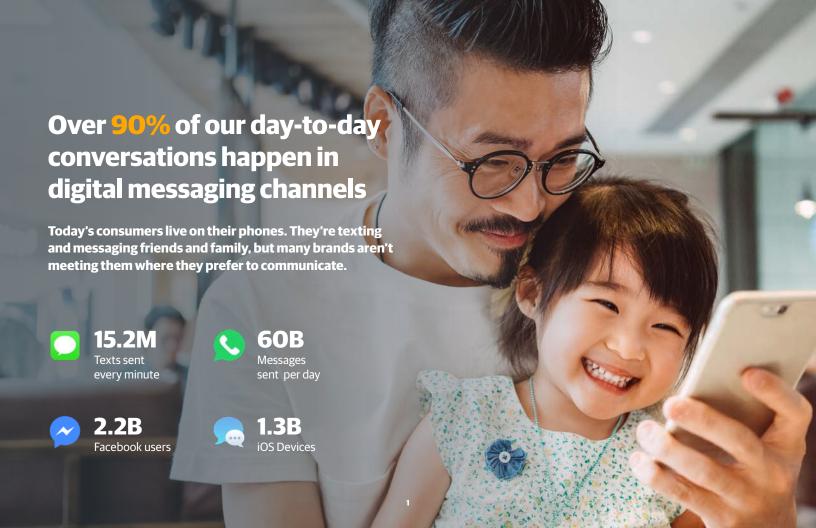
ttec

Remote CX + Messaging = A Perfect Pair

Reduce costs and accelerate outcomes in the virtual contact centre with messaging





Messaging belongs at home

Mobile messaging is fast becoming THE go-to contact channel of choice.

More than



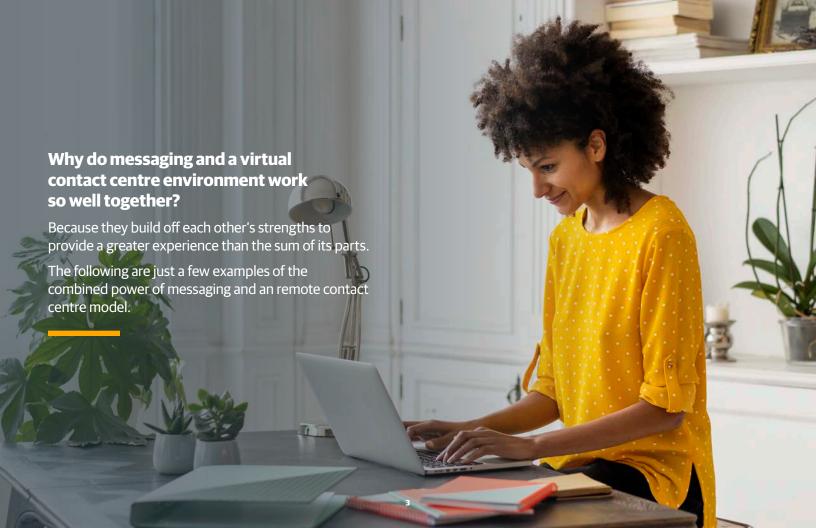
of customers prefer to contact support through messaging

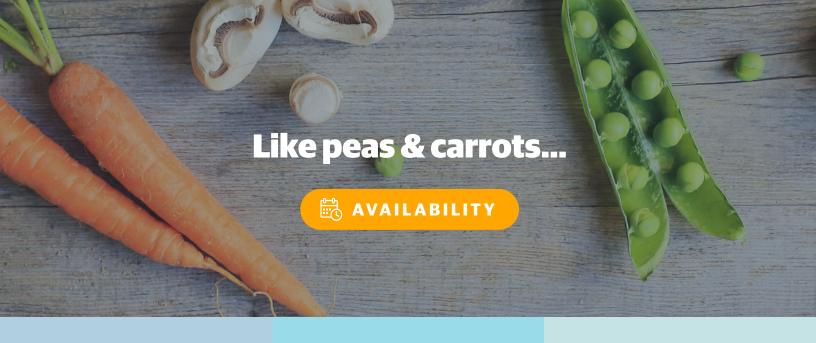
compared to other channels, according to Smallbizdaily, and that number is expected to grow.

Why? **Mobile messaging is more intuitive, personal and emoji-friendly.** Messaging conversations happen on the go, so you're not tethered to your computer or stuck in a live chat session. It eliminates the call queue. It relieves agent pressure to make callers wait while they search for information. And it's more cost effective and efficient, since agents can handle 3 times the support volume in messaging compared to voice.

The growth of messaging coincides with a shift to a work-from-home contact centre model. What great timing, since messaging perfectly pairs with an at-home workforce.

Read this strategy guide to learn why and how to combine virtual and messaging innovations to deliver amazing, effortless experiences.





Messaging Advantage

Asynchronous format to allow conversations to happen naturally via text apps



Remote CX Advantage

Flexibility in schedule and quickly logging on if needed



Mobile conversations that happen anytime, anywhere and on any device



Messaging Advantage

Background noise and physical space aren't concerns



Remote CX Advantage

Work in the same place where you live



Professional interactions without needing to be at an office



Messaging Advantage

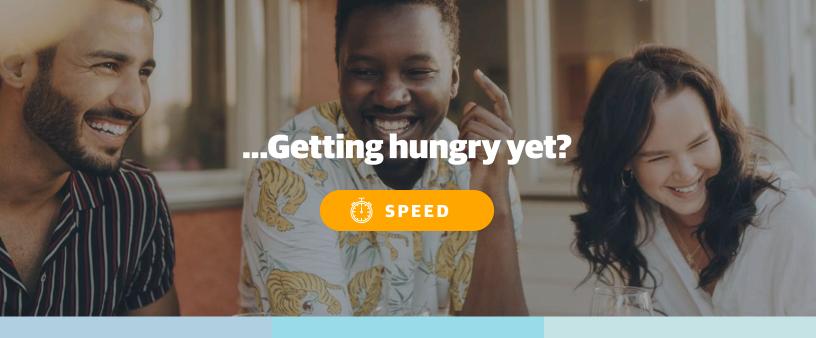
Messages are highly secure and encrypted

Remote CX Advantage

Security is #1 focus of at-home programs with stringent people, process and technology controls in place



Brands and consumers share confidence that their data is secure



Messaging Advantage

Programs can be stood up in less than 10 days



Remote CX Advantage

Ramp agents up or down as needed quickly



Match associates to customer needs in real time



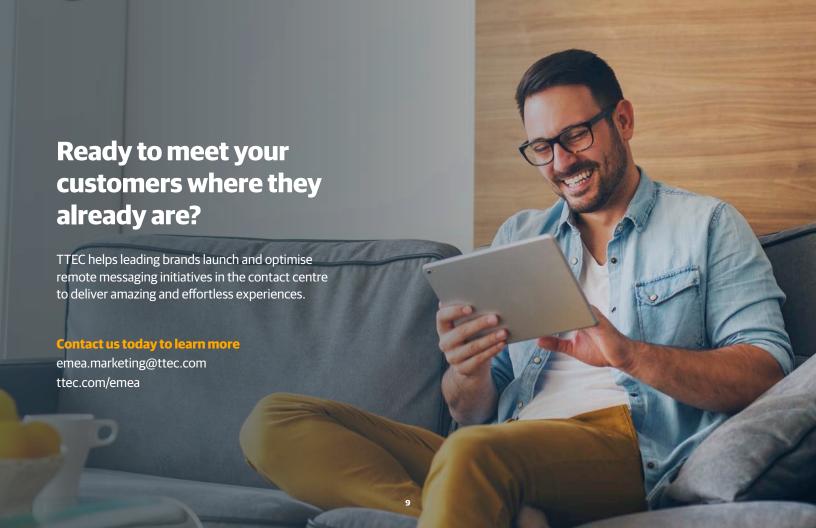
State eases overwhelmed contact centres with messaging

Faced with an overwhelmed contact centre during the COVID-19 pandemic, a U.S. state agency added chatbot and messaging options for citizens seeking unemployment assistance. Callers were given an IVR prompt option to connect to a live at-home messaging agent. For website visitors, an automated chatbot connected users to a live at-home messaging agent to answer their questions.

35% of voice calls deflected to messaging

25% increase in messaging channel in less than 2 weeks

3.5x more closed contacts compared to voice



About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit **ttec.com/emea**.

