

Contact center operations pieced together over the years often result in complicated systems that are expensive to maintain and difficult to update. Cloud-based solutions can simplify complexity, reduce costs, and deliver superior service across every channel and for every business unit.



42%

of developers integrate voice services into back-end platforms. Voice remains a popular contact channel for enterprises to help customers easily explain situations and receive assistance.*



24%

of US consumers want a chatbot or 24x7 customer enquiry with Q&A service. Chat and bots are ideal for supporting website and e-commerce system users.*

50%

of organizations cite lack of data from internal sources remains a challenge **Reporting and analytics**

help measure interactions and optimize performance in the digital economy

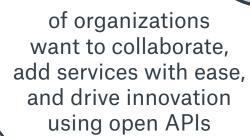
77%

improvement in employee productivity with the adoption of analytics

Contact center infrastructure updates

are required as new channels, touchpoints, technology, and customer needs and expectations change

53%



50%

of organizations want to improve customer experience through digital transformation 9X

more brand value for innovative brands than those perceived to be less innovative

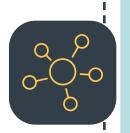
91%

greater year-over-year customer retention rates achieved by businesses that adopt omnichannel strategies



Omnichannel solutions

deliver high-quality experiences no matter how or with whom customers connect



89%

average customer retention rates for companies with strong omnichannel customer strategies

Sinch Contact Center

enables personalized, omnichannel interaction throughout the customer journey and improves first-contact resolution



Voice, e-mail, chat, SMS, messaging apps, and emerging channel support



Skills-based routing and real-time analytics improve efficiency



Consolidated customer views and histories across lines of business



Quick deployment, scalability, and usage-based pricing



