



CX Transformation Where to start?



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Director, CX Strategy



Agenda

01

Define your CX strategy

02

Project your return on investment

03

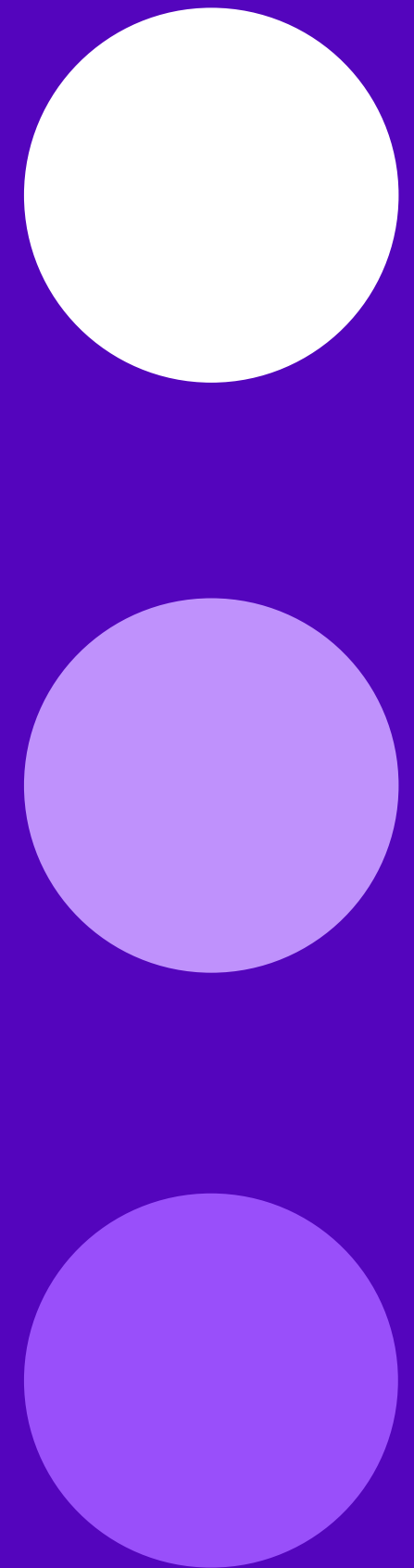
Realize value with Talkdesk

Defining your CX strategy

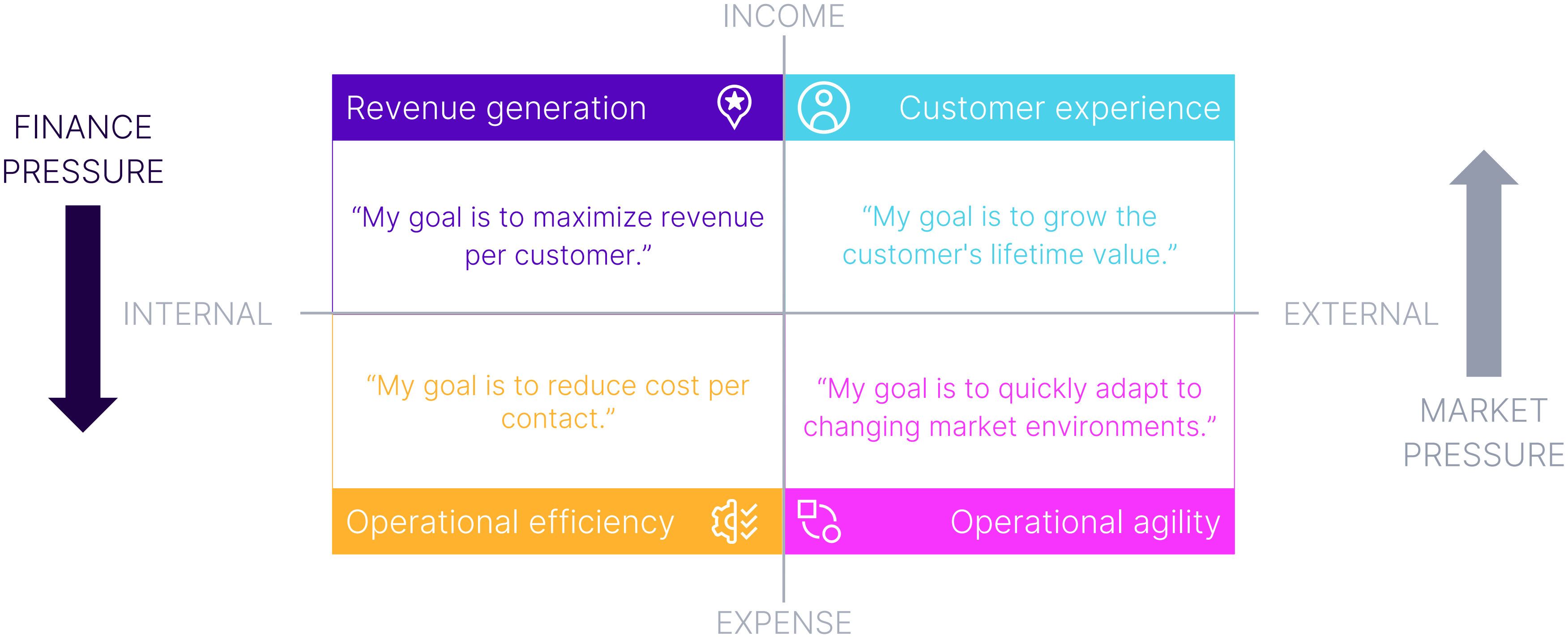
with the Talkdesk CX Strategy Value Framework™



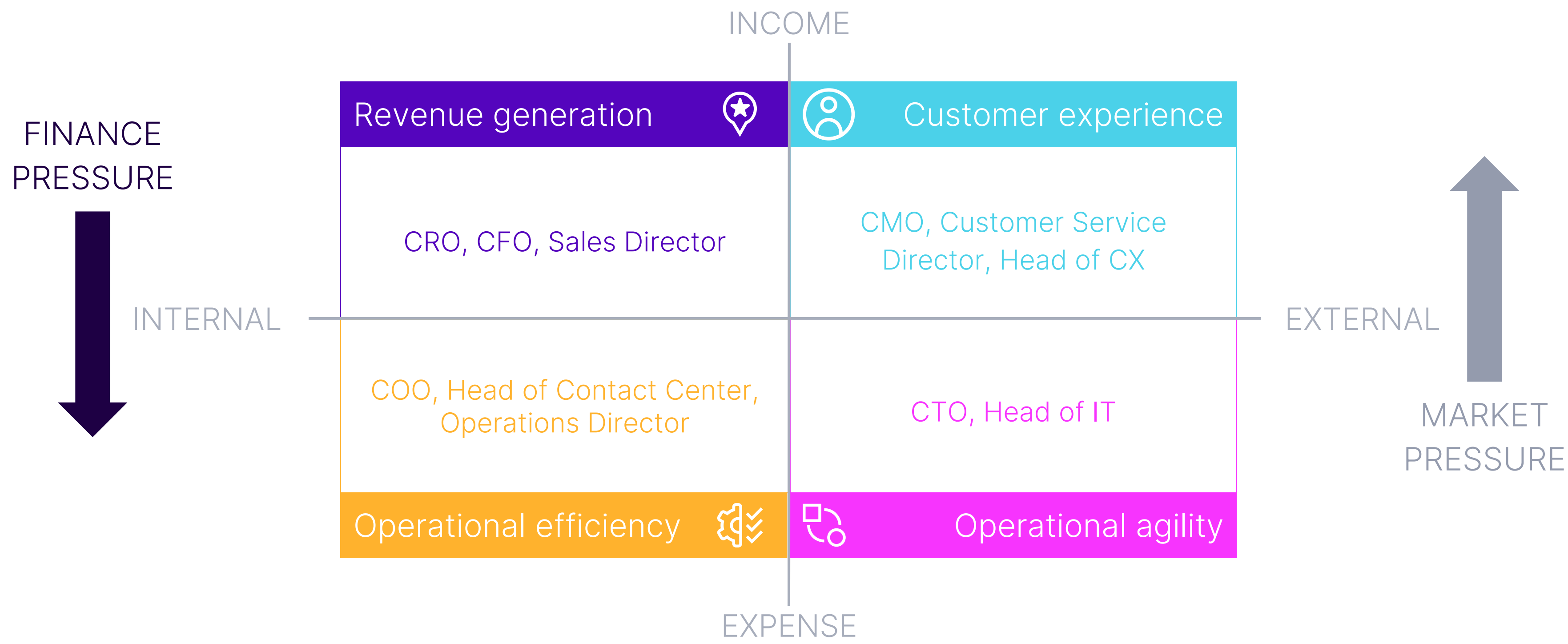
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The value quadrants



The value quadrants from the perspective of leadership



Talkdesk value map



Customer experience

Digital transformation

- Seamless & integrated experiences
- Proactively engage customers
- Improved analytics

First-contact resolution

- Optimize routing decisions
- Improve agent knowledge
- Increase conversion rates

Customer retention

- Decrease detractors
- Increase brand promoters
- Improve customer loyalty

Talkdesk impact

19_{pts}

Improvement in
NPS scores

5%

Increase in FCR

11%

Churn reduction

Revenue generation

Contact center profits

- Reduce abandonment rate
- Expand upsell opportunities
- Increase customer lifetime value

Revenue throughput

- Improve close rate
- Improve agent productivity
- Improve contacts per agent

Digital business strategy

- 360° customer view
- Multi-channel engagement
- Social monitoring/engagement

Talkdesk impact

30%

Reduction in
abandoned calls

5%

Increase in
average order size

Operational efficiency

Agent transformation

- Integrate to knowledge base
- Improve quality management
- Next best step prompting

Operational expenses

- Decrease IT headcount
- Reduce AHT
- Reduce interaction volume

Optimization and automation

- Service customers 24/7
- Management insights
- Virtual assistant and chatbots

Talkdesk impact

19%

Reduced authentication time

5%

Reduction in calls

15%

Reduction in after-call work

Operational agility

Technology reliability

- Self-healing architecture
- Scalability
- Uptime and availability

Simplify system administration

- Configured versus engineered
- Automated updates
- Real-time management

Enterprise-wide integration

- Operate via a single-screen
- Integrate with CRM
- Provide self-service opportunities

Talkdesk impact

50%

Improvement in scalability

30%

Improvement in time-to-market

Business case impact alignment

- Very strongly correlated KPI benefit for this product/feature
- Strongly correlated KPI benefit for this product/feature
- Correlated KPI benefit for this product/feature

Product Benefit Matrix with Impacts

BENEFITS	CX CLOUD															ADD-ON PACKAGES								ADD-ON PRODUCTS														
	Essentials						Elevate						Elite			WFM		Customer Experience Analytics			Agent Assist		Proactive Outbound Engagement															
	Voice Engagement	Studio	Connections	API Access	Live & Explore Reporting	Guardian Standard	Knowledge Management	Digital Engagement	Automated Notifications	Feedback Standard	Screen Recording	Conversations Mobile App	Quality Management	Virtual Agent	Self-Service Portal	100% Uptime SLA	Custom Reporting	Guardian	Performance Management	Forecasting & Scheduling	Talkdesk Schedule Mobile App	Talkdesk Interaction Analytics (Speech & Text)	QM Assist (AI & Automated QM)	CX Sensors	Agent Assist Digital	Agent Assist Voice	Talkdesk Predictive Dialer	Talkdesk Preview & Power Dialer for Salesforce	Talkdesk Bulk SMS for Salesforce	Talkdesk API Connectors	PCI Payment	xConnect	Local Presence	Identity	Studio Text to Speech	Talkdesk Case Management		
OPERATIONAL EFFICIENCY BENEFITS																																						
Average Handle Time Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Admin Overhead Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
IVR Containment Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Callback Hiring Cost Avoidance	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Outbound Manual Work Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Increased Occupancy Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Team Lead FTE Savings	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
REVENUE GENERATION BENEFITS																																						
Outbound Connection Rate Revenue Increase	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Abandoned Call Revenue Recovery	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Agent Productivity Revenue Increase	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Call-to-Action Revenue Increase	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
OPERATIONAL AGILITY BENEFITS																																						
Downtime Productivity Cost Reduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Agent Time to Value Impact	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Digital Channel Optimization Savings	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
CUSTOMER EXPERIENCE BENEFITS																																						
Transfer Reduction Savings	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
First Contact Resolution Impact	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Proactive Notification Call Avoidance Savings	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

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Projecting return on investment

with a complimentary business case analysis

ROI data capture worksheet

Requested information is tailored to the specific initiatives that could impact the agreed priority business objectives.

Talkdesk Business Case Data Request

Please complete as much of the yellow-shaded inputs as possible. Approximations are fine if precise data is not easily obtainable. For elements that are not applicable, use "N/A".

Business Unit Name:		
A1	Number of Customer Support Agents:	
A2	Number of Dedicated Sales Agents:	
A3	Number of Dedicated Omnichannel Agents:	
TOTAL CONTACT CENTER AGENTS:		0
Maximum Number of Concurrent Agents:		
Contact Center Hours of Operation:		
A4	Total Company Revenue:	

		Benchmark Averages used if Data Input field left blank	
		Data Inputs	Benchmark Averages
A5	Annual Total Volume of Inbound Calls (handled + abandoned):		
Reasons for Inbound Calls:		call type	volume or %
		e.g. tech support	
		e.g. order status	
		e.g. place order	
		e.g. cancel service	
		e.g. product inquiry	
			15%
		call type	volume or %
		e.g. collections	
		e.g. inquiry follow-up	
		e.g. appt. reminder	
		e.g. marketing/sales	
		e.g. schedule appt.	
			25%
			\$40,000
			\$50,000
		330	330
			30
			230
			10
			60
			90
			75%
			25%
			45
			10%
			10%
			75%
			8%
			99.900%
			30%
			15
			0
			0
			0
			0
			15%
			13%
			15%
			\$100
			495
			660
			0
			4%
			70%

ROI highlight benefits

CUSTOMER
EXPERIENCE

18%

\$3.3M

OPERATIONAL
AGILITY

26%

\$4.88M

OPERATIONAL
EFFICIENCY

56%


\$10.3M

REVENUE
GENERATION

0%

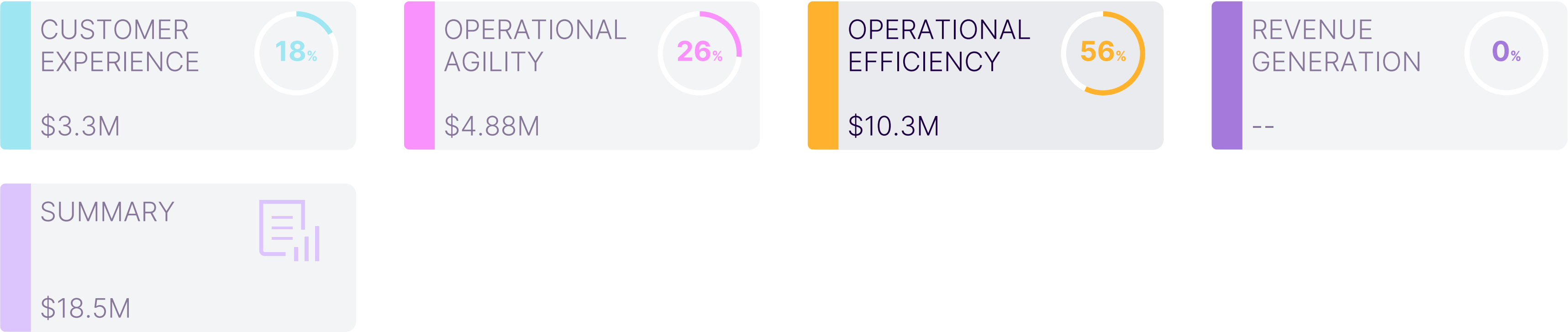
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SUMMARY



\$18.5M

ROI highlight benefits



AVERAGE AFTER CALL WORK TIME REDUCTION	\$535K	>
AVERAGE AUTHENTICATION TALK TIME REDUCTION	\$683K	>
AVERAGE IN-CALL HOLD TIME REDUCTION	\$1.05M	>
AVERAGE POST-AUTH TALK TIME REDUCTION	\$1.52M	>
INCREASED OCCUPANCY COST REDUCTION	\$1.61M	>
IVR CONTAINMENT COST REDUCTION	\$2.66M	>

Detailed review of initiatives

IVR CONTAINMENT COST REDUCTION			\$2.66M		>
A	Annual inbound calls	11,351,224 calls			
B	Additional % contained with self-service	5%			
C	Annual impacted call volume	567,561 calls			
D	Current time spent (AHT)	409 seconds			
E	Cost per second	\$0.004			
F	Annual hours worked per agent	2,080 hours			
G	% of time impacted	100%			
		Year 1	Year 2	Year 3	
H	Annual benefit realization	80%	100%	100%	
I	Agent full-time equivalent	24.80 FTEs	31.00 FTEs	31.00 FTEs	
	Annual benefit	\$759,000	\$949,000	\$949,000	

ROI analysis example

2,000 agents

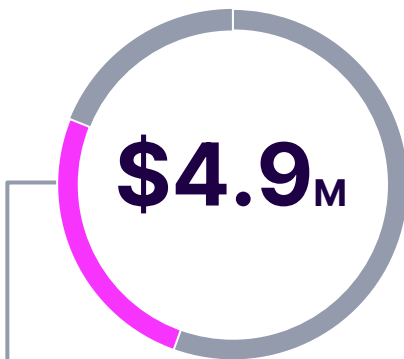
3-YEAR TOTAL = \$18.5M

OPERATIONAL EFFICIENCY



- IVR containment cost reduction
- Increased occupancy cost reduction
- Team lead FTE savings
- Average post-auth talk time reduction
- And more...

OPERATIONAL AGILITY



- Digital channel optimization savings
- Agent time-to-value impact
- Downtime productivity cost reduction

CUSTOMER EXPERIENCE



- First contact resolution impact

ROI analysis example

400 agents

3-YEAR TOTAL = DKK 15.26M

OPERATIONAL EFFICIENCY



- Increased occupancy cost reduction
- IVR containment cost reduction
- Improve average handling time (AHT)
- Team lead FTE savings
- And more...

CUSTOMER EXPERIENCE



- First contact resolution impact

OPERATIONAL AGILITY



- Agent time-to-value impact

ROI analysis example

200 agents

4-YEAR TOTAL = €1.64M

OPERATIONAL EFFICIENCY



- Increased occupancy cost reduction
- Team lead FTE savings
- IVR containment cost reduction
- Improve average handling time (AHT)
- Outbound manual work cost reduction

OPERATIONAL AGILITY



- Agent time-to-value impact
- Downtime productivity cost reduction

REVENUE GENERATION



- Agent productivity revenue increase
- Abandoned call revenue recovery

CUSTOMER EXPERIENCE



- First contact resolution impact
- Abandoned call revenue recovery

ROI analysis example

30 agents

3-YEAR TOTAL = £211K

OPERATIONAL EFFICIENCY



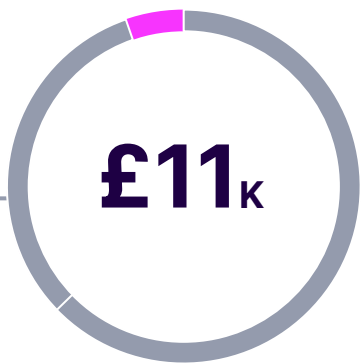
- Increased occupancy cost reduction
- Reduced reporting analyst time
- Team lead FTE savings
- IVR containment cost reduction
- And more...

CUSTOMER EXPERIENCE



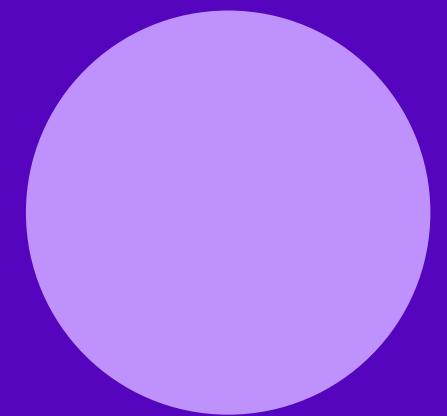
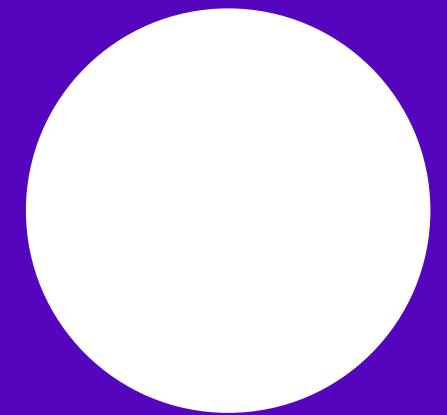
- Agent time-to-value impact
- Digital channel optimization savings
- Downtime productivity cost reduction

OPERATIONAL AGILITY



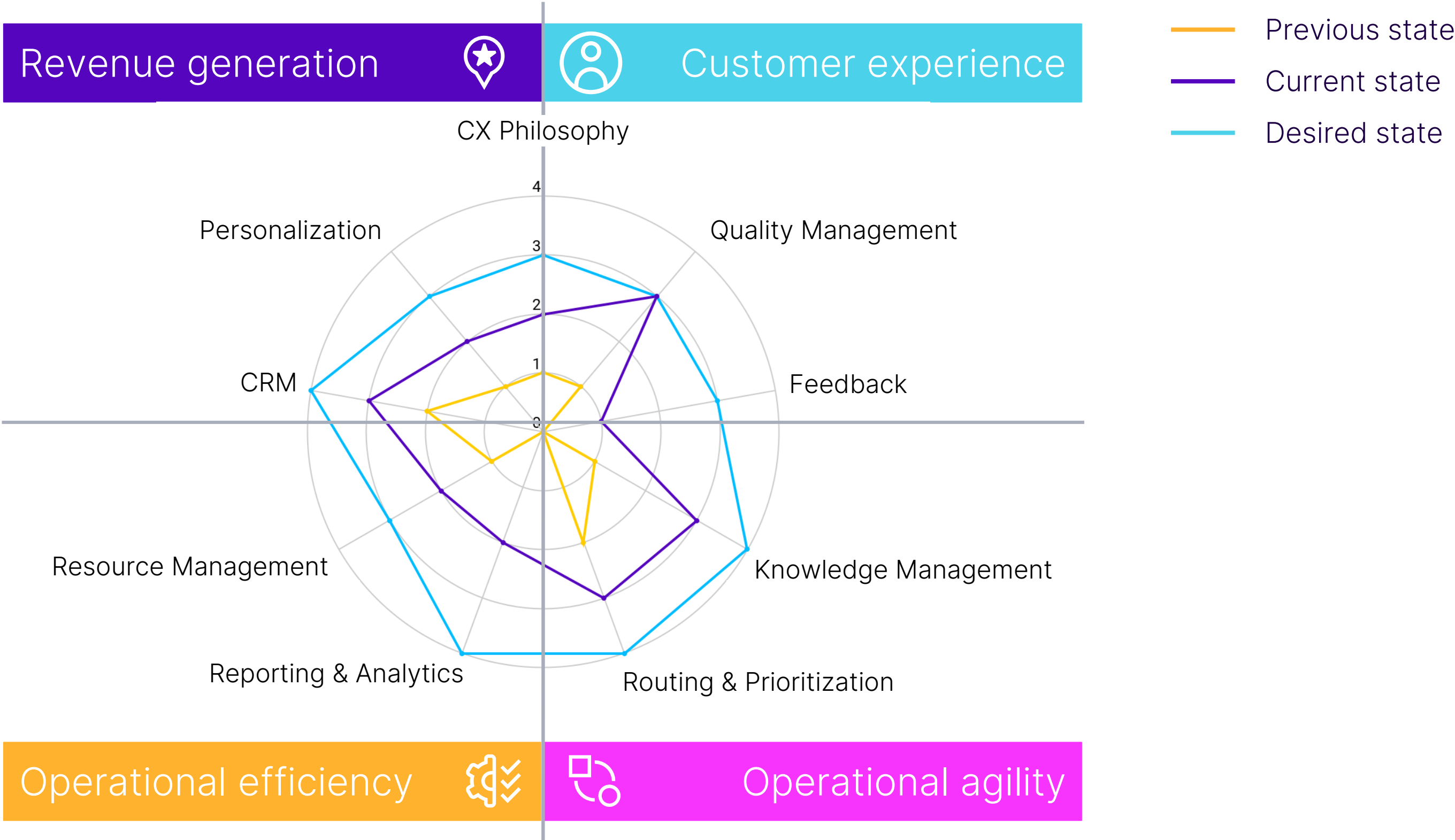
- First contact resolution impact

Realizing value with the Talkdesk CX Strategy Maturity Assessment



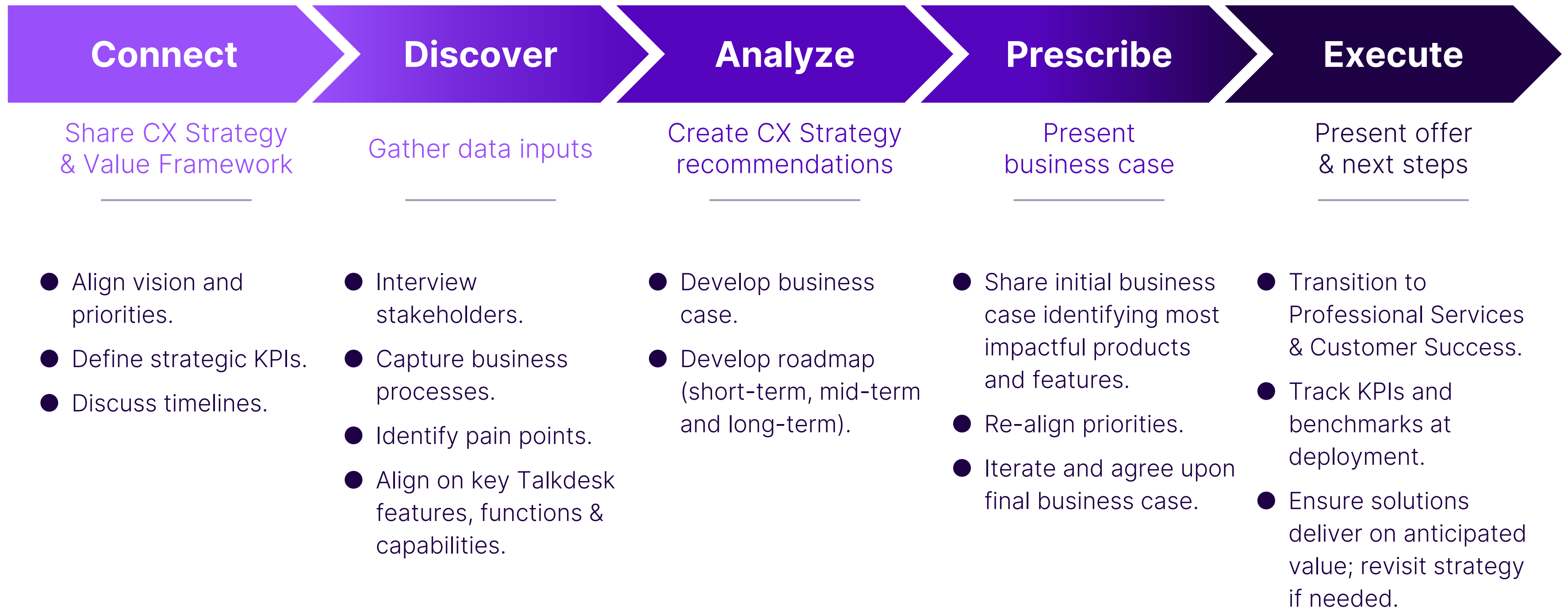
Realize value with Talkdesk

CX strategy maturity assessment.

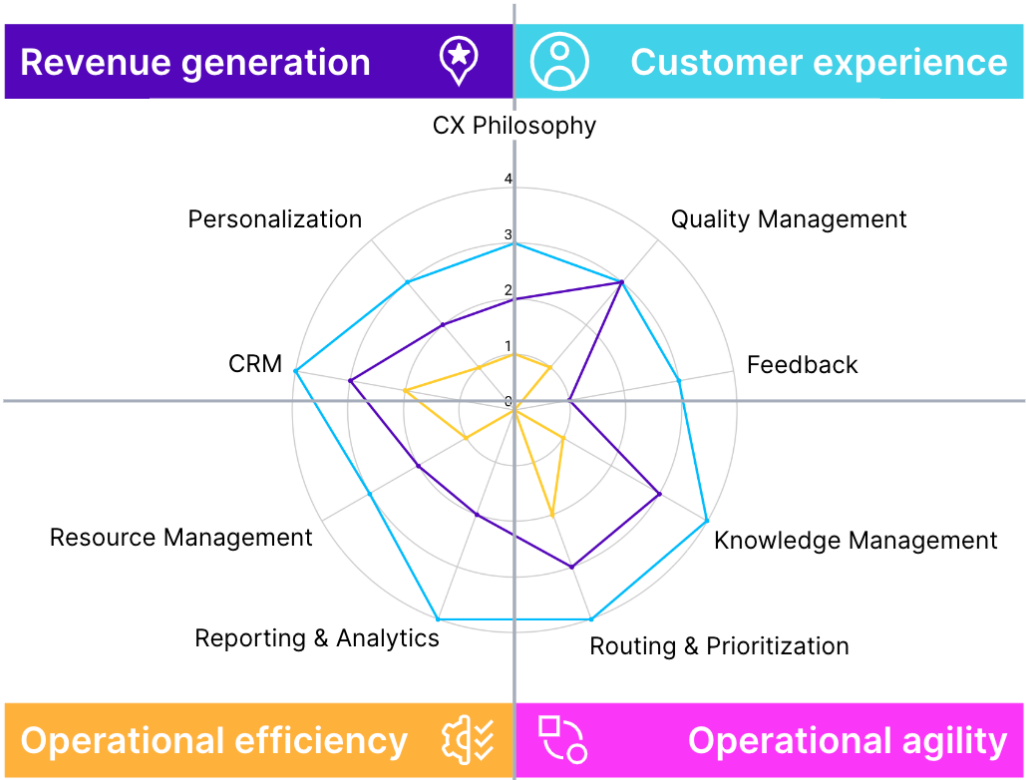


Talkdesk CX Strategy partnership

Sequence and alignment plan.



Realize the full value of your contact centre investments



Q & A

Thank you