



MaxContact



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WEBINAR

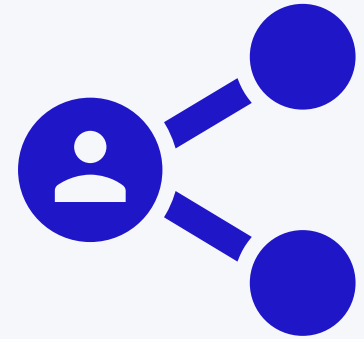
Expanding Your Sales & Collections Strategy with Omnichannel Communication

Take a look at our new Agent interface for Digital Interactions.





House- Keeping



THE IMPACT OF
OMNICHANNEL

+30%

LIFETIME VALUE

2 BIL

WHATSAPP USERS

4.5x

CONVERSION RATE

98%

SMS OPEN RATE

Easy ways to add email into your contact strategy.

- Workflow management with departmental queues and the ability to handle multiple conversations
- Supporting the sales and collections process:
 - Send over marketing collateral to support the sale
 - Confirming the sales agreement or agreement to pay
 - Sharing post-sales support information



Hi there,

Thanks for your time just now. As promised, please find attached our latest brochure with more details about the policy discussed.

I look forward to speaking with you again on Thursday 27th at 2pm.

Should you have any questions in the meantime, please don't hesitate to contact me on the details below.

Many thanks,



Adding SMS into your contact strategy.

- Integrated with your outbound dialling strategy with SMS based on result codes
- Part of a structured contact strategy
- Automated responses and template-based comms
- Add to your Inbound IVR based on personalised information



Hi there,

Thanks for your time on the call just now.
Your appointment details are as follows:

Thursday 27th October at 2pm

Should you wish to reschedule please use
this link: maxcontact.com/reschedule

Thanks again,

Web Chat to response and convert.

- First touch point before escalating to live agents
- Driving efficiencies with concurrent chat limits (can be configured on agent-by-agent basis)
- Option to advance to AI chat capabilities
- Transcripts can be shared



Customer: Hello, I received an email with your latest energy offer and have a few questions.

Advisor: Hi there, great if you could please confirm your customer reference number I can check your offers.

Customer: Great, my number is 1234

Advisor: Thank you, I can see that you have a 50% off offer, how can I help

Other channels that increase your resolution and conversion rates.

- WhatsApp
- Facebook Messenger



Customer: Hi, I have a few questions about my recent purchase.

Advisor: Hi there, great if you could please confirm your customer reference number I can check your account details.

Final thoughts before the demo!

- Omnichannel matters
- Bring disparate systems together
- Start with 1-2 channels and evaluate before expanding
- Allow agents to use their skillset across channels



MaxContact

MaxContact is the best cloud contact centre platform for delivering conversation outcomes and customer insights to generate more revenue – compliantly.

www.maxcontact.com