

Telephony still matters



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

IT'S STILL THE
#1
channel of choice!

Live telephony comprises
67%
of inbound interactions¹

Nearly
60%

of companies view investments into live agent telephony as a priority²

Average call duration increases significantly to almost
6 min
with self-service now taking up a greater proportion of less complex issues¹

47%

of mobile searchers will explore other brands if a business does not have a phone number³

With the increased awareness of identity theft, the voice channel provides customers with the greatest level of confidence¹

Customers still find voice the most convenient, flexible and quickest communication channel in many instances, especially in older demographics and for complex and high-emotion enquiries

SPEED

59% of customers prefer to call because they want a quick answer

57% of customers like to talk to a real person

OLDER PEOPLE PREFER THE PHONE

Voice is the most popular channel for the older generation (65+)

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

¹The 2019-20 UK Customer Experience Decision-Makers' Guide from Contact Babel

²CW Market Study the future of the contact centre in 2019

³www.thinkstorage.googleapis.com/docs/click-to-call_research-studies.pdf

⁴Click to Call research, (https://thinkstorage.googleapis.com/docs/click-to-call_research-studies.pdf)

⁵www.info.microsoft.com/rs/157-GQE-382/images/2018StateofGlobalCustomerServiceReport.pdf

⁶www.quicksprout.com/optimize-responsive-design-for-conversions/