

# CONTACT CENTER

What people are saying about how they want customer care today

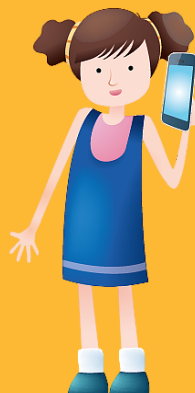
+82%

feel that phone support is still necessary / required

+58%

would like to use chat and/or social media to talk to the business

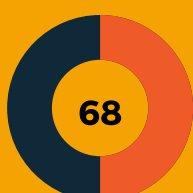
## CUSTOMER CENTRIC CONTACT CENTER



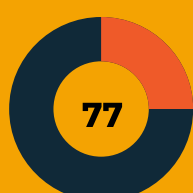
RESEARCH POINTS TO A REDUCTION IN CUSTOMER STRESS WHEN THE CONTACT CENTER IS MULTI-MODAL



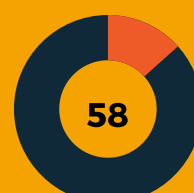
SOCIAL MEDIA AND SELF-CARE PORTALS CONTRIBUTE TO OVERALL CUSTOMER SATISFACTION



68% LIKE CALL BACK AGENTS



77% LIKE TWITTER UPDATES



58% WOULD USE CHAT IF AVAILABLE