



Bring your legacy contact center into the digital age



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% of organizations want to collaborate, add services with ease, and drive innovation using open APIs

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



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