Challenge your norm

- Look at your customer journeys differently
- Acknowledge the limitations of current comms & problems
- Awareness of the possibilities
- Understanding of the benefits & ROI
- Impetus to make positive changes

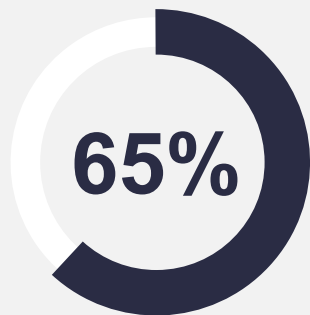# Hello and Welcome!

Pete Jones
Founder & CE0

- ○ History of over 30 years of CX experience

- ○ Integrating visualization technology into Sales & Service journeys globally

- ○ Transforming fragmented non-digital processes into measurable, replicable, scalable operations

The first telephone call was made on March 10, 1876, by Alexander Graham Bell.

The first words transmitted were
"Mr Watson, come here.
I want to see you."

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Why Visualize?

Have you ever dreamt in words? We **think and dream in visuals.**

65%

of the population

are visual learners, images & graphics are key to engaging.

Visualization Transmits Messages Faster

Our eyes can register

36,000

visual messages per hour

We can get the sense of a visual in less than

1/10

of a second

90%

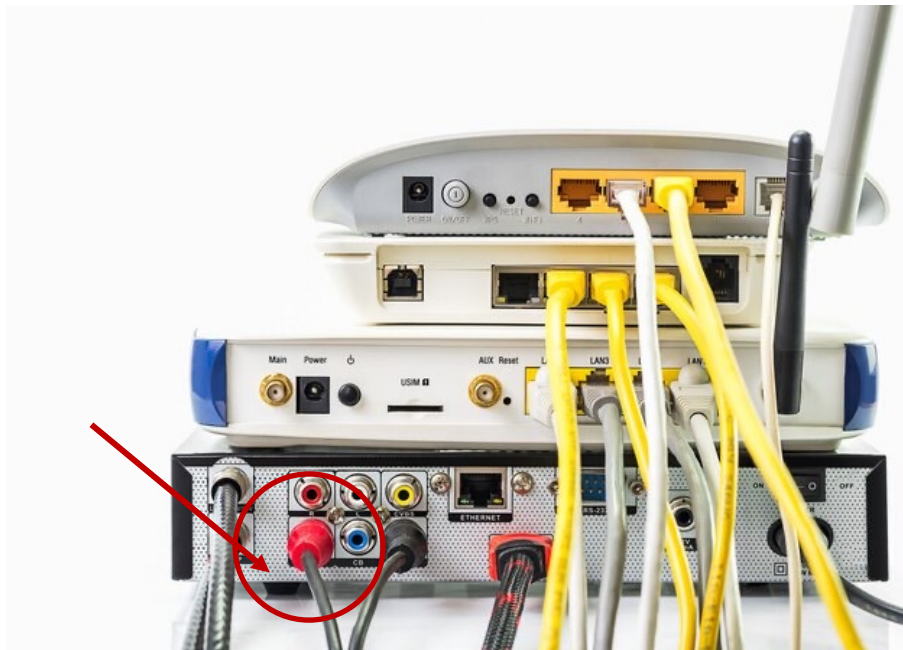of information transmitted to the brain is visual

Visuals are processed

60,000X

faster in the brain than text – just see:

GRYPP
TOTAL DIGITAL ENGAGEMENT

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The **SOURCE** for Contact Centers

A Picture Paints a 1000 Words…

Bridge the Gap in Sales & Customer Care

Engagement

Comprehension

Emotion

Clarity

Speed

- The purpose of a visual aid is to engage the audience, boost their understanding of your content, ignite an emotional response, and help you convey important messaging quickly

- All are fundamental components of CX, AHT, FCR and Sales velocity

# Sales Campaign Challenges

- High cart abandonment
- Agent's struggle to engagingly describe product/service
- Low initial sales conversion
- Low add-on/attachment sales
- Follow up for forms and signatures
- Reading terms to customers
- Uploading customer documents
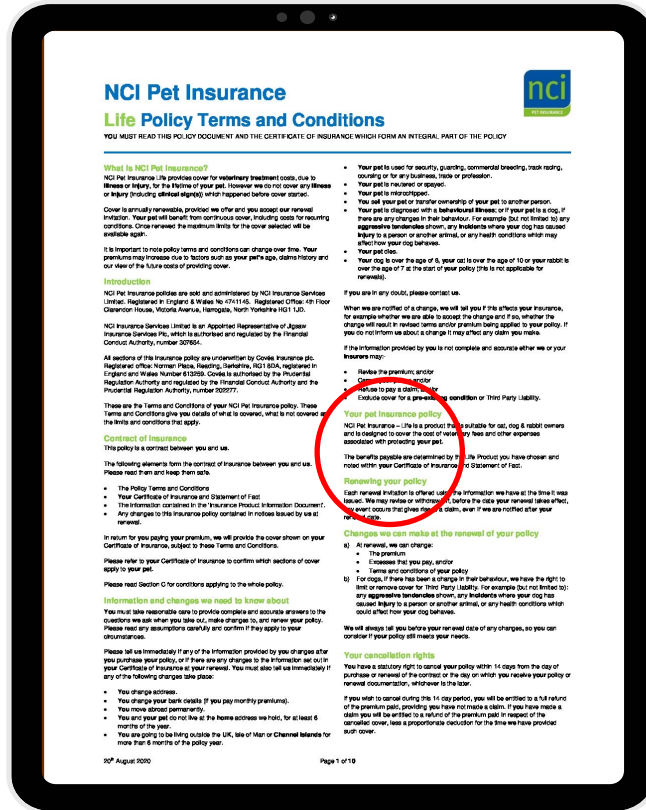- Making secure payments
- High return rates

Revolutionizing your Customer Sales Journey:

- Enhance pitches with on-the-spot media sharing
- Support claims with diverse, up-loadable content
- Address unique needs with specific, real-time visuals
- Accelerate deal closure with streamlined information flow
- Utilize newly created data points to improve the process

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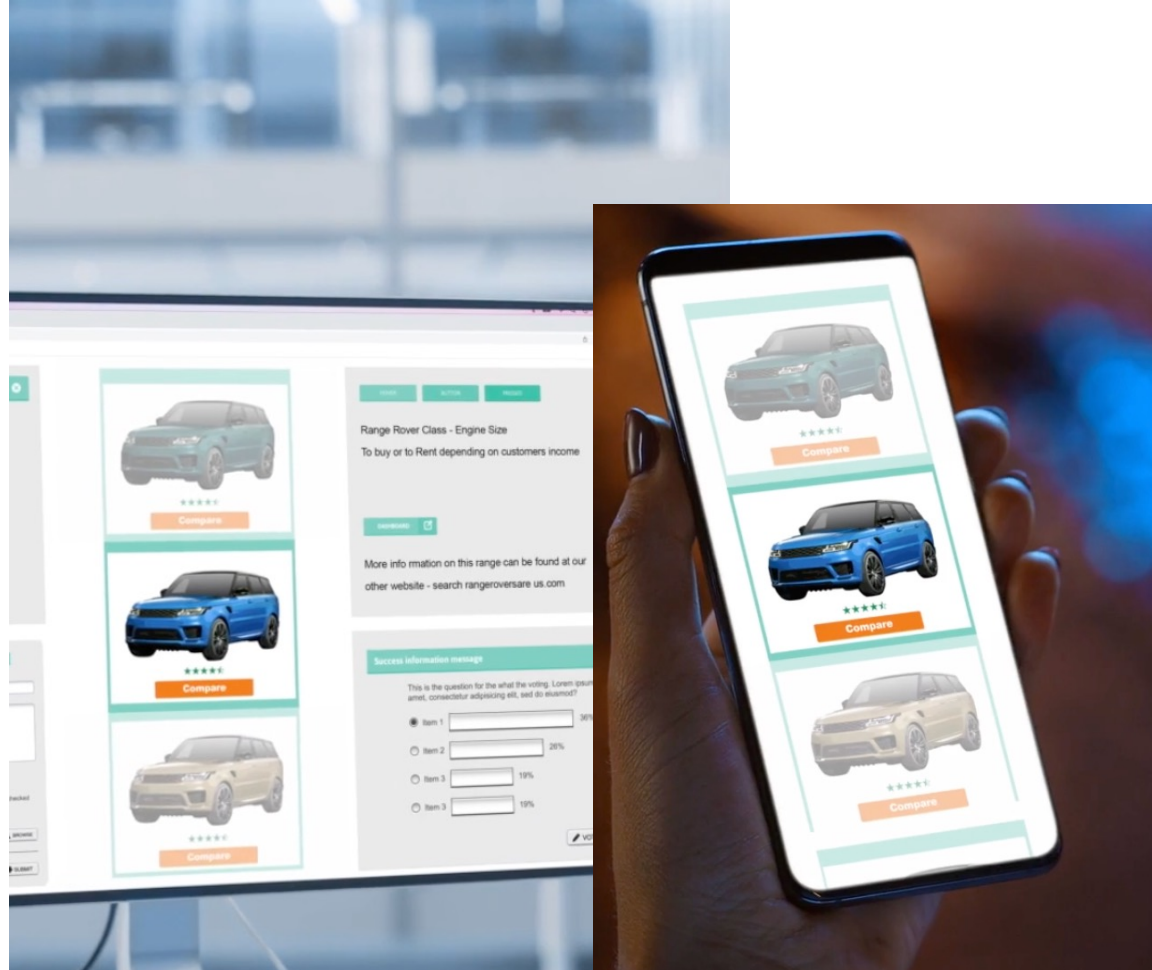
Visualize Terms & Conditions

- Instead of reading out Ts&C's - visualize

- Save Minutes

- No Errors

- Highlight key points easily

- Include mandated pop ups

- Full Audit Trail & Reporting
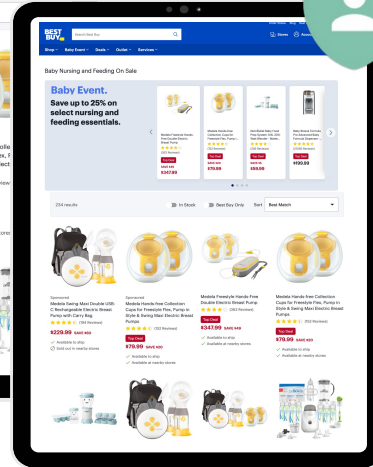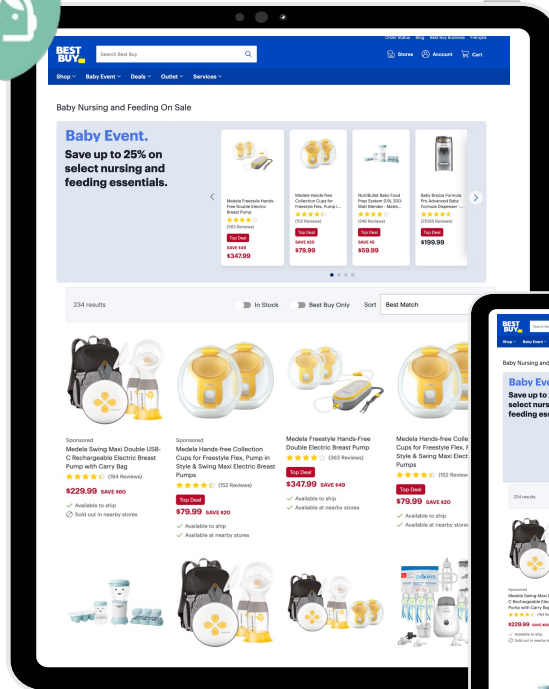
- Enhance CX

Implement Real-time Payments:
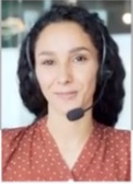
Card number:

**** **** **** ****

Security Code:

- Enable agents to securely process payments in real-time reducing the risk of fraud

- Immediate digital payment confirmation with audit trail

Secure Co-browsing

- Increase Basket Size

- Reduce Cart Abandonment

- Greater add on sales influence

- Secure Payments

- Remove frustrations – enhance CX

Document Uploads & Video

Raising NPS To New Heights

Using Visualization To Improve CX And Increase Revenue

One of the leading global Telcos needed to improve revenue results from an established outbound B2B program, without making changes to embedded data and contact strategies.
They explored how they could make positive changes in the ways they interact with their customers focussing on improving customer experience.

Customer Challenge

- Enhance customer engagement and drive sales growth

- Increasing their "share of wallet" and year-over-year sales while nurturing customer relationships.

- Due to remote working - a pressing need to elevate customer connections and enhance the sales experience.

Results

$4.3M   Boost in Revenue

19%   Boost to conversions

-6%   AHT

+13%   Customer Satisfaction

Instant Impact

"Out of all the technology and solutions we can offer clients to improve their performance – this is the single biggest performance enhancing solution we offer. What makes it even more compelling is the lightness of touch."

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Automotive

Document Sharing

Skyrocketing Revenue

4X Surge In Sales Through Enhanced Customer Engagement

A leading tire manufacturer sought innovative solutions to increase customer engagement and sales growth, particularly focusing on enhancing market share and customer relationships amid the shift to remote work.

Customer Challenge 💡

• The client faced challenges in effectively communicating value propositions and improving conversations

• Need to enhance their interaction methods to improve customer experience.

• Opportunity to refine their communication and product selection processes.

Results

+136% Sales Surge

4x More revenue

+12% NPS leap

⭐⭐⭐⭐⭐

Instant Impact

The ability to interact on the document together has made a sales call a lot more valuable through clear and concise information and document sharing.

Customers who join the sessions are a lot more engaged with what our Insights account managers are presenting, which results in more sales."
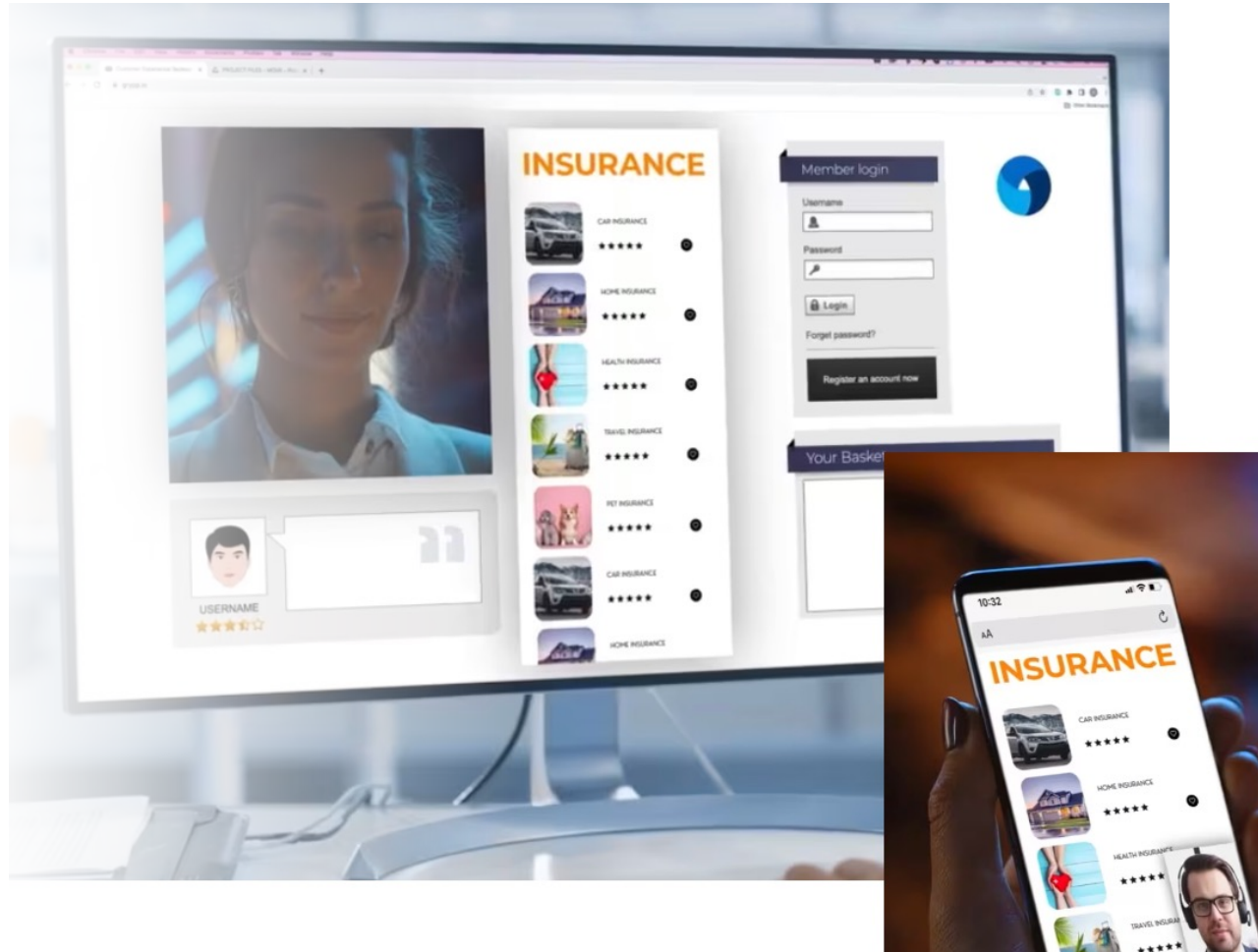
Troubleshoot Campaign Challenges

- ❑ Long support call times

- ❑ Frequent complex call-backs

- ❑ Unnecessary engineer visits

- ❑ High return / no fault found

- ❑ Poor customer experience

- ❑ High agent stress and turnover

- ❑ Long ramp up time for agents

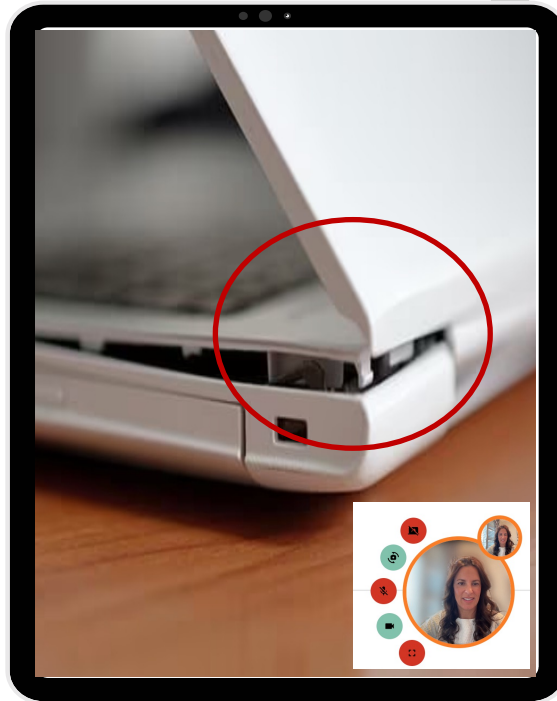- ❑ Struggle to help vulnerable customers.

Utilize Tools like: Screen Share, Co-Browsing, Video Assist & Media Upload:

- See what the customer is seeing in real-time
- Reduce truck rolls– trouble shooting technical issues while on the call
- Build personal interaction with live video

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Live Video Assist

- Customers can share a live video showing damage

- Agent can help customer to resolve first call

- Assist with returns in call

- Lower unnecessary engineer visits

- Enhanced CX

Video Technical Support

Sparking Service Revolution in Home Tech

Achieving 33% Reduction in Engineer Booked in Error Rate and 6x ROI in Household Electronics Support

A global industry leader in household electronics with $5 billion in revenue, embarked on a quest for innovation to elevate customer satisfaction while curbing the expenses associated with unnecessary engineer visits.

Customer Challenge

- Innovate for higher customer satisfaction

- Reduce unnecessary engineer visits

Results

6X ROI

+12% CSAT

-10% AHT

-33% Less in engineers booked in error

Instant Impact

"I was able to help a customer identify a spare part on a single call, if we didn't have the platform this would have taken two calls."

"This has really helped me shorten my calls"

"Hard resets are a cinch now."

"I find the tool very useful for document verification"

Customer Service Campaign Challenges

- ❑ Lengthy support call times describing

- ❑ Customer experience impacted by various errors (data/spelling, booking, order)

- ❑ High call back rates due to issue complexity

- ❑ More returns and cancellations

- ❑ Risk of fraud through card payments via remote or chat agents

- ❑ High agent stress and low retention

- ❑ Compliance requirements for better visibility and reporting

Using phonetics to reduce errors is.........slow & painful

Alpha - Bravo - WTH
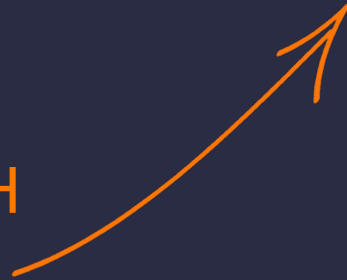
The Phonetic Panic

Embrace Form Filling, Document Sharing and e-Signature:

- Remove costly data errors
- Ensure compliance
- Improve FCR by gathering all requirements on initial call
- Build confidence with customer by walking through critical steps and validating information
- Vulnerable customer assist
- Improved CX

Upload Documents & Photos
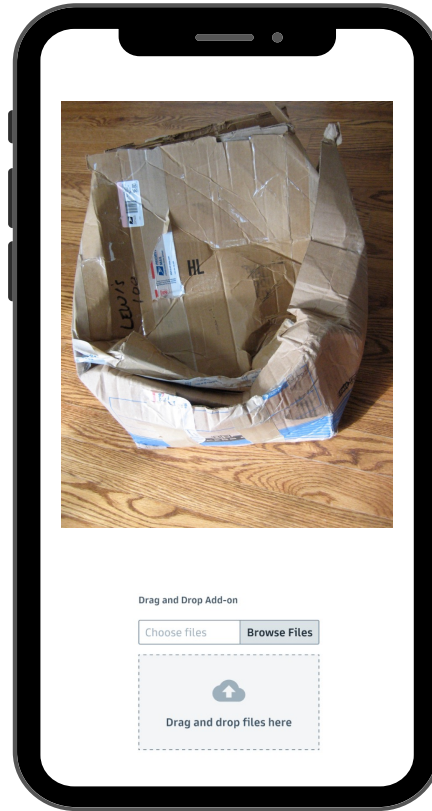
- Quickly upload documents or images in real time

- Damaged items

- KYC documentation in-call no follow up

- Immediately resolve issues / errors

Baby Brand - Retail

Documents & Video Assist

Visual Boost – Instant NPS Gain

From Frustration To Satisfaction - Visual Support Transformation

A prominent player in the baby products industry, is well-regarded for its innovative feeding accessories and bottles. Facing customer service challenges, particularly in technical troubleshooting, the company sought to elevate its customer experience and operational efficiency.

Customer Challenge 💡

- The brand faced considerable challenges troubleshooting for its line of feeding accessories and bottles.

- It was taking an average of 2.2 calls to resolve a single issue, a First Call Resolution (FCR) rate of 45.5%

Results 📊

103% Improved NPS

87.8% Improved FCR

+24% CSAT

Instant Impact

⭐⭐⭐⭐⭐

"We know that time is precious for our customers' so being able to give time back means the world to them and us. Agents can capture any evidence needed live while on the phone with the customer."

Admin/Onboard Campaign Challenges

- Data errors impacting customer satisfaction and FCR

- Broken processes causing frustrating delays

- Long support call times

- Poor customer experience

- High agent stress and turnover

- Long ramp up time for agents

- Difficulty aiding vulnerable customers

Complete Forms, E-Sign & Audit

- Done real time – no follow up required

- Enhancing accuracy and trust

- Full Audit trail

- Enhanced CX

Beyond the Call - Ensuring Continuous Support

Instructions for returning your Distributel equipment

Hello Dianne Maccubrey,

Below are the instructions needed to return your Distributel equipment to us. Simply follow the easy steps below and return the equipment and power supply by 2024-03-01. If you prefer to keep the equipment, a purchase charge will be automatically applied to your account for equipment not returned by the date above.

To return the equipment, please follow these steps:

1. Place the equipment and power supply in the original box, or a similar sized package, to ensure there is no damage in transit.
2. Access and print the Return Address Postage Paid Label by clicking here
     Note: If you don't have access to a printer, click here and we will mail you a Return Address Postage Paid Label [please allow 3 to 5 business days for delivery of the label].
3. Affix the Postage Paid Label to the outside of the package.
4. Bring the package to any Canada Post Office.
5. Keep this letter containing the Postal Tracking number for your records, as proof of shipping.

We are here to help if you need us. If you have any questions, please don't hesitate to contact our Customer Experience Specialists at 1-877-810-2877 or visit www.distributel.ca to chat with a Specialist via Web Chat.

Your Distributel Customer Experience Team
www.distributel.ca

- Provide a leave-behind trail

- Upgrade or make a purchase

- Self-service and complete transactions

- Increase FCR

- Improve CX

Serving Vulnerable Customers

Five vulnerable groups:

- Cognitive or communicative
- Institutional or deferential
- Medical
- Economic
- Social

Migrant populations, Indigenous peoples, Elderly populations, Cancer Patients, Pregnant women, those with Disabilities, Homeless people, Redundancies, Low-income families, Veterans, Young children, and Youth

FCA

46% of adults display one or more characteristics of vulnerability at any given time

57% say energy and utilities are the industries putting them under the most financial pressure

$52.50

COST PER AGENT/DAY?

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$1,155,000

COST PER 100 AGENTS/ANNUM

Obstacles:

- Lack of IT resource
- Legacy System Integration challenges
- Infosec challenges
- Time to implement
- Change management
- Time to results

Mitigation:

- Non-invasive no-code solutions
- Stand-alone solutions
- Ensure ISO27001, SOC2 TYPE2, HIPPA, GDPR accreditations
- Implement in minutes not months
- Easy for everyone & plays nicely with existing tech stacks
- Creating immediate and enduring value

Take a fresh look at your KPI's

- AHT could be reduced?

- CX could be improved?

- FCR rates too low?

- Too many costly errors?

- Sales conversion rates could increase?

See who gets the tail in place

GRYPP TOTAL DIGITAL ENGAGEMENT

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Benchmark Portal The SOURCE for Contact Centers