

IS YOUR CONTACT CENTRE LIVING UP TO CUSTOMER EXPECTATIONS

74%

of customers switch service providers due to poor customer service.

Source: Accenture

92%

of the buying experience is how the customer feels they are being treated.

Source: McKinsey

75%

by 2020 customers will manage 75% of their relationship without human intervention.

Source: Gartner

IN TIMES OF CHANGE

YOU NEED TO BE CERTAIN YOU HAVE THE RIGHT FOUNDATION FROM WHICH TO DEFINE YOUR FUTURE

STEPPING UP TO THE CHALLENGES

CREATE DIFFERENTIATED EXPERIENCES WITH CONTEXT



Big Data is making it possible to understand our customers better than ever before.

You need the tools to translate this big data into personal, actionable 'small' data.

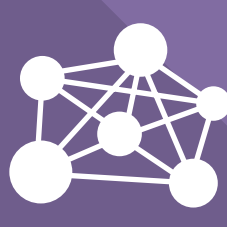
CUSTOMER EXPERIENCE IS THE KEY BRAND DIFFERENTIATOR



It is no longer sufficient to simply provide a responsive telephone service.

You need to engage with customers in the way they want to engage with you. Web, chat, social, email and messaging platforms.

DIGITALLY CONNECT WITH YOUR CUSTOMERS



We can no longer think of these digital channels as add-on silos to a contact centre.

Digital channels need to be an integral part of your operation, supporting the customer experience.

DISRUPT OR BE DISRUPTED

BY 2020, CUSTOMER EXPERIENCE WILL OVERTAKE PRICE & PRODUCT AS THE KEY BRAND DIFFERENTIATOR



There are plenty of examples of how digitalisation has enabled major market disruption to take place. Amazon in both retail and now cloud services, Uber in taxi hire, Airbnb in travel and Spotify in music to name but a few.

It is not just the major transformational disrupters that we have to be concerned about, it is also the competitors that are making the incremental changes that are redefining how we engage and service customers and setting new benchmarks.

HOW CISCO PROVIDES THE FOUNDATION TO TRANSFORM THE CUSTOMER EXPERIENCE



THE MOST ADVANCED TECHNOLOGY

With a \$6.3Bn R&D spend, a commitment to innovation, all backed by financial stability, this will continue to be developed long into the future.



SEAMLESS INTEGRATION

Cisco systems provide seamless integration into your existing voice, data and video infrastructure.



RICH ECO-SYSTEM OF PARTNERS

This not only means you can continue to leverage investments you have made in specific solutions, but you also have a vast range of pre-integrated solutions available to you.



FLEXIBLE DEPLOYMENT

Cisco also provides you with the flexibility to deploy your contact centre as an on-premise, hosted or hybrid solution to fit with your IT strategy now and in the future.

A LEADER IN CONTACT CENTRES

27,000

of the world's contact centres use Cisco as their platform.

5 X LEADER

Gartner places Cisco as leader in the five magic quadrants for Collaboration including Contact Centre.

\$6.3BN

is the annual investment that Cisco makes in R&D and has been growing over the last 5 years.

Today Cisco is recognised as the leading contact centre platform and occupies the top-right position in Gartner's Magic Quadrant.

Cisco's significant and sustained investment in research and development means that Cisco has outpaced the competition in innovation. Clients are reassured that they are using the most advanced contact centre technology and this will continue to be developed long into the future.

HOW CAN NATILIK HELP

We will invest the time of our experts in reviewing your contact centre and providing you with a roadmap for the future.

DISCOVER

Understanding where you are today and where you want to take your customer experience in the future.

SHOWCASE

We help you visualise what your contact centre would look like with a Cisco foundation.

ANALYSE

We help you understand the return on investment and the additional value for your customers.