

THE CALL CENTER: VITAL TO YOUR BUSINESS

Texting, e-mail, chat, videoconferencing...

Nobody uses the phone anymore, right? **WRONG!**

Customers seeking assistance have demonstrated again and again their overwhelming preference for traditional customer service communication via phone. While your call center may not be going anywhere, there are ways

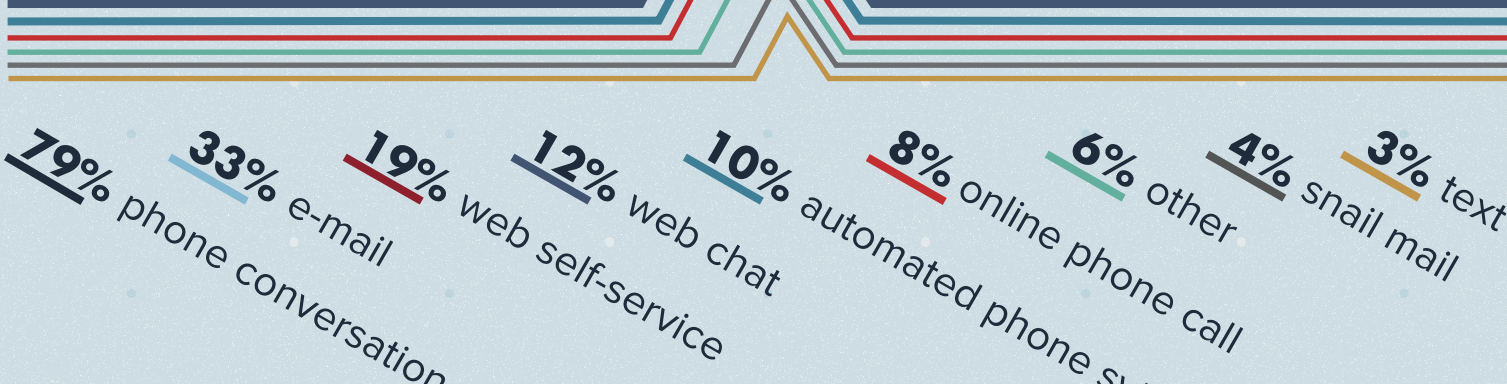
YOU CAN DRASTICALLY CUT DOWN ON YOUR COSTS.

First, check out these stats:

Preferred methods of communication for customer service issues:

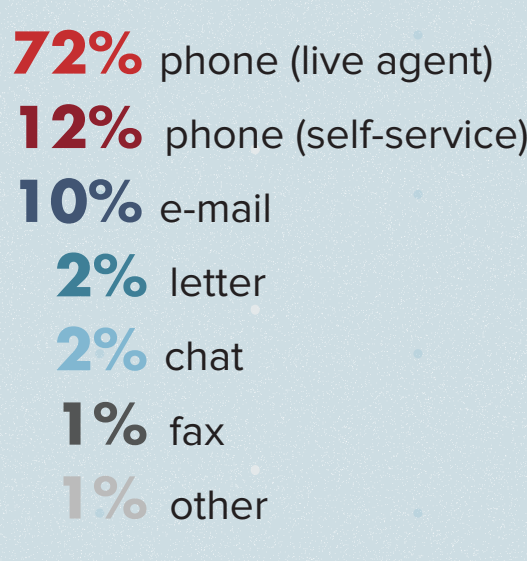
PICK UP THE PHONE

Consumers polled for Forrester confirmed their **PREFERENCE FOR TELEPHONE CONVERSATIONS** over other means of communication with a company.



PHONE SUPPORT PROVIDED BY MORE COMPANIES

How customers communicated with contact center reps:

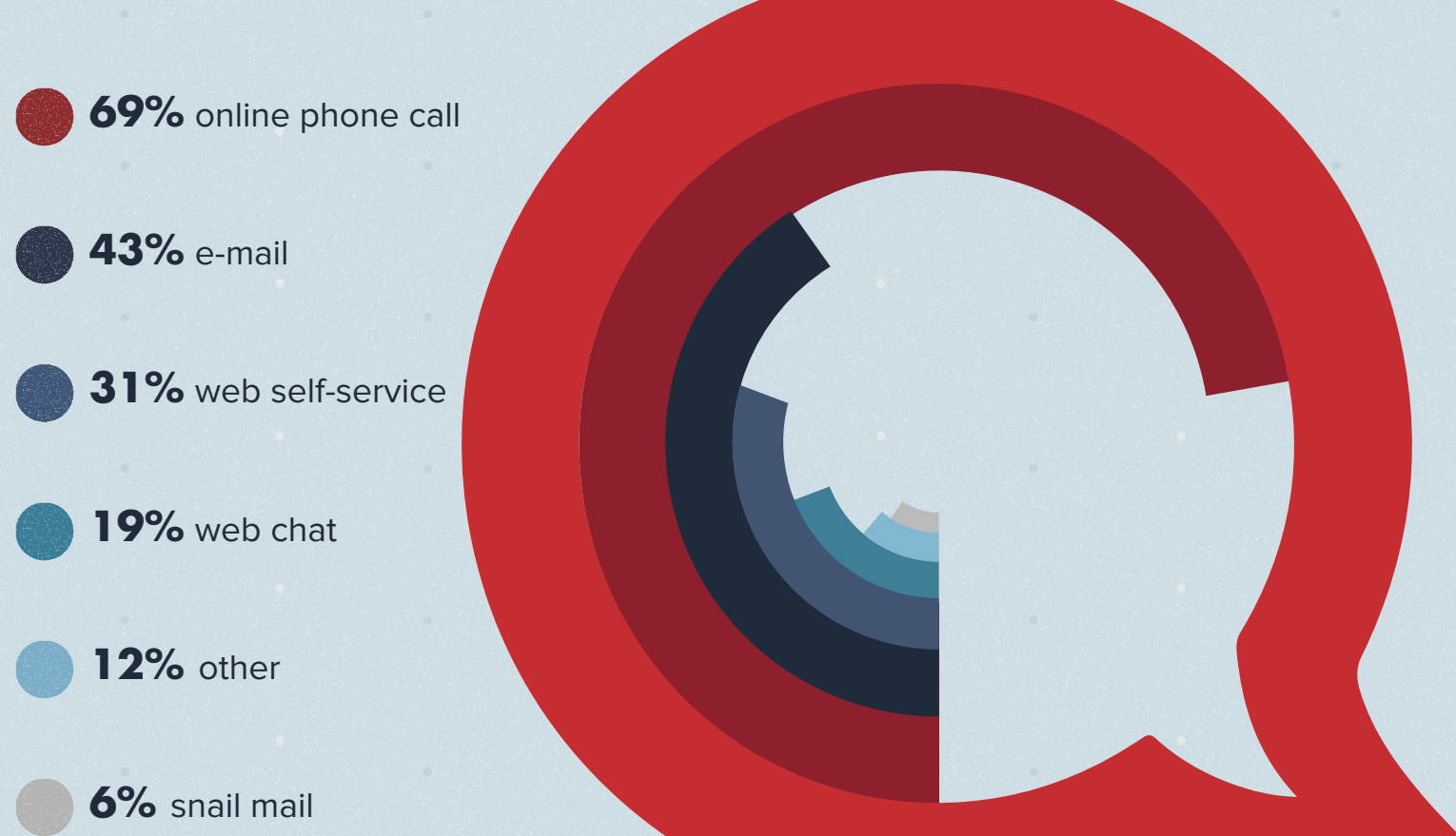


MOST COMPANIES GET IT.

They still see the importance in providing phone support as a critical element of their contact centers.

THE FUTURE OF CUSTOMER CONTACT

How customers think they'll interact with customer service reps in the next two years:



Phone conversations are seen as a VITAL COMPONENT of the contact center of the future.

INSIDE A CUSTOMER CALL CENTER

Call centers around the country employ approximately **3.5 MILLION AGENTS**, who field about **45.4 BILLION CALLS** annually.

Here's how the cost of operating a traditional call center breaks down:



The mean average cost of **EACH INBOUND CALL IS \$5.90.**

HOW TO REDUCE THE COST OF YOUR CUSTOMER SERVICE CENTER:

The illustrations above depict the cost of traditional salaries and overhead for the standard call center. However, more and more companies like yours are shifting toward the concept of remote call centers, empowered by expert teams of experienced off-site CS workers. Find out how to reduce your overhead, minimize internal effort, and introduce more flexibility into your scheduling. Give ModSquad a call and learn how we can help.