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Enghouse Interactive

# Telephony still matters

Why the voice channel should still be a vital part of your omnichannel CX strategy

channel of choice

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Live telephony comprises

of inbound interactions<sup>1</sup>

CONTRACTOR OF

Average call

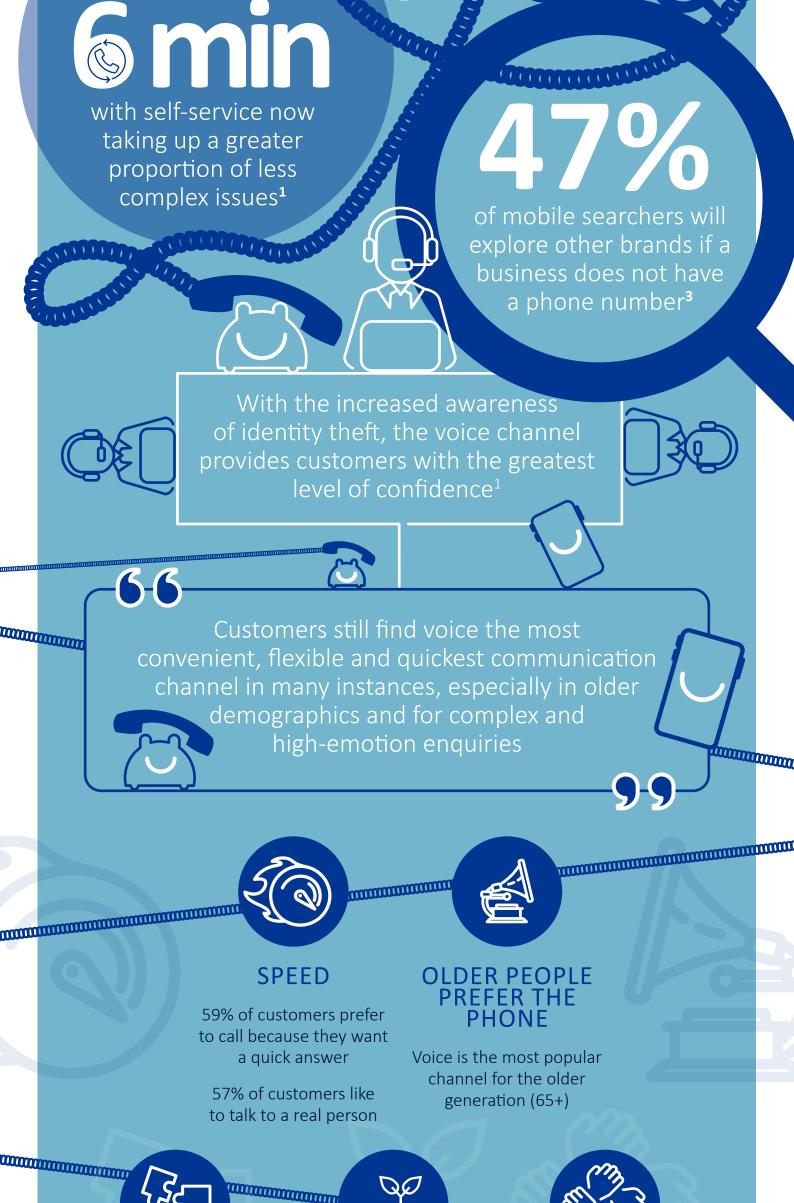
duration increases

significantly to almost



11111

of companies view investments into live agent telephony as a priority<sup>2</sup>





## SIMPLICITY

Features such as 'click-to-call' or 'automatic call-back' can simplify and speed up CX

Two-way, real-time interaction outclasses other communication channels during high value purchases, complex problem fixing or emotionally charged conversations

## GROWTH

90% of customers favour brands that give them the opportunity to provide feedback

A 'click to call' CTA above the fold can increase the conversion rate of a site by 200%

# THE HUMAN TOUCH

61% of respondents most value a contact centre agent for their ability to listen and empathise

83% of respondents want the reassurance that a live agent brings to a conversation

**Voice remains** an integral part of a successful communications strategy

Call us to find out how ...

Enghouse can help you to enhance your telephony channel with state-of-the-art tools, features and integrations for your profitable, customer-centric business

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#### Sources

The 2019-20 UK Customer Experience Decision-Makers' Guide from Contact Babel www.think.storage.googleapis.com/docs/click-to-call\_research-studies.pdf 'Click to Call' research, (https://think.storage.googleapis.com/docs/click-to-call\_research-studies.pdf) www.info.microsoft.com/rs/157-GQE-382/images/2018StateofGlobalCustomerServiceReport.pdf /ww.quicksprout.com/optimize-responsive-design-for-conversions/

### Contact us

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