

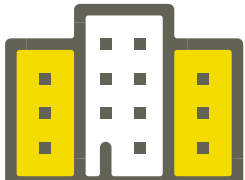
The future of telephony in a cloud based world

The rapid rise of social media, self-service automation, IV (interactive voice) and chat bots, as well as the adoption of many more communication channels, has given consumers a multitude of options when it comes to telling businesses what they think. But there is still an important place for voice-based interactions with real people in today's customer service environment.



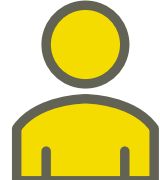
It's easy to see why voice continues to play an important role:

72%



Yet...

26%



of businesses say that **improving customer experience** is their top priority.¹

of customers left a company because they weren't able to **speak to someone** when they needed to, feeling this negatively impacted their customer experience.¹

Customer service involves:



handling sensitive emotions

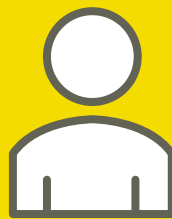
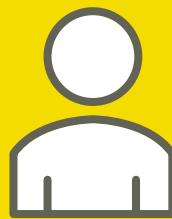
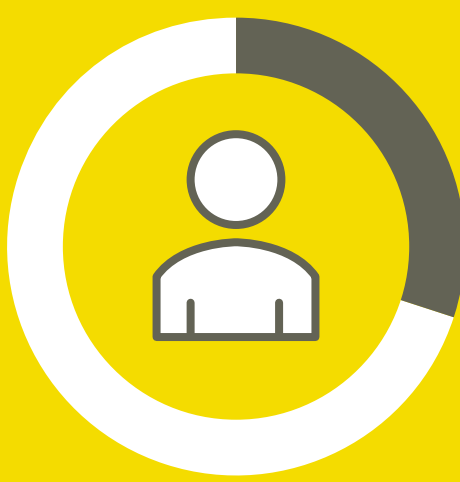


empathising with the customer



providing meaningful responses

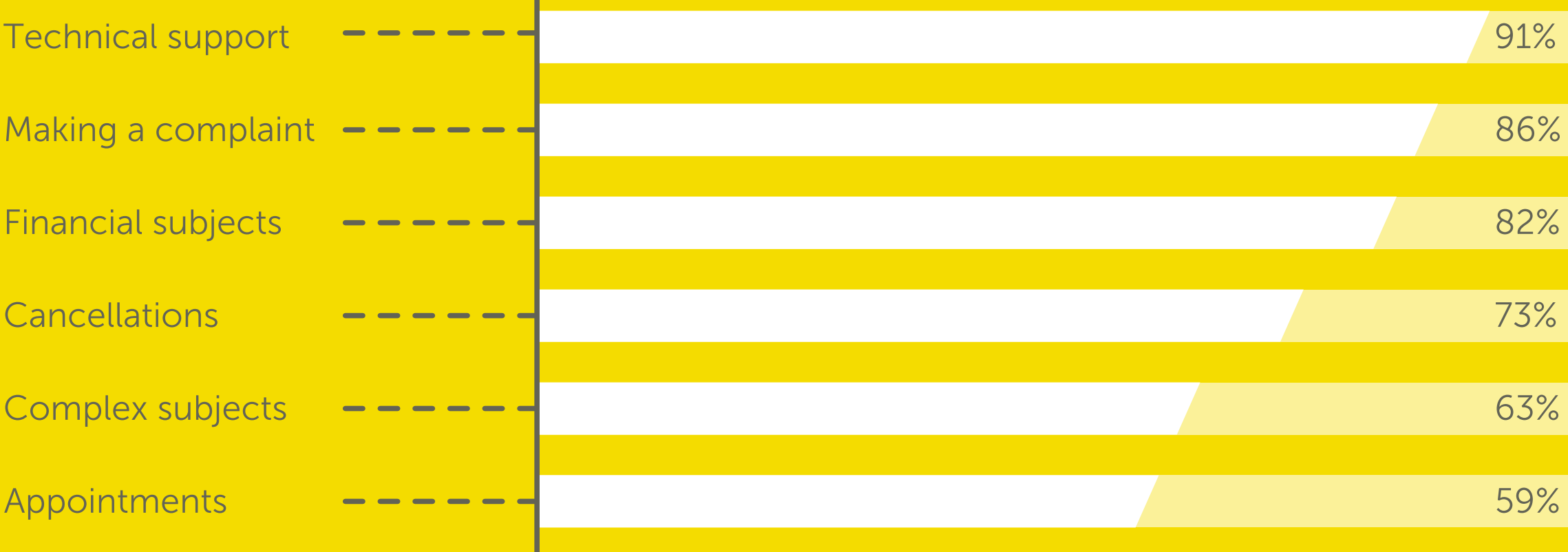
About one in three people (30%) say the most important aspect of customer service is **speaking with a knowledgeable and friendly agent**.²



74%

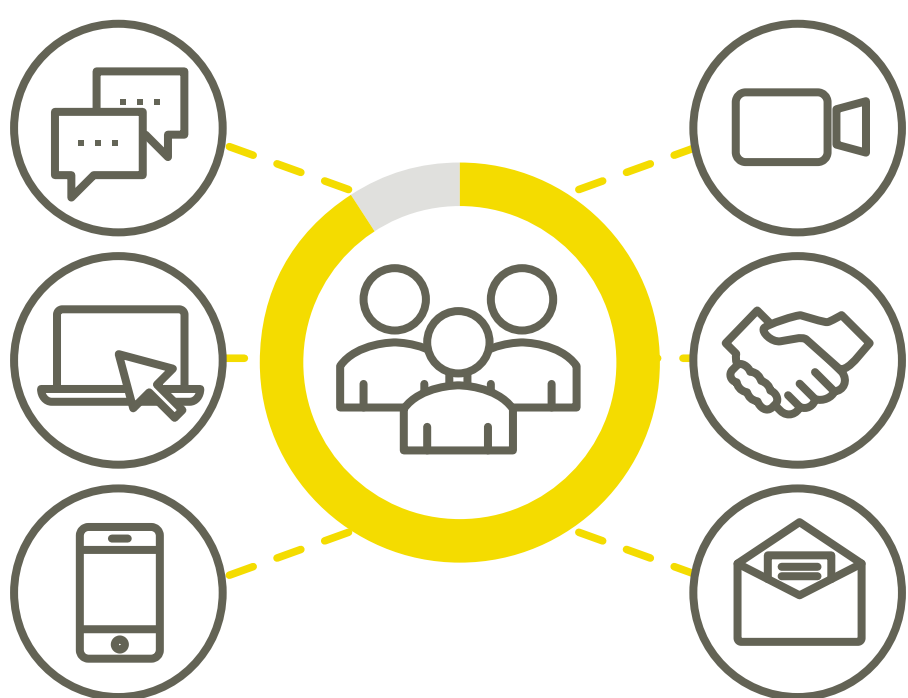
who contact customer service do so via the phone³

Research shows that customers feel the following are better dealt with by a real person⁴:



91%

of people prefer businesses that offer **multiple service channels**.⁵



However:

80%

Phone calls remain the most used (48%) and preferred (80%) method for reaching customer support.⁶

46%

of global contact center decision makers project their contact centers to grow 5%-10% in the next year, meaning that voice will continue to grow.⁷

13%

of consumers said they felt comfortable with the idea of **all service interactions** being managed by chat bots in the future.⁸

75%

of consumers prefer to have **customer service enquiries** handled by a live-agent rather than self-service options or a chatbot.⁸

46%

of respondents said that they felt that bots **prevented** them from reaching the person they needed to speak to.⁸

Voice still plays a crucial role in today's customer service interactions, in both B2B and B2C environments, so how can you easily integrate voice into your omni-channel offering to **provide the best service experience to your customers?**

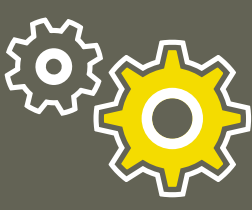
The answer... hosted telephony.

Moving telephony into a cloud-based system offers you:



Flexibility

Scale your services up or down and across sites easily



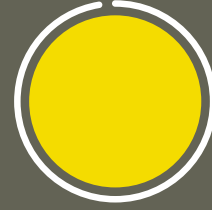
Efficiency

Integrate your voice system with your other channels through one interface



Cost-savings

Use an IP connection with lower call rates than traditional ISDN lines



Simplicity

Integrate all of your channels with one interface and one cost model

For more information on our voice products please visit our service page at m247.com/services/m-communicate/ or call 0808 301 9688 alternatively email our friendly team at sales@m247.com

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Sources: 1. Forrester Research 2. Microsoft 3. Statista, 2017. 4. Econsultancy 5. New Voice Media 6. Aircall 7. Forrester 8. New Voice Media 9. Accenture