

# CHAT DESK

Reduce call wait times and resolve more inquiries with chat



## Product Brief

### Chat desk lets you:



#### **Eliminate customer wait time on the phone**

Resolve customer inquiries faster with live agent chat support



#### **Increase customer engagement**

Support customers where they are, on a familiar chat platform



#### **Decrease call center volumes and costs**

Reduce incoming customer phone calls with chat



#### **Reach wider audiences and demographics**

Connect with more customers, particularly younger customers on chat

### Market overview

Contact centers are under increasing pressure to efficiently handle high call volumes and unhappy customers waiting on hold for long periods of time. The customer experience is suffering. Customers are not getting the quick and convenient answers they want over the phone.

Today's mobile-first customer demands instant gratification and needs a personalized, consistent customer experience. They expect relevant answers from your live agents or self-help options available anytime, anywhere without long wait times on the phone or queuing at your store. Your customers want, and expect, to easily connect with live agents and get immediate solutions—without the frustration of being passed around to multiple agents or departments.

Businesses spend **\$1.3 Trillion** on **265 million** customer service calls each year

## 83%

of financial services organizations feel a sense of urgency to implement digital initiatives in fear of falling behind

## 80%

of interactions can be resolved with automated responses to customer questions

## 13%

average increase in digital investment across financial services organizations

## Leaders in creating chat experiences

### First-ever

Chat commerce telecom deployment



### First-ever

Chat banking deployment



## The solution

Clickatell's Chat Desk delivers rich customer experiences, connecting your live agents to customers on leading mobile chat channels. An easy-to-use chat desk interface makes managing multiple customer inquiries and your agent's workflow simple, enabling quicker customer responses, and reducing strain on your contact center.



### Supervisor assist:

Deliver powerful customer experiences with supervisor oversight and efficient routing of customer inquiries to correct departments and agents. Manage customer escalations and agent workloads in real-time with supervisor tools.



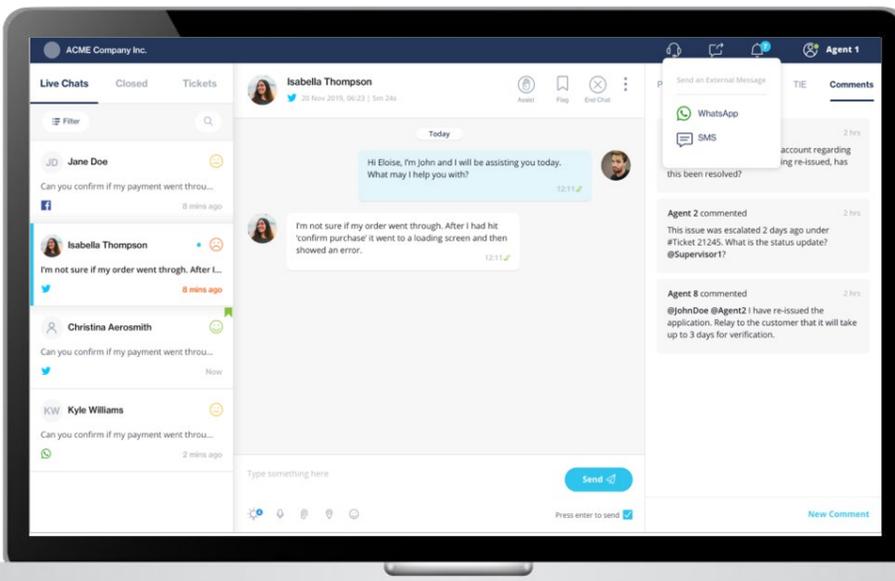
### Agent resolutions:

Manage multiple customer inquiries on WhatsApp, Facebook Messenger (beta), and Web Chat over a single interface. Enable your agents to engage with your customers over 2-way media support and easily locate live conversations. With automated customer responses, agents can deliver faster, more consistent customer experience on chat.



### Administration with ease:

Get the best out of your team by monitoring agents' productivity, workload, and performance. With real-time reporting, you can drill deeper into customer sentiment across channels and generate customer insights from CSAT & NPS surveys.



## About Clickatell

Clickatell is powering Chat Commerce by making communicating with a brand and purchasing its products or services within chat apps like WhatsApp and Facebook Messenger the new "business as usual."

### Our service infrastructure:

- reaches **220 territories**
- spans **1000+ networks**
- covers **85% of the world's population**
- sends **10+ billion messages** annually
- enables **400+ million commerce transactions**
- services **15000+ global customers**

Want to learn more about what Clickatell Chat Desk can do for you? Check [clickatell.com/products/chat-desk/](http://clickatell.com/products/chat-desk/)