

WEBINAR

# Discovery Day: Utilizing Digital Insights to Reduce Contact Center Costs

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**Medallia**

# By 2025 leading industries will see...

**35%**

Organizations with a CX initiative will see synchronization with their EX initiative as critical to sustainable success and reduced customer and employee/agent churn.<sup>1</sup>

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**60%**

Organizations with VoC programs will supplement traditional surveys by analyzing voice and text interactions with customers.<sup>1</sup>

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**65%**

Interactions will be converted to self-service by organizations that enhance digital channels with the primary goal of a better CX.<sup>1</sup>

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**84%**

Organizations that invest in CX improvement will experience an increase in revenue.<sup>2</sup>



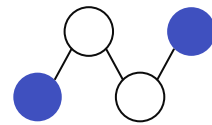
**Do you know how your  
customer's digital  
experiences are  
impacting your contact  
center?**



# The Gap Between Contact Center & Digital Experiences



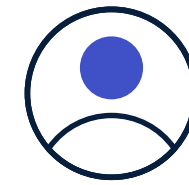
**No single view**  
of the customers  
**online and contact**  
**center experiences**



Inability to **bring**  
**together disparate**  
**data** to understand  
**customer needs**



**Lack of insights** into  
ways to **optimize self-**  
**service channels &**  
**reduce costs**



Unable to **share**  
**mission-critical**  
**insights** with teams  
who can **take action**

**A Disjointed Contact Center & Online Experience**



# Consumer expectations around the contact center & digital experiences vary by generation



**Gen Z**

1997 or younger

**Do-It-Myself**



**Millennials**

1981-1996

**Techies**



**Gen X**

1965-1980

**Changeovers**



**Baby Boomers**

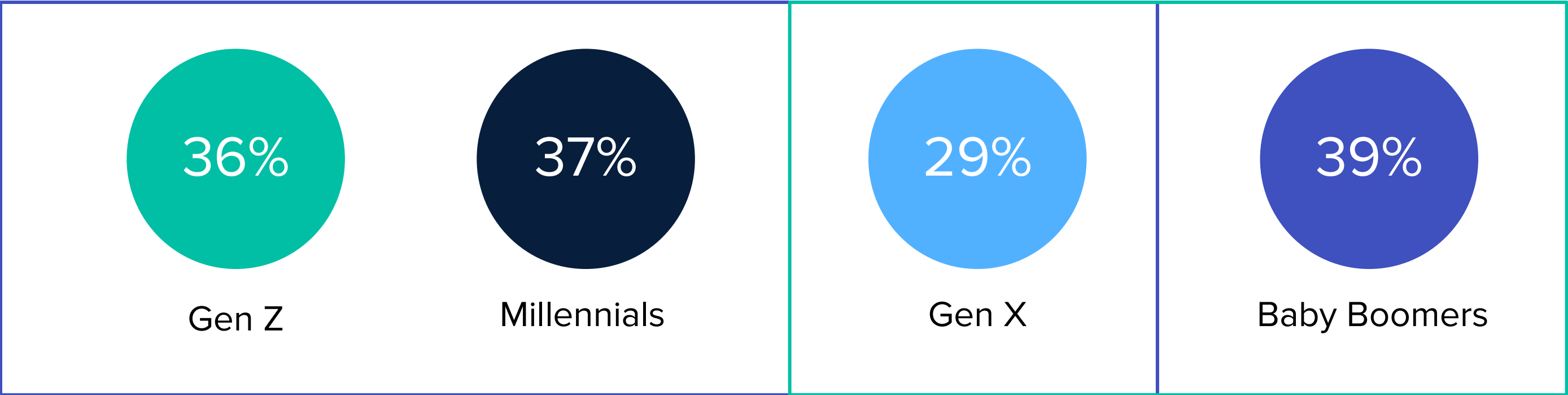
1946-1964

**Determined**

# Gen Z & Millennials prefer online & mobile channels

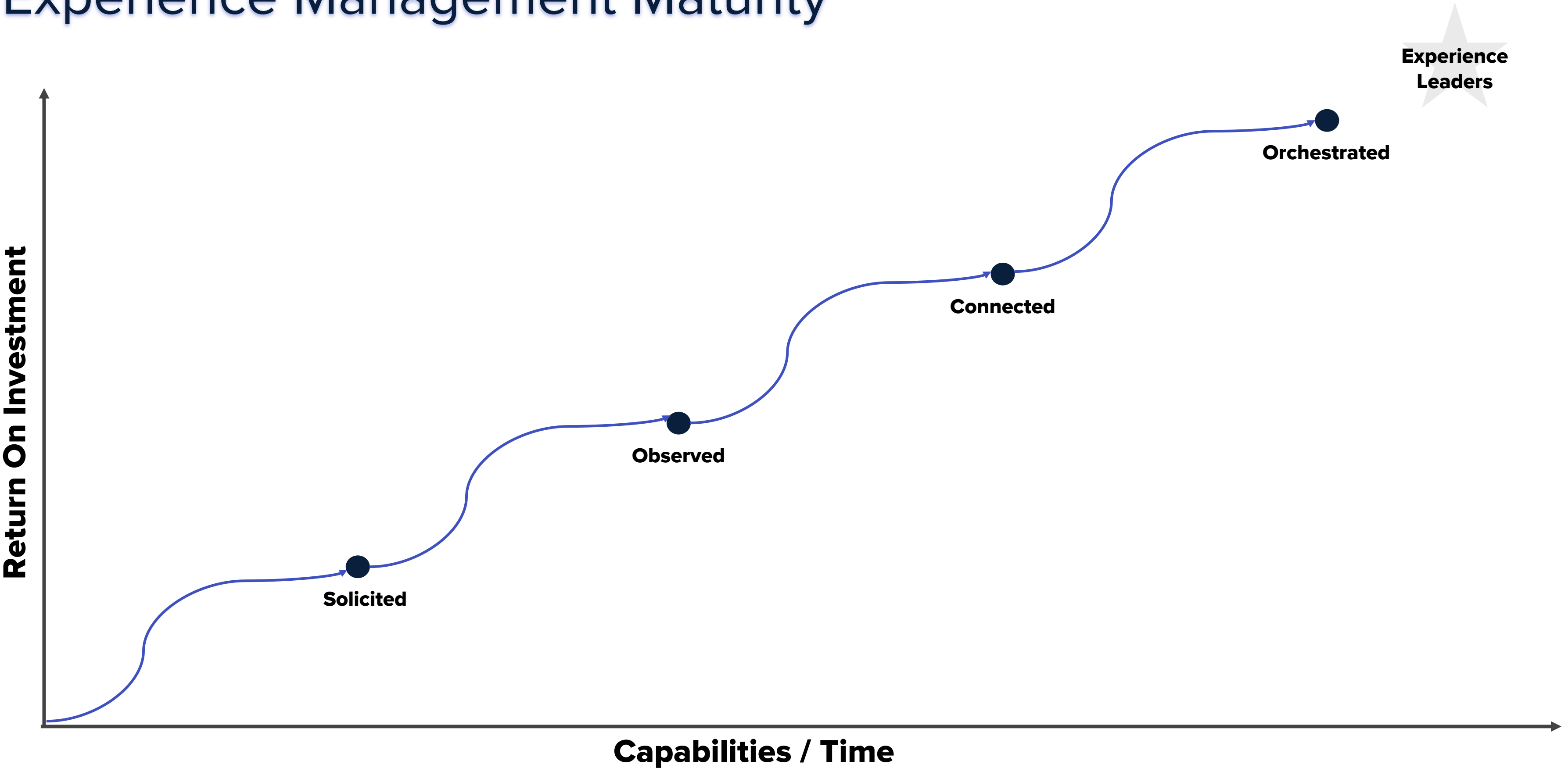
**Prefer online or mobile chat**

**Prefer in-person representative**





# Experience Management Maturity









# The power of bringing contact center & digital data together



Create exceptional experiences by prioritizing issues based on feedback, experience data, & digital metrics across all channels and signals.



Anticipate customer pain points and proactively respond at scale with insights into digital frustrations driving up call volumes



Understand how digital experiences are impacting your contact center so you can improve KPIs like FCR, AHT and implement cost-reducing self-service experiences

# What you'll learn in today's demo:

- How to identify online channels driving up contact center interactions
- Ways to analyze contact center & digital insights through AI capabilities to make sense of the data
- How we create actionable follow-ups with role-based views, driving impactful change across your org



# The Value of Medallia Contact Center & Digital

How our customers are realizing value across experiences

## IMPROVE CX & KPIs

Provide data to the teams who can drive change

Perform root cause analysis and context around the change

**Average 10% reduction in AHT, 10% increase in FCR**

## REDUCE INTERACTIONS & COSTS

Utilize best-in-class digital feedback & experience analytics to drive next-best action and identify online self-service opportunities to reduce call volumes

**Average 20% call reduction**

## INCREASE FRONTLINE EFFICIENCY

Deliver meaningful feedback directly to agents in near real-time to increase sales, reduce abandonment and drive next-best action

**Reduce abandonment rate by 28%**

## IDENTIFY SELF-SERVICE OPPORTUNITIES

Identify where self-service failures are occurring and send that data to the person who can take action

**Average 12% decrease in call volume**



# Thank You

*Book a meeting with an expert:*  
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