



# DIGITAL DESKTOP: A SINGLE-PANE VIEW OF A COMPLEX ECOSYSTEM

## CUSTOMER COMMUNICATION AT A GLANCE

As the digital landscape and customer expectations evolve, so too must customer engagement. In 2005, 98 percent of customer contact was by phone; today, it's less than 50 percent.

Even though Forrester reports that it's do-or-die time for contact centers, and 62 percent of companies view customer experience as a competitive differentiator, many are not keeping up with the trend. Adding digital channels is only part of the equation. Managing those channels to deliver two-way, seamless communication across multiple devices is the next crucial step.

## IT'S TIME TO RETHINK ENGAGEMENT

Customers don't view different devices as separate channels, so nor should you. They expect to be able to reply to notifications on the device they receive it on, but they also want the ability to pick up conversations across multiple devices. In some cases, a single conversation can include multiple sessions spanning hours, even weeks, across numerous channels (self-service, bots, agent-assisted, etc.). Interactions must have persistent context and transition seamlessly from self-service to assisted and back. Delivering this level of engagement requires asynchronous messaging, and a real-time view across all channels.

## YOUR CUSTOMERS AND YOUR BUSINESS ARE DEMANDING DIGITAL CUSTOMER SERVICE



56%  
of consumers would rather message than call customer service



66%  
of consumers actively use 3+ customer service channels



67%  
of consumers expect to message businesses even more over the next two years

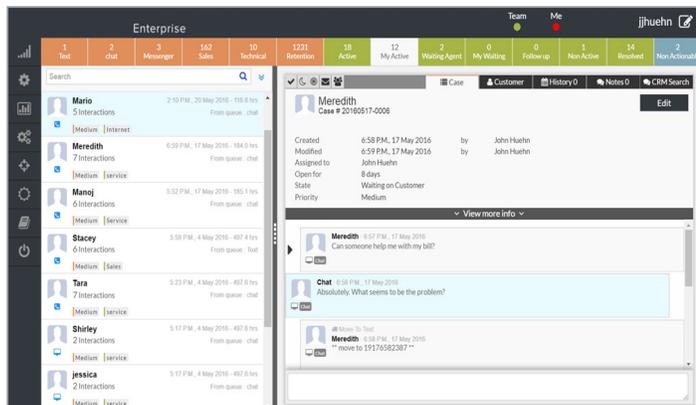
## INCREASE AGENT EFFICIENCY

Different agents using different tools on different channels isn't just inefficient—it keeps agents from engaging in their work. According to Gallup, there is a 240 percent increase in performance-related business outcomes when customers and employees are engaged.

By giving employees a consolidated, single-pane view, agents can handle three times as many customers and provide better customer experiences; increased job satisfaction also means there's less likelihood of turnover.



**CSG Digital Desktop** provides agents with a single-pane view of this complex communication ecosystem and facilitates seamless movement between bot and live-agent engagement. All with the goal of making it easy for your customers to do business with you.



Using real-world insights from customer care professionals, **Digital Desktop** was designed to:

- **Delight customers** through meaningful engagement that is convenient, secure and values their time
- **Deliver social insight** to enable acquisition, upsell and retention
- **Encourage top-line growth** by enabling customers to self-serve in the channel of their choice
- **Eliminate “desktop overwhelm” and reduce agent training** by providing a single-platform for your agents to engage and with digital customers

**GLOBALLY, 85 PERCENT OF PEOPLE WANT TO BE ABLE TO NOT ONLY RECEIVE A MESSAGE FROM A BUSINESS BUT ALSO ANSWER A MESSAGE FROM A BUSINESS.**

The result is a **single, unified platform** that banishes silos, and integrates legacy systems to provide agents with all the information they need to support any query the customer has from general sales to service. Agents can track and communicate with customers in real-time, even as they platform-hop. Agents can also add notes to client profiles, including assigning VIP status to high-value customers.

By consolidating the management of any/all digital channels in a single customer service platform, companies can:

- **Reduce contact center costs** through shorter interaction time, concurrent support (1 Digital Agent (DSA) to support 3-5 sessions concurrently)
- **Increase productivity and reduce agent training** by not having to maintain DSA skills on multiple platforms
- **Minimize** license costs by providing a single partner for all your digital channels
- **Create efficiencies** for tasks such as report extraction, CRM integration, workforce planning, contact management, service and support through a single screen on the agent desktop

Unlike most proactive text programs, **Digital Desktop offers two-way texting** and is one of the few platforms to support **Apple Business Chat** which enables customers to communicate instantly with businesses using their iPhone or Apple device, including by voice via Siri.