



Why Investing in CX Conversations Drives Value

We live in an experience economy. Your competitors can beat you on price, product quality, or speed. They can't beat you when you offer a truly unique customer experience.

So, how do you do that?

You focus on the conversation.



Today, conversations aren't always human-to-human, but to drive CX value, they have to feel that way. Investing in customer experience at the point of the conversation – whether that's human or digital – drives business value.

Increase Revenue

When customers feel known – often through personalization at the point of conversation – it leads to more than just positive sentiments.

66%

of first-time buyers say tailored messaging influences their purchase intent¹

78%

of consumers say that personalized experiences make them more likely to repurchase¹

84%

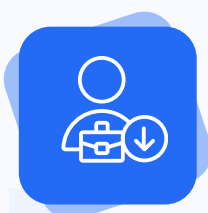
of customers say being treated like a person, not a number, is very crucial to winning their wallet²

\$5.6B

billion increase in revenue due to cross-selling or personalized recommendations³

Decrease Costs & Improve Satisfaction

When you invest in improving digital conversations, you make it easier for customers to get answers to their questions while reducing the need for higher-cost live channels. That leads to:



20-50%

declines in service costs¹



10-50%

improvement in customer satisfaction¹

Increase Productivity



When contact centers invest in optimizing ALL relevant conversation channels, they reduce high call volumes, which frees up their best agents to handle more important conversations. According to Forrester⁴, this leads to:

- Higher operational efficiency
- Increased agent productivity

Where to Start Investing in Conversations

Start thinking about your customer experience now. Don't wait until something goes wrong to engage with your customers. Be proactive and create the conversation.

Blueprint your competitive CX advantage

Build a plan to invest and mature

Work with an expert to guide you



Take the next step

To learn more about how you can drive CX value by investing in conversations, **[contact TTEC Digital today.](#)**