

Making a business case for Total Experience in the contact center and beyond

DID YOU KNOW

63%

of customers will abandon you after just one or two negative experiences? ¹



Enter the age of the Experience Economy, where people come for the product but stay for the experience. That experience goes far beyond the contact center and encompasses your people, processes, and technology.

“

You can't just sell a product. You also have to work in partnership with your customers. To make that happen, customer and employee experience must evolve together.

Ted Yoshikawa

Head of Contact Center, Zoom

Every touchpoint in the customer experience has a role to play in securing brand loyalty. Information must flow freely between departments, empowering agents to become superheroes of Total Experience.

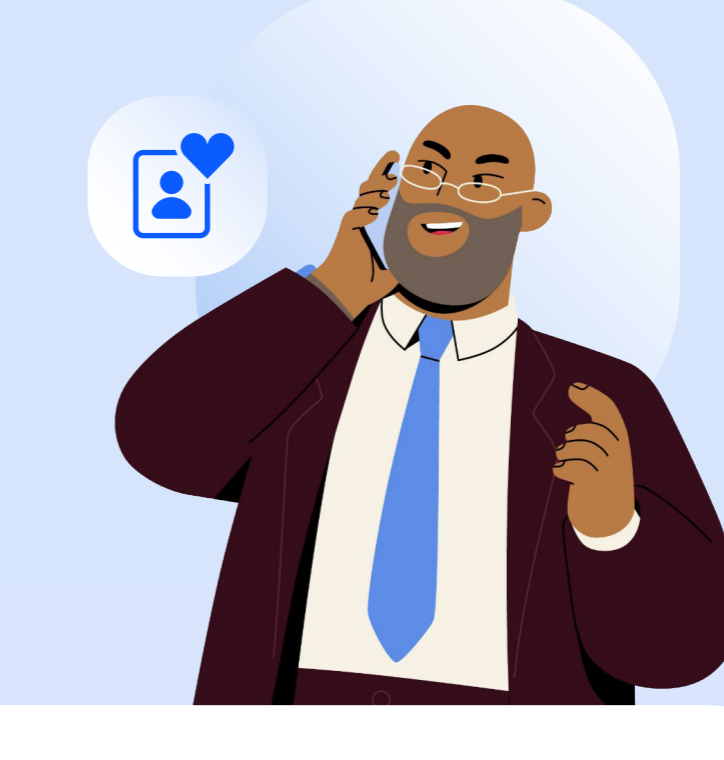
The power of Total Experience

To excel in customer experience, you must start with your employees. You can't do one without the other. That's why it's time to move beyond the traditional contact center roles by integrating every touchpoint.

Then, your business can enjoy:

Improved brand loyalty

Repeat purchases. More renewals. Brand advocacy. These are just some of the outcomes organizations can expect by adopting the Total Experience model.



94%

of customers say a positive service experience makes them more likely to purchase from the vendor again.²

112

is the average number of SaaS tools an organization uses, a 13-fold increase since 2015.³



Fewer operational silos

First, you have to get your tech in order. No longer can contact centers afford to operate in isolation. Every touchpoint must be connected, and every process must span the entire customer journey.

Continuous innovation

From intelligent hand-offs to automated resolutions, smarter tech drives smarter contact centers. Your customers expect continuous innovation, and it's up to you to deliver.



60%

of organizations plan to invest in generative AI solutions to drive better experiences.⁴

81%

of customers agree that fast resolution times lead to a positive experience.¹



Faster resolution times

Customers expect 24/7 self-service availability, and AI can deliver. At the same time, live phone support still needs to be there in their time of need.

More productive teams

Equipped with the right tech, employees are happier, more knowledgeable, and able to work efficiently. And that means satisfied customers who are more likely to stay loyal to your brand.



82%

of customers expect support agents to be sufficiently knowledgeable to resolve their requests.¹

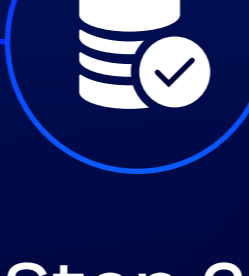
Where do we go from here?

Are you ready to elevate your contact center to be a driving force of Total Experience? Here's what it takes:



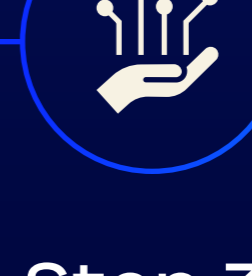
Step 1

Unite every employee and customer touchpoint for the seamless flow of information.



Step 2

Consolidate your data sources and layer on AI to build personalized experiences.



Step 3

Strike the perfect balance between human interaction and AI-powered self-service.

The future belongs to organizations that successfully connect the dots between customer and employee experiences and break down the operational silos. They'll be the ones best positioned to solve the rising challenge of preserving customer loyalty.

To learn more about how Zoom Contact Center can help your business deliver a Total Experience, download the Playbook: **From contact center to Total Experience: A guide to building lasting customer loyalty.**

[Download the Playbook](#)

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¹ <https://click.zoom.com/morning-consult-consumer-expectations-report>

² https://orchidadvisors.com/wp-content/uploads/2022/11/SalesforceStateoftheConnectedCustomerReport_SFIEA.pdf

³ <https://www.bettercloud.com/resources/state-of-saasops/>

⁴ https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/consulting/deloitte_customer-excellence-report-2023.pdf