

Keep your customers happy.

The power of combining data and communication to build better relationships:
It Just Clicks.

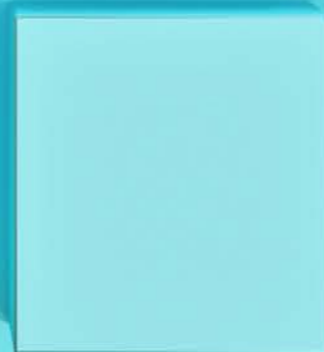
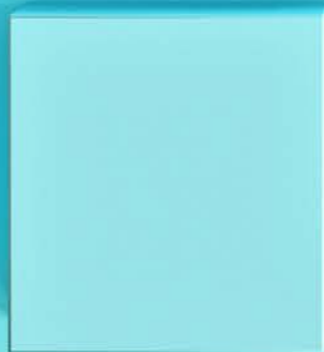
We're better, together.

Last year was a different kind of year. With so many businesses working remotely, it was (and still is) more important than ever to stay connected with your colleagues and your network.

We helped more businesses than ever to navigate the struggles of rapidly changing markets, with our impressive telephony features and innovative CRM integrations.

As businesses start to move to post-pandemic ways of working, many will be wondering how they could have been better prepared.

In 2021 together we can do great things.



We commissioned a series of research papers, to explore how businesses are using the phone to have more productive communications with customers in a multi-channel environment. In this report, we examine **why the use of telephony is increasing** and how businesses are managing these changes.

56% of customers say they phone when they want a fast response.

It just clicks: Businesses need to ensure that they are delivering high levels of customer service and understanding how their customers prefer to be communicated with, which a lot of the time is by efficient phone calls.

The phone call is still top dog.

In a world of emails, texts and social media it's easy to think that there is no place left for voice telephony. But you'd be wrong.

Our research shows that:

69% of businesses have **seen a growth in inbound call volumes** in the last two years.

12.6% is the average rise in **inbound call traffic** in the 2 years pre-covid, for customer facing businesses in the UK.

52% of businesses who have seen surges in inbound traffic, say it's because **customers prefer to talk to someone.**

46% of consumers have bought elsewhere or canceled a contract due to **difficulties getting in contact.**

Quality phone conversations.

Customers prefer to call (and speak to a human) over any other form of contact.

In fact, 49% of businesses who have seen surges in inbound traffic, say it's because **customers want a faster response.**

Our research found that nearly half (45%) of **customers prefer to use the phone to arrange or change an appointment** or service call. Which is double the number of those who prefer self-serve on a website (20%) or email (24%).

It just clicks: It's important that businesses listen to what their customers want. It's clear that customers opt to speak to an agent on the phone to resolve urgent queries quickly.

Customers want their interactions to be seamless.

68% say they get really frustrated if a firm doesn't have their account history to hand when they are contacted.

However 80% have experienced just that; **having to explain things over and over** when they re-contact companies.

Giving customers access to the **right channel at the right time is a priority** for 78% of businesses, with 45% saying it is critical to their success.

It just clicks: Businesses lacking a single CRM across channels could see customers getting frustrated with the service they're receiving.



Businesses need to collate data on a single CRM.

Our research has found that **just 38% of businesses hold all of their data in a single CRM**. This is rarely a position of choice, whether it's from inheriting a system through acquisition or an infrastructure acquired at different points in time.

Only 30% of these businesses made an active decision to have their data distributed across multiple systems based on the way they wanted to manage these channels.

Voice telephony is often a last resort for customers. Picking up the phone is often used when other channels have been exhausted or have become complicated.

It's not surprising that over three quarters of businesses see giving their customer service agents **access to account details and customer history as a priority**.

Take control of your call queues.

Reducing queue times is the number one priority for call centers, with nine out of ten businesses seeing this as a significant priority. Almost half of all businesses go as far as to say it will be critical to their success.

Queue times increase pressure on your call center teams and cause dissatisfaction for your customers.

Our research shows this discontent leads to **nearly half (46%) of all customers stating they had bought elsewhere** or canceled a contract because they struggled to get in contact with a supplier.

It just clicks: Small changes such as reducing call queue times will be paramount to businesses success this year.

Technology is there to reduce the burden on call centers. At the most basic level, automated messages for simple questions such as opening hours are a quick win. 69% of customer-facing businesses employ the technology to do this in some form already.

Automated messages and routing mean that routine **calls can be dealt with quickly, efficiently, and often without the input of a live agent.**

Queues are inevitable, but 51% of businesses have technology in place which allows callers to opt for an agent to call them back. **Businesses are gaining and retaining customers they might otherwise have lost by implementing call backs.**



Phone calls get results.

As businesses try to rebuild customer relationships and sales pipelines, outbound calling is becoming a hot topic.

Phone calls get results.

51% say it is the channel that is **most likely to get attention** and 47% report it gets the best response rate.

This explains why businesses prioritize voice for arranging service calls and appointments.

Businesses have started to appreciate the impact of SMS.

They report SMS follow ups make the customer feel more valued and it is more effective. They are more likely to follow up with SMS with contact details or a link to a self-service area which both get tangible results.

"It shows we are dealing with the problem and they have not been forgotten."

Happy customers leads to a happy business. It just clicks.

Here's what some of the businesses we surveyed had to say:

"Now agents phone back we get more business. It used to be customers wouldn't hold the line, then would use a different company, but now we phone back we can make the deal."

"The customer feels more in control by having a say as to when and how we call back."

"A lot of time is lost answering regular simple questions when the information is easily available on our website. Automated messages help maximize resources."

That's not all we found out.

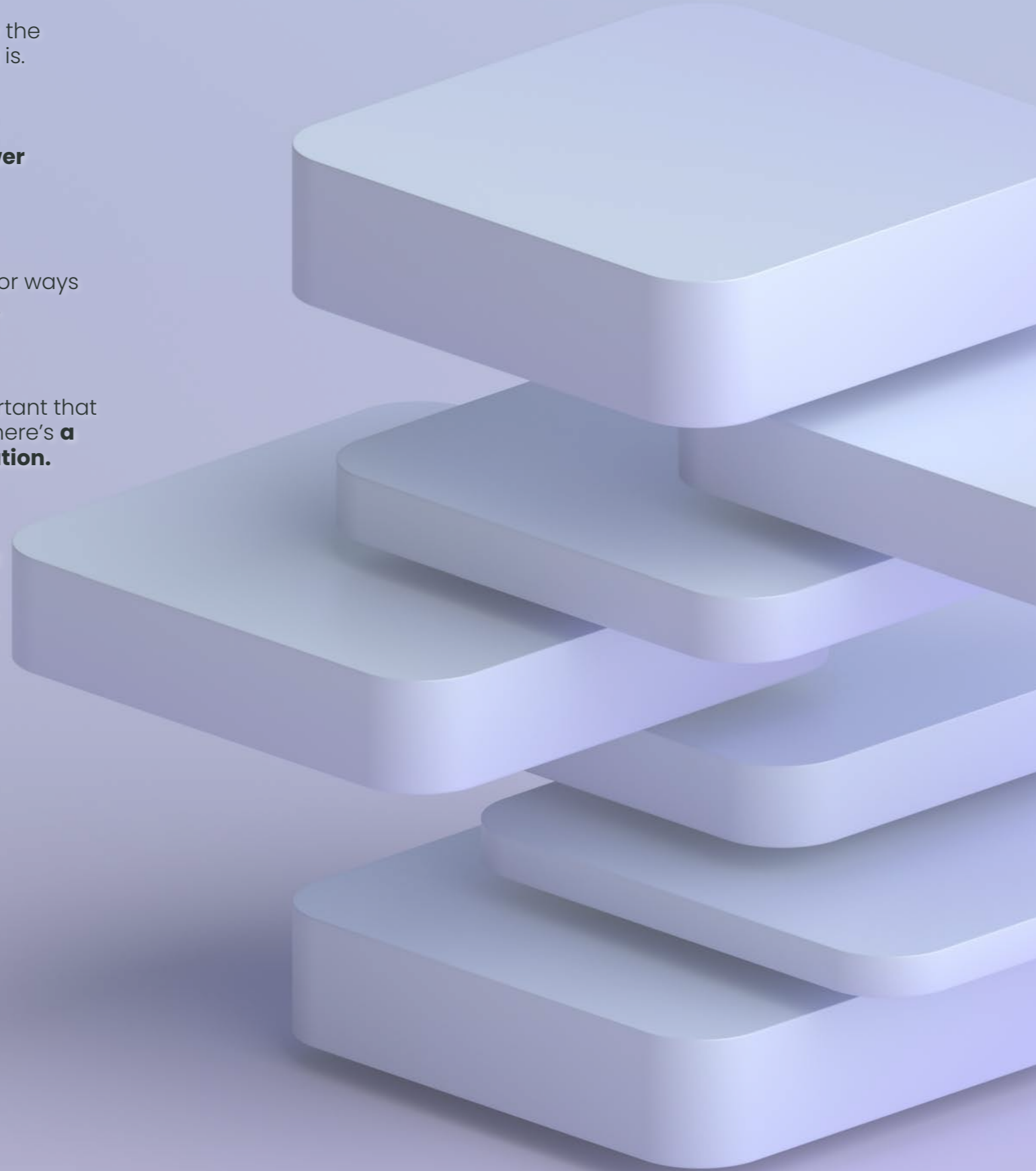
67% of customers don't answer the phone if they don't know who it is.

SMS reminders result in 19% **fewer missed appointments.**

87% of businesses are looking for ways to **automate routine inquiries.**

86% of customers say it's important that if they need to follow up, that there's **a record of their initial conversation.**

73% of businesses said they will introduce new technologies to **automate their inbound calls.**



Enter CloudCall.

This is where we come in. Our powerful features overcome not just the above obstacles but many challenges that businesses will face in 2021.

Local presence allows you to call from a legitimate phone number, with an area code local to each customer.

SMS functions allow you to contact your customers with updates quickly and easily.

Call recordings let your agents access all information from previous interactions.

A telephony integration with your CRM. Together, they can do great things.

Four strategies for having better conversations in 2021.

1. Reduce agent intervention

If you identify which routine inquiries can be machine managed, you can ease pressure on your agents and direct resources elsewhere.

2. Create virtual queues

Technology for virtual queuing lowers tempers and results in more productive conversations, as well as reducing lost business.

3. CRM integration means better data

Ensure your agents have access to the CRM systems they need to serve customers with multi-channel journeys.

4. Don't forget SMS

SMS is a powerful tool to help your customers feel valued and allows them to be contacted quickly and easily.

CloudCall and telephony.

CloudCall and automation.

CloudCall and keeping connected.

CloudCall and you.

Has it clicked yet?

CloudCall

CloudCall create innovative technology that makes business communications easier, quicker and more powerful. Through providing advanced software that integrates with CRMs, our users can manage their communications in the same space as their data, providing insight that has the power to transform the way they work.