



RE-HUMANISING THE CONTACT CENTRE WL CONTACT

90%

of businesses say they compete on the basis of customer experience

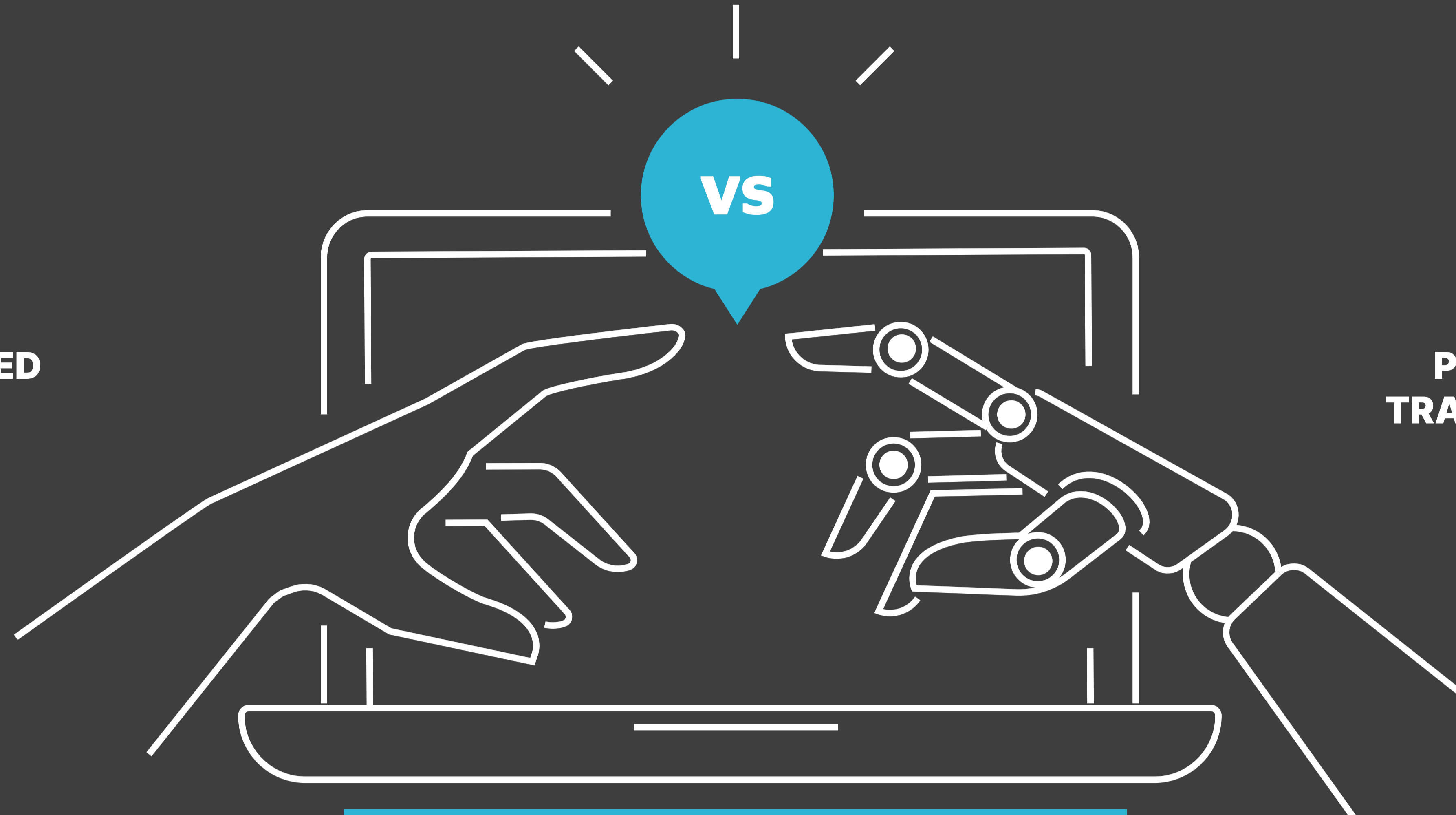
74%

of people who have had a negative customer support experience over the phone are likely to choose another business the next time they shop for that product or service

45%

of shoppers do not mind whether they speak with a bot or an agent, they just want a good service

HUMAN PERSONALISED EMPATHIC



AUTOMATED PRESCRIPTIVE TRANSACTIONAL

BOT OR NOT?



More than half of all transactions are now digital, with four in five consumers using mobile phones to bank at least once last year



FINANCIAL TRANSACTIONS



50% of mortgage applicants visit a branch of their bank

source: telegraph.co.uk



81% of people book their holiday online



TRAVEL BOOKINGS



Travel advisors can be used to book complex journeys or special holidays like a honeymoon

Source: abta.com



63% of consumers reported that they are more likely to return to a website that offers live chat



RETAIL CUSTOMER SERVICE



A large number of consumers are not comfortable with the idea of talking to a robot



Consumers on average pay **12.9 bills** online



MANAGING UTILITY BILLS



8.4 bills are paid by mail, in person or by phone

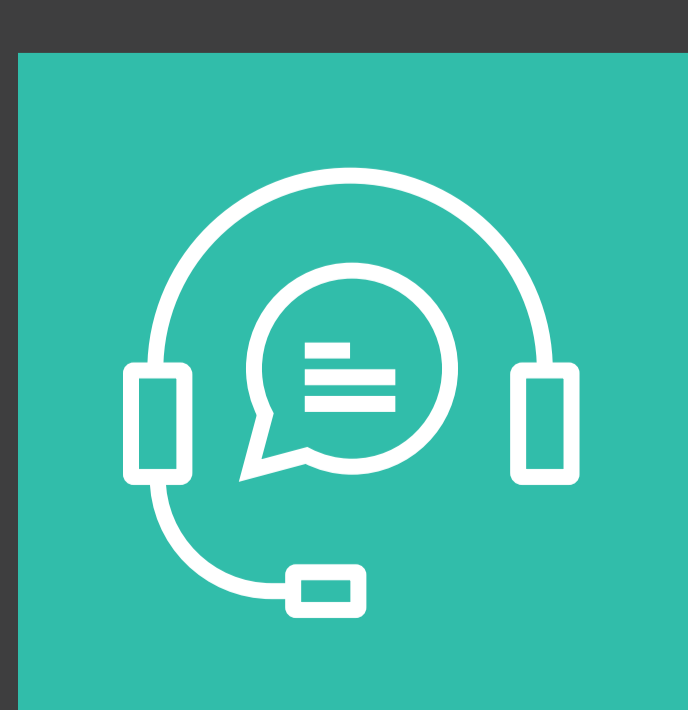
Source: <https://www.ngpi.org>

WL Contact enables you to combine the use of automation and agents to create the best possible customer experience.

WHY WL CONTACT?

25 YEARS' EXPERIENCE

IMPROVING CUSTOMER RELATIONSHIPS



20,000 agents simultaneously connected



Native cloud platform handling **2.2 billion** contacts per annum



€2M of investment **4,000** working days roadmap

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