



4 Best Practices to Save Money with Call Deflection



Tiago Doroana
Product Marketing Manager



NAVIGATE
WEBSITE



PHONE
SUPPORT



TALK WITH
AGENT



NAVIGATE
WEBSITE



READ
ONLINE FAQ



WATCH
VIDEO

The CX of tomorrow begins with a **digital front door**

Reserve agents
to complex issues

Growing customer base

Changing consumer habits

Need to deliver exceptional
customer service



Use non-voice channels
WITHOUT HARMING CX
and while keeping
INTERACTION INTEGRATED
in existing systems and processes.

1

2

3

4

Improving the **IVR** experience

IDENTIFY PAIN POINTS

Overly complicated IVRs
Update needs

PROVIDE SELF- SERVICE OPTIONS

More information upfront
Knowledge bases

STREAMLINE OPERATIONS




More straightforward menu
Faster issue triage





- 1
- 2
- 3
- 4

Meeting customers **when they want, on the channel they want**

 Facebook monthly active Users	2.74B
 WhatsApp users in 180 Countries	+2B
 Average monetizable Twitter daily active users	187M

Improve customer satisfaction

Augment technology comfort

Extend agent engagement

1

2

3

4

Integrating channel entry points into **customer touchpoints**

Dedicated buttons
to messaging



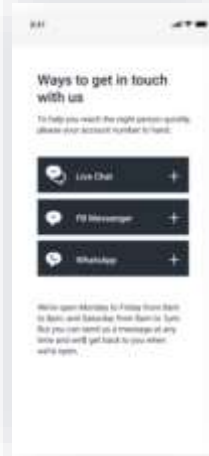
Direct access to
knowledge base



Streamline interaction
with multi-choice answers



Send important information
via Chatbots



Channel discovery
on the web



Business messaging on
Apple or Android devices



Business brand profile
on social media





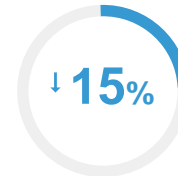
- 1
- 2
- 3
- 4

Optimising efficiency with **deflection perfection**

REDUCE
OPERATING
COSTS



Agent
Effort

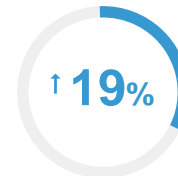


Interaction Costs

IMPROVE
CUSTOMER
EXPERIENCE



Agent Productivity



CSAT



- Silos
- Inefficient operations
- Build it and they will come
- Little regard to customer



Thank you.

Q&A

Let's build great customer service together. Find us at **talkdesk.com**

[linkedin.com/in/tiagodoroana/](https://www.linkedin.com/in/tiagodoroana/)

talkdesk®