

CASE STUDY

Customers Prefer Digital Channels

We live in a digital world, and customer preference favors digital channels (chat, email, SMS, etc) for a more convenient and faster journey to resolve inquiries. However, *research also shows a higher rate of customer dissatisfaction due to “digital” notes residing in disparate systems. This results in repeat inquiries, longer wait times and higher costs for your company.

GOCare Digital Customer Experience Platform

GOCare's innovative dashboard consolidates customer interaction and service history - from every channel. Your agents will see every single customer communication - all in one place.

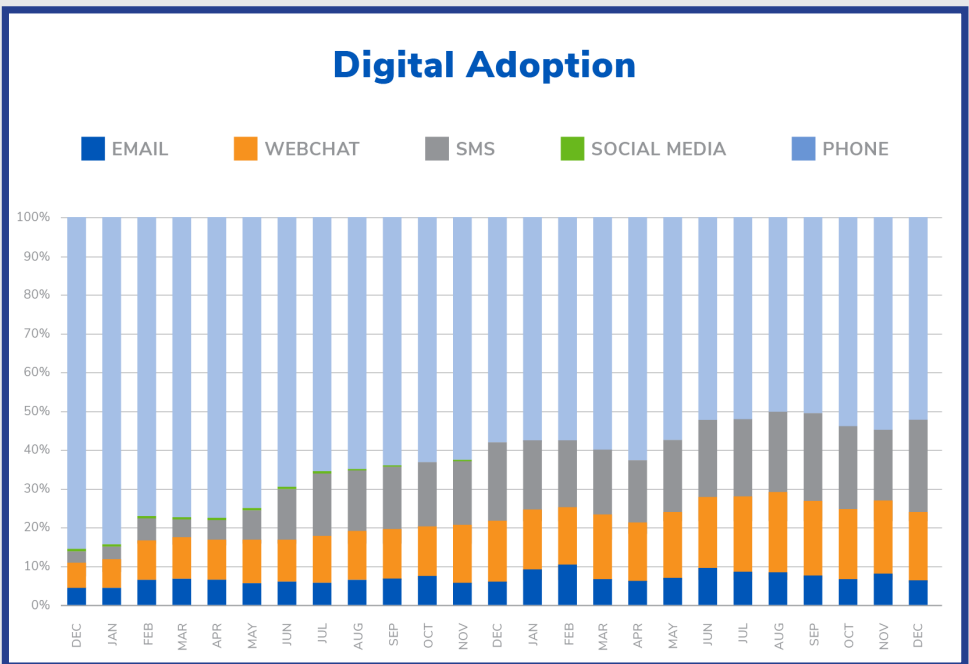
700% INCREASE
 IN SMS CHAT CONTACTS

MILLIONS OF MINUTES
 OF HANDLING TIME ELIMINATED

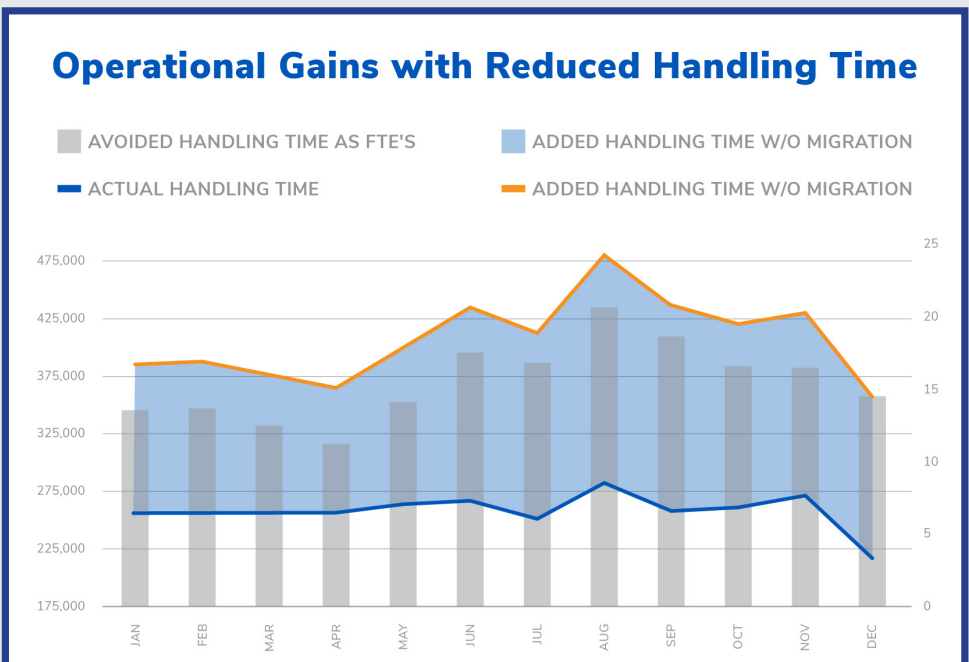
ANNUAL OPEX SAVINGS UP TO \$700,000

REAL-WORLD SCENARIO

With GOCare, one partner experienced over 1/3 of their customer contacts shift from phone to a digital channel. Digital channels represent a 75% efficiency gain with an average handling time of 2 minutes vs. an 8 minute phone call. The handling time savings over tens of thousands of monthly contacts represents millions of minutes saved.



As the second chart illustrates, GOCare's partnership company was able to eliminate millions of minutes of handling time. The benefits are twofold: Customers receive faster resolution and the client is able to grow with lower costs and higher margins. The millions of minutes of reduced handling time equate to an average of about 14 FTEs.



*Gartner Research. Survey Analysis: Digital Maturity in Customer Service, Investments and Impacts. Jan 2020 - Jim Davies, Nadine LeBlanc. 79% of Respondents stated Customer Experience improved with the “connectedness” (i.e., integration) and emphasis on digital channels over phone calls.