



ARTICLE

# Upgrade Voice Calls with [24]7 Active Share

Converting Voice to Digital

Technology has dramatically changed the customer service landscape within the last decade. The exploding popularity of smartphones and tablets has redefined the way consumers interact with brands, prompting many companies to focus on adding and optimizing digital channels in order to keep pace with changing customer habits. But such a concentrated digital focus has led to many organizations inadvertently overlooking one very important channel—voice.

*Though the digital age is helping non-voice channels like chat, social media, and SMS gain traction, voice is still the number one customer service channel overall.*

Companies can't continue ignoring the fact that many customer journeys still end with a phone call—and they can't expect to retain customers by offering the same call center experience they did 10 years ago. Digitally-minded customers expect much more. If your voice channel has been left untouched for years, it's time to give it a much-needed digital upgrade.

Imagine giving your call agents the ability to walk customers through complex information using personalized visuals. Whether comparing phone plans, considering hotel options, or reviewing terms and conditions, upgrading your voice channel to incorporate interactive imagery can greatly simplify complex call experiences, boost engagement, and result in greater customer satisfaction.

## Why Make Voice Visual?

From writing reviews to ordering pizza, consumers today use their smartphones for just about everything. Many even use more than one device at a time. In fact, we're using devices so often—a Dscout study found that a typical smartphone user touches their phone 2617 times every day<sup>1</sup>—it seems that they've become an extension of ourselves.

All of this device use has altered the way consumers communicate and interact and has changed their expectations surrounding customer service. Most customers prefer to self-serve and find answers on their own. When issues are too complex, or customers can't find what they're looking for, they'll call a company, and when calling, the majority are doing so from a smartphone or similar device. This offers organizations an unprecedented opportunity to wow customers with an upgraded voice experience.

*In most contact centers, agents can use [24]7 Active Share to enhance 25-50% of calls.*

By incorporating technology like [\[24\]7 Active Share](#) into your mobile channel, you can provide a visually rich, interactive multimodal experience that goes far beyond the typical voice experience. Visual voice technology helps your company meet the expectations of today's digitally-minded consumers, increases customer satisfaction and drives loyalty.

# 75%

of customers still seek voice agent assistance, yet only 43% are satisfied with the service they receive.

# 71%

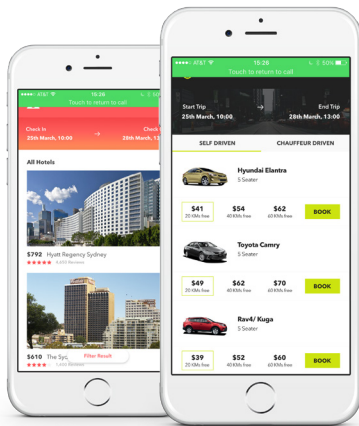
of callers use their smartphone to call, while 84% use both a smartphone and a tablet.

# What is [24]7 Active Share?

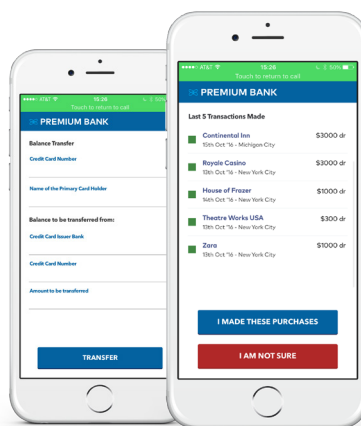
[24]7 Active Share is a digital upgrade to traditional voice support that enhances calls with visually rich content. With [24]7 Active Share, call agents are able to push personalized, interactive content directly to a customer's phone, tablet or computer during a voice call, engaging them with relevant information, such as product or plan comparisons, disclosures, account verifications, terms and conditions, etc. This helps drive higher call engagement, delivers increased revenues, and lowers support costs.

*In most organizations, voice is typically the costliest channel with the lowest rate of customer satisfaction.*

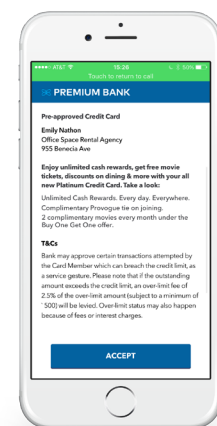
## Active Cards for Every Outcome



**Improve Sales Conversions**  
Support conversion, upsell and cross sell



**Reduce Customer Effort**  
Make support calls easier



**Reduce Costs**  
Shave minutes off call handle times

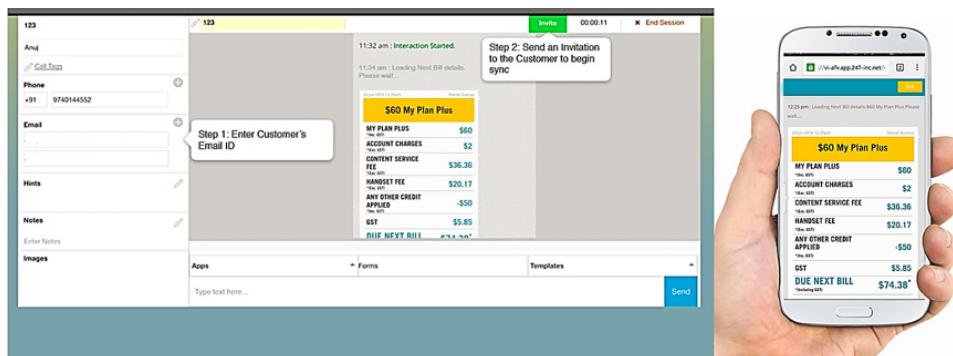
## How Does it Work?

In most contact centers, agents can use [24]7 Active Share to visually enhance 25-50% of calls. Visually enhancing calls takes them to new levels, transforming voice agents from order takers to customer guides while increasing efficiency by enabling smart workflows for a variety of customer needs, from simple things like bill explanation and account validation to complex transactions like troubleshooting and plan changes. Once a caller reaches the voice contact center, voice becomes visual in 3 easy steps:

- 1 The voice agent establishes if the consumer is online or calling from a smartphone.
- 2 If the caller is online and logged on to the company website, the agent can detect and connect to a secure web session and push visual content to the caller's screen. If the user is not online, agents can request permission to send an SMS or email invitation to their smartphone to establish a secure web session, which then enables the agent to push visual content to the caller's smartphone.



"I'm sending you some information that you can view on your phone, as we speak..."



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Next, agents fill in a [24]7 Active Share template and publish the card to push content to the customer, enabling a two-way interaction without interrupting the voice call. Agents can publish a single card for simple transactions or a series of cards to support more complex interactions.

## The Value of Enhanced Voice

[24]7 Active Share drives the following outcomes to your voice conversations:



- Superior caller experience and improved CSAT/NPS by +10 to +15pt



- 'Frictionless' voice conversions that increase sales +10 to +20 percent



- Accelerated call resolution, higher FCR rates, and lower handle times



- Data from the voice channel to drive omni-channel insights

## How Can [24]7 Active Share Benefit your Organization?

Despite your best attempts to divert customers to less expensive channels, call centers will always be an integral part of your customer service offering. Some journeys will always require human assistance. Investing in digital upgrades to modernize your voice experience will help you provide the high levels of service customers now expect, but will also offer your organization a number of benefits, including:

**Reduce Call Times and Enhance Call Resolution Rates:** By enabling agents to display standard text-based information like legal notices or terms and conditions directly on the customer's screen, it removes the need for agents to read lengthy documents out loud, while allowing callers to easily navigate complex information.

**Increase Sales Conversions:** Visually presenting information while the agent explains it makes it easier for customers to understand and compare offers, which typically leads to speedier conversions.

**Higher Call Resolution Rates:** Allowing agents to help callers visually navigate through complex information such as a list of potential flights or a troubleshooting guide simplifies and improves the experience for both the caller and the agent.

**Transform the Role of Voice Agents:** Active Share empowers voice agents to perform more effectively by transforming their role from order takers to customer collaborators and problem solvers. This improves the value of voice calls and makes the voice experience more rewarding for your customers.

**Customize to Suit:** [24]7 Active Share is able to support a variety of journeys and intents and is customizable to meet the unique needs of your company and customers. Using the [Visual Content Composer](#), companies are able to easily create customizable templates for content ranging from static promotional cards and offers or more dynamic cards for things like custom product comparisons.

## Steadfast Support, Seamless Deployment

At the beginning of any engagement, [24]7 is there to support your organization. We provide a structured analysis of your journeys and call flows—including a detailed call segmentation analysis—to uncover opportunities to help you improve call metrics and caller engagement. When you're ready to deploy, [24]7 Active Share integrates easily into your existing voice technology without high incremental investment, making it a smart and convenient way to add value to an existing customer service channel without driving costs. Agents can increase revenue and conversions by recommending and comparing products, which also makes upselling and cross-selling easier.

## Bring your Voice Channel into the Digital Age

Choose [24]7 Active Share to enhance your voice calls with rich, visual, interactive content and provide your callers with an enjoyable experience that's in line with your other digital channels. Get higher call engagement leading to increased revenues and lower support costs with minimum upfront investment. Contact us today to get started.

<sup>1</sup><https://blog.dscout.com/mobile-touches>

**Let [24]7.ai help your organization achieve extraordinary results. Contact us today.**

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### About [24]7.ai

[24]7.ai is a customer experience software and services company that is redefining the way companies interact with consumers. We help businesses attract and retain customers, and make it possible to create a personalized, predictive, and effortless customer experience.

For more information visit: [www.247.ai](http://www.247.ai)