CONDUENT

5 Ways Contact Centers Must Evolve to Deliver Great CX



90%
of customers say customer service is important to their brand loyalty. A modern contact center that delivers great customer experience (CX) can help your business stand out.

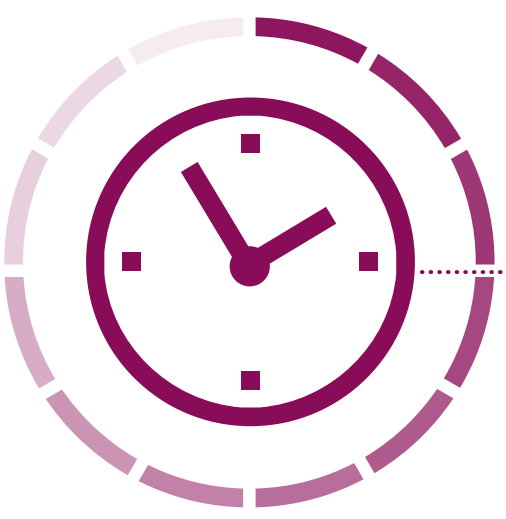
Efficient Processes = Happy Team and Customers = Revenue Growth

1
Understand and elevate the value of your associates



70%
of executives agree that improved employee experience translates to better CX, which yields higher revenue

2
Build processes that maximize associate performance and service delivery



>1 hour
The time many agents spend looking for information due to poor processes and subpar data

3
Embrace a flexible, omnichannel ecosystem



58%
of consumers use
3+ channels
to contact customer service

4
Leverage the power of data to constantly improve performance



90%
of global executives who use data analytics improved their ability to deliver great CX

5
Create long-term brand loyalty through hyperpersonalized, connected experiences



89%
of organizations that provide "significantly above average" CX
perform better financially
than their competitors

Okay, but what does "significantly above average" look like?



80%
of consumers are more likely to make a purchase when brands **offer personalized experiences**



75%
of consumers want customer service agents to **know who they are and their purchase history**

Next Steps:

Download Conduent's eBook, The Evolving Customer Contact Center: 5 Operational Imperatives, for a deeper dive into each imperative and learn key strategies that support the success of your business.

Download eBook →

Sources:
- Salesforce Research. 4th Edition: State of the Connected Customer. 2020.
- Holloway, Nigel and Dan Armstrong. The Experience Equation: How Happy Employees and Customers Accelerate Growth. Forbes Insights, 2020.
- Minkara, Omer. Contact Center & CX Trends 2019 (Part 2). Aberdeen Strategy & Research. December 20, 2018.
- Microsoft Dynamics 365. Global State of Customer Service. Microsoft Corporation. 2020.
- Gottleib, Giorgina. Salesforce Appexchange. The Importance of Data for Superior Customer Experience and Business Success. May 23, 2019.
- Qualtrics XM institute. Insights Report: The Global State of XM, 2020. April 2020.
- Epsilon. New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences. January 9, 2018.

© 2021 Conduent, Inc. All rights reserved. Conduent and Conduent Agile Star are trademarks of Conduent, Inc. and/or its subsidiaries in the United States and/or other countries. BR3397