-service measures to **deflect calls** and enable fallback voice service for critical services that require live human assistance.

3. **Re-engage** with impacted customers.

Talkdesk is committed to transparency and encourages customers to subscribe to updates from the Talkdesk Systems Status page where we communicate incidents, scheduled maintenances, and downtimes.

As part of this business continuity framework, Talkdesk provides self-configurable templates and runbooks based on the customer's systems to quickly activate services in the event of a business interruption. Contact your customer success manager (CSM) to learn more.

DEFLECT TO ALTERNATE CHANNELS
How do I deflect traffic away from voice?

RECOVERY STRATEGY
How do I re-engage with customers who were impacted?

VOICE CONTINUITY
How do I restore voice services to a functional level for my business?

NOTIFICATIONS STRATEGY
How do I inform my customers of how to contact us and what to expect?

"All of our reliability issues stopped once we adopted Talkdesk. We used to go without vendor support at certain hours in certain markets, but Talkdesk is always fast to identify and respond to issues. We always get things fixed quickly, which means Farfetch can continue to grow and expand with confidence, regardless of the country where we operate. The 24/7 support allows us to deliver better service to our customers without worrying about technical elements of the solution."

— **ANDRÉ CAVACO LEITÃO,** GLOBAL DIRECTOR OF WORKFORCE OPTIMIZATION, FARFETCH

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.

Trust & Reliability