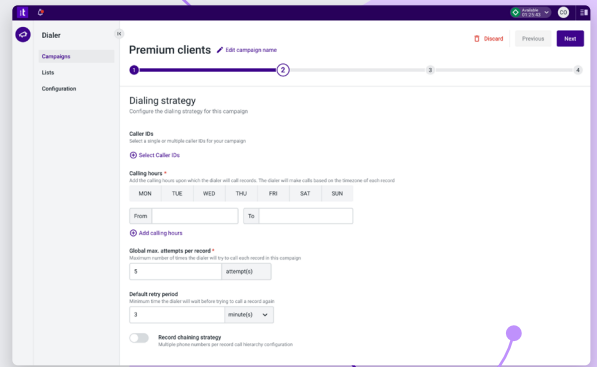# :talkdesk®

# 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 Dialer, with native predictive and preview dialing modes, Talkdesk Dialer for Salesforce, which offers preview and power dialing embedded within Salesforce, and Automated Notifications, for 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. Because Talkdesk Dialer is built on the Talkdesk CX Cloud platform, managing the solution is easy via a single interface to manage all reporting, routing, user devices, roles, and permissions.

## 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
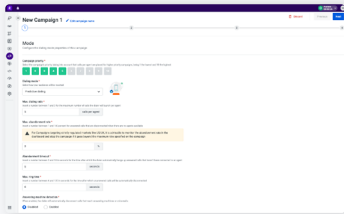minutes to 50+ minutes
per hour

**Boost**

Boost revenue per agent
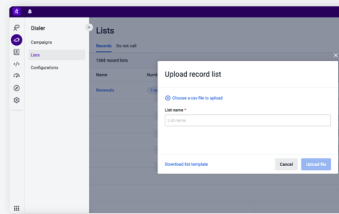by 30-300%

# How it's done.

## Intuitive Campaign Management

Easily configure your dialing mode,
strategy, agents, and more via
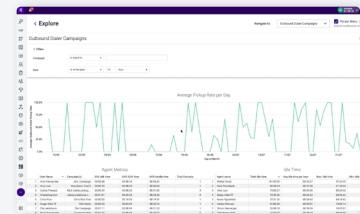a simple dashboard.



## 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<br>• Recover more revenue<br>• 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<br>• Increase customer satisfaction and loyalty<br>• Improve operational efficiency and productivity |

# Use cases across industries.

| | Challenges | Solution | Impact |
|---|---|---|---|
| **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. | 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. | • Prevent an inbound flux of inquiries related to an issue.<br>• Improve customer loyalty and satisfaction |
| **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. | Efficient outbound dialing enables more patient connections. Automated SMS notifications enable event-driven communications for reminders and alerts. | • Support revenue cycle efficiency<br>• Reduce no-show rates<br>• Improve office productivity |
| **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. | 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. | • Reduce business licenses/ permits expiring before renewal<br>• Improve administrative efficiency<br>• Improve business sentiment toward the government |

**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.

Proactive Outbound Engagement