



CONTACT CENTER AS A BUSINESS ADVANTAGE

Talkdesk for marketing

Enhance your brand across all customer touchpoints through your social media, digital, and customer service teams.

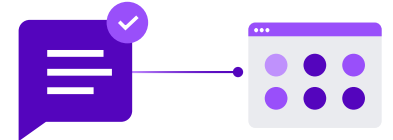


Every conversation between your organization and your customers matters. Your frontline employees interact the most with your customers and leads, and have significant influence over customer satisfaction and brand loyalty. Support and encourage these teams to represent your brand, policies, and values consistently and appropriately. Through exceptional customer experiences, you can transform your employees and customers into brand ambassadors.

Brand oriented capabilities for marketing teams

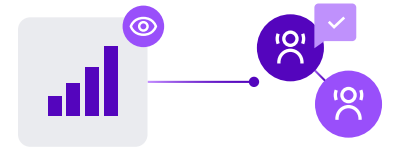
Narrate a consistent message

Equip your contact center agents and social media coordinators 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.



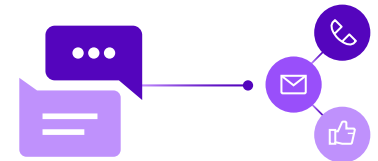
Monitor and protect your brand's health and reputation

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 contact center managers and supervisors to assess and improve employee engagement in real-time.



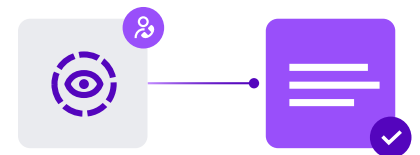
Delight customers with different methods of communication

Is the live chat on your website integrated with email, phone, text, social media, video chat, and other channels? Integrate these communication methods with an end-to-end platform that consolidates all customer interactions and channels in a single pane of glass for your employees.



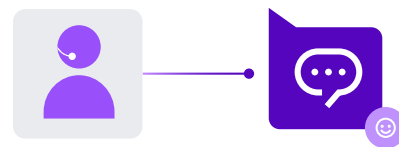
Deliver proactive and personalized customer experiences

Are you anticipating your customers' needs and giving them access to accurate answers whenever and wherever they need them? Provide self-service, automated workflows through AI-powered knowledge bases for your customers to find up-to-date information at all times.



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.



Improve collaboration between social media and customer service teams

With more and more inquiries, questions, and feedback coming through social channels, companies are having to rethink the relationship between customer service and social teams. Integrate your customer-facing and internal communication and feedback tools to improve cross-functional collaboration.



Key capabilities



Help your customers and agents help themselves.



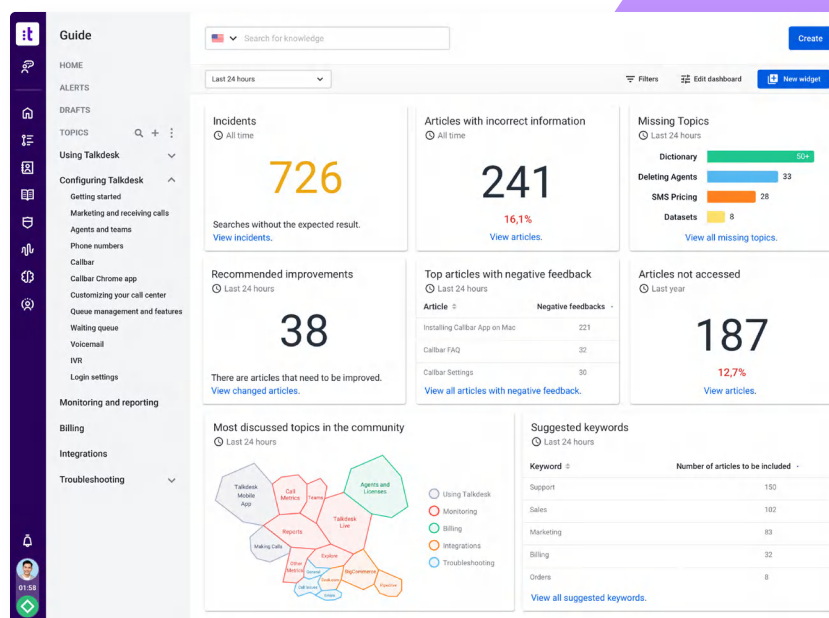
Protect your brand through quality management.



Turn every conversation into customer intelligence.



View a complete picture of every customer interaction.



"The agility of Talkdesk's cloud contact center allows DMI to remain ahead of our customers' needs so we can keep our focus on our core business and empower professionals to obtain the skills, confidence, and industry know-how to progress in their careers."

– KEN FITZPATRICK, CEO, [DIGITAL MARKETING INSTITUTE](#)

About Talkdesk

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®
Experience. A better way.

talkdesk.com/growth

