

## NOW YOU DON'T NEED BIG BUDGETS AND RESOURCES TO HAVE THE BEST CUSTOMER SERVICE SOLUTION

### > Employees determine your customer experience (CX) success

Yet, more than **62%** don't feel committed, resulting in:

- 2x more dissatisfied customers
- 4x more quality defects and errors
- 2x higher staff turnover

Source: AON Hewitt

### > They want to work smarter ... not harder

**29%** of routine, low-value customer service tasks could be automated

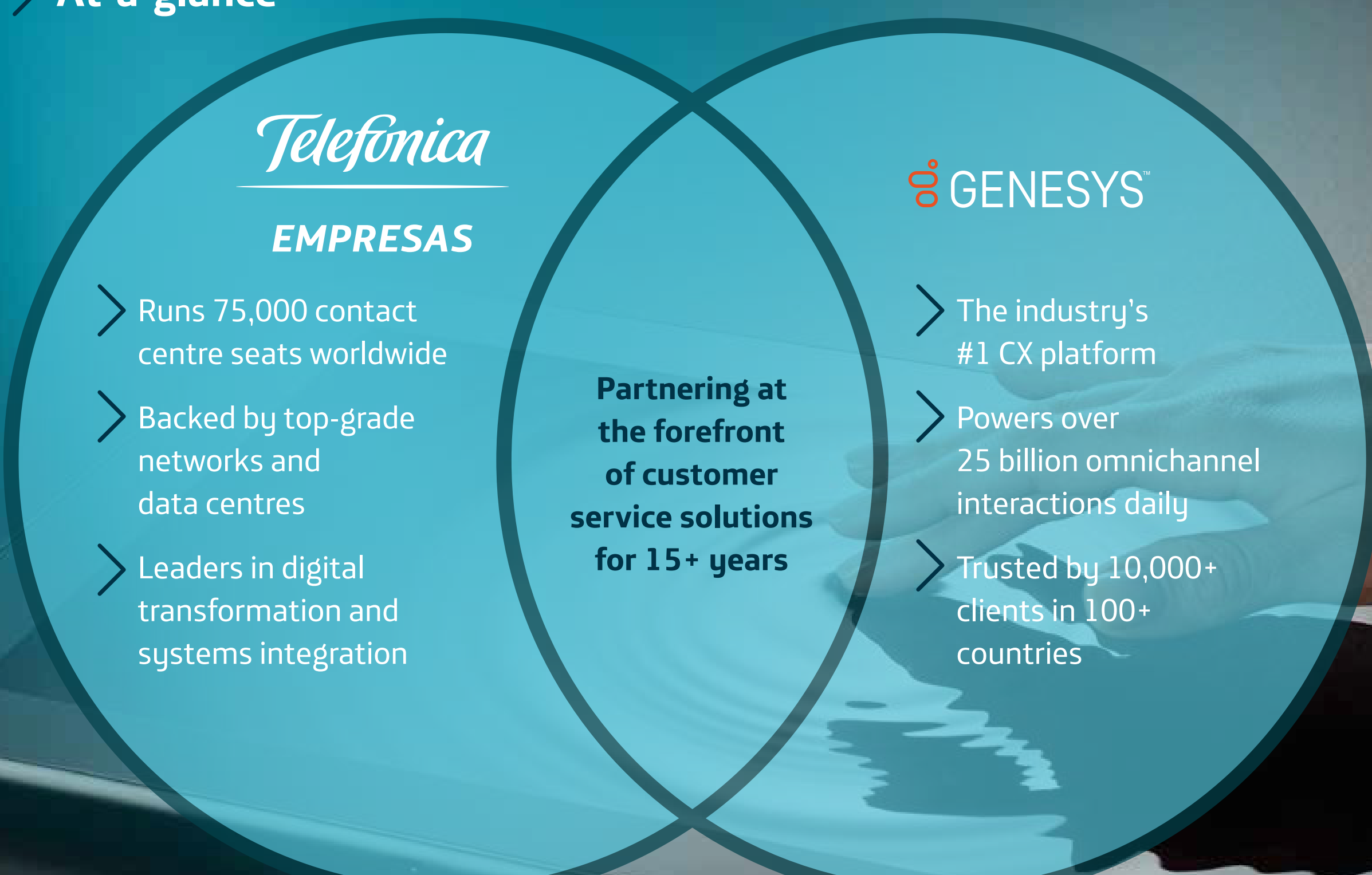
Source: McKinsey

**85%** of companies expect human-to-human interactions to become more complex in the next two years

Source: Deloitte

## Empower them with Genesys PureCloud from Telefónica

### > At-a-glance



## All-in-one platform

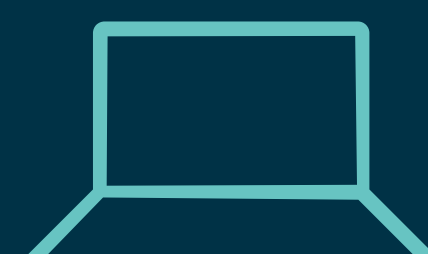
- > Specifically designed to help customers make budgets and resources stretch, PureCloud provides advanced routing, real-time reporting and analytics, plus a single desktop for managing voice, video, chat, mobile and social interactions.



Analytics & Reporting



Collaboration Tools



Digital



Omnichannel Desktop



Outbound

Telefónica | EMPRESAS



Cloud Security



System Integrations



Customer Self-Service



Workforce Optimisation

### PureCloud is helping customers throughout Spain and around the world:

Outplay the competition

Accelerate growth

Cut time to market

Raise productivity

Attract and retain talent

Deliver superior CX



## See how

### > Examples of PureCloud in action:

#### alRomansiah | الرومانسية

Al-Romansiah restaurants missed calls, resulting in lost revenue and brand equity. Moving to PureCloud has:

- Increased sales, with 66% more calls a day managed by 10% fewer staff
- Cut food order times from 10 minutes to 2 minutes
- Sent customer satisfaction soaring to over 80%

"Now, when a customer calls, our agents greet them in person because they can see their name, address and previous orders."

Abduljalil Dabwan  
Head of IT  
Al-Romansiah

#### optimind winter

Optimind Winter needed a more convenient, personal customer experience. Switching to PureCloud means:

- 18 million monthly contacts now handled by one department
- 86% of customers get routed to the best agent within seconds
- Average hold time cut by 10 seconds
- IVR handling time cut by 50%

"The nice thing about PureCloud is that it's intuitive. So, there's no need for intensive agent training or bulky user guides."

Thibaud Hager  
Director of Employee Benefits  
Optimind Winter