

# Customers reach out from many places. With 4Sight, you can respond from one.

# 90%

of consumers value the ability to communicate with a live person on any channel – voice, email, chat, SMS or social



of consumers believe that a customer service agent's perceived "happiness" has an impact on their customer experience with the brand.

## FRUSTRATED AGENT

# 61%

of social media users feel that brands do not effectively communicate with them in these channels.



## HAPPY AGENT



voice, email, chat, SMS OR social

# 50%

increase in productivity estimated by agents if they could utilize an integrated agent desktop that includes social and mobile channels.

## MiCloud Engage Contact Center



## FRUSTRATED AGENTS SAY:

We're measured on FCR, AHT and CSAT scores... when we can't get the info quickly, they all go down.

I need 2 big monitors to fit all the applications I need to access while on a call.

Remembering different login passwords is tedious and tiresome.

# 50%

50 percent of Gen X, and 71 percent of Gen Y have used social and mobile channels to communicate with a brand recently.

# 71%

# 85%

of consumers using phone and live chat expect responses within one hour.

# 34%

of consumers are most likely to post a complaint or criticism about a brand on social media.

## HAPPY AGENTS SAY:

I like how it flows. Very user-friendly with all the latest channels.

The look and feel makes me feel happy.

Wow! I think it's amazing... would really help me better communicate with customers.

# 85%

of consumers agree that their experience with a brand's customer service agents has a major impact on their impression with the brand overall.

# 89%

of consumers believe it is important to be able to communicate with brands on any channel and still receive the same quality and efficiency of response.

# 66%

of consumers feel that how a brand handles issues on their website or on social channels, like Facebook or Twitter, is a good indicator of their customer satisfaction and the quality of their support.

## THE BOTTOM LINE IMPACT\*

# -£417k

per year in agent productivity loss due to separate desktop applications and lower First Contact Resolution

# -£740k

per year in lost revenue due to unmanaged negative word of mouth on social channels

# +£608k

per year in revenue gains from proactive social customer service

# Total Financial Impact = £1.7M

# [BAX] = [BCX] = [BCLTV]<sup>TM</sup>

Better Agent Experience [BAX] = Better Customer Experience [BCX]  
= Better Customer Lifetime Value [BCLTV]

\*Estimated based on \$700M Electronic Manufacturer with 75 agents, 51,200 interactions handled per month and CLTV of \$200

If you want to find out how 4Sight can help you redesign your current contact center or to just find out more information, please contact your 4Sight Account Manager for personalised offer, alternatively you can call us on + 44 (0)20 3668 0444 or email [info@4sightcomms.com](mailto:info@4sightcomms.com).