

Finding your brand's voice: the future of customer communications

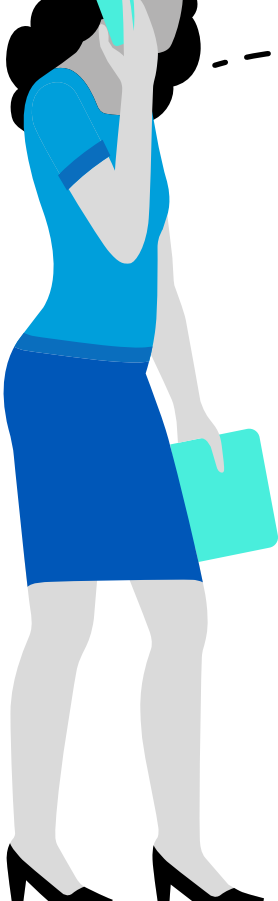
Discover why the right voice platform can turbo charge your customer experience and give your brand the edge.



The enduring power of voice

61% of consumers prefer to talk to a real person when they have a query.¹

That figure rises to **85%** among older, wealthier consumers.²



However, traditional voices channels can be enhanced with the integration of AI and advanced technologies to deliver a more personal and empathetic customer experience.

Brands using advanced analytics like sentiment analysis, are

27%

better at solution selling.³



50% of customers prefer human conversation over other communication methods.⁴



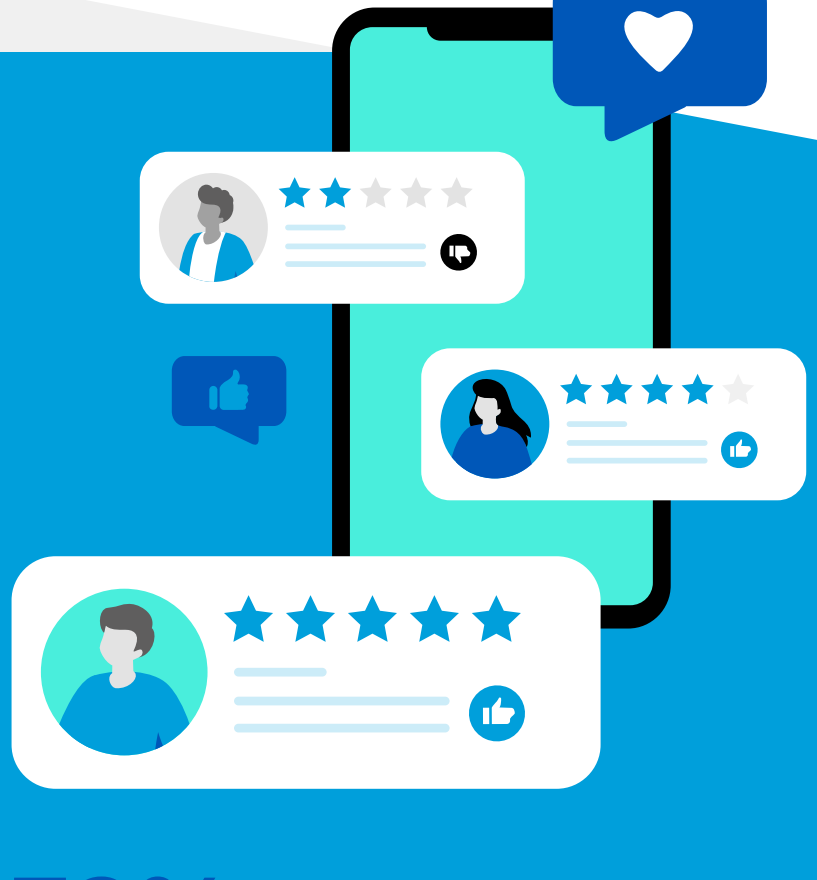
Why customer experience must change

43% of customers would switch brands if doing so would give an improved customer service.⁵

60% say waiting to fix a problem is the most frustrating response.⁷

78% use multiple channels to communicate with companies.⁶

76% expect consistent, informed, interactions, no matter the channel.⁸



Pitfalls to avoid



Never make the customer think

— service should be seamless and intuitive.



Don't make customers repeat themselves

— share knowledge across the enterprise.

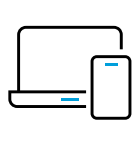


Never keep customers waiting

— it's the most frustrating thing companies do.

Introducing collaborative customer experience (CCX)

CCX involves a company using advanced technologies working in harmony and feeding their data into a common enterprise collaboration platform. This enables new ways of working to expose the full expertise of the business to the customer.



Business-class voice communications: throughout the organization regardless of device.



Highly-secure communications: based on encryption and SIP trunking, that connects everyone regardless of location.



A robust, always-on, highly-secure transport layer: that carries voice and data traffic, for protected, distributed communications.



Integration of voice: with business-critical systems.

Why AT&T & Five9



30+ years of contact center consulting, delivery, and management.



Collaborative customer experience



Intelligent CX Platform AI and Automation empowered workflows enable rapid business transformation.

Extensive portfolio of voice connectivity, collaboration, and transport services.



Delivering cross-company CX through improved communication and workflows.



Best-in-class AI removes human error and increases agent efficiency.

Award-winning network including AT&T Fiber, wireless & 5G technology with industry standard encryption and security.



Connected workforce Distributed contact center enables 24/7 customer service.



Contact Center Integration Voice connectivity integrates directly into CCaaS platforms.

Next steps

For more information on how initiate a new CX culture, enabled by technology visit: www.business.att.com/products/att-cloud-voice-for-contact-center or call: **888.280.3651**

¹ Alice Cumming, "Research suggests phone calls preferred for customer service," Business Leader, October 4, 2022, <https://www.businessleader.co.uk/research-phone-calls-preferred-customer-service/>.
² Clare McDonald, "Older customers prefer phone calls to chatbots," Computer Weekly, August 16, 2022, <https://www.computerweekly.com/news/252523867/Older-customers-prefer-phone-calls-to-chatbots>.
³ Boudewijn Driedonks, Sinem Hostetter, Ryan Paulovsky, "By the numbers: What drives sales-growth outperformance," McKinsey & Company, April 13, 2021, <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/by-the-numbers-what-drives-sales-growth-outperformance>.
⁴ 2023 Consumer Insights Survey Results, "TCN, 2023, <https://gotcn.com/ebook-customer-service-survey-2023>.
⁵ "2022 State of Customer Loyalty and Churn," TechSee, Accessed June 26, 2023, <https://techsee.me/wp-content/uploads/2022/08/Churn-Survey.pdf>.
⁶ "State of the Connected Consumer, Fifth Edition," Salesforce, 2022, https://www.salesforce.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-fifth-ed.pdf.
⁷ Allie Decker, "11 Customer Service & Support Metrics You Must Track," HubSpot, April 5, 2022, <https://blog.hubspot.com/service/customer-experience-metrics>.
⁸ Decker, "11 Customer Service & Support Metrics You Must Track."