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SPECIAL INTEREST GROUP

To Add or Not to Add: Digital Channels in Contact Centres



Explore digital channels: expert insights on optimizing your contact centre strategy for better customer service

Are you tired of hearing customers complain about long wait times and frustrating phone interactions? Struggling to decide whether it's the right time to add more channels or stick with voice only? This webinar is for you.

Join Cirrus and the South West Contact Centre Forum for an honest discussion on the pros and cons of digital channels. Our panel of experts will share real-world experiences, offering insights into when it's beneficial to add digital tools and when it might not be necessary.

We'll delve into the challenges businesses often face when considering digital channels, the benefits they can offer, and how to successfully implement a multi-channel strategy.

Determine when it's the right time to add digital channels.

Understand the potential challenges and benefits.

Learn practical tips for implementing a multi-channel strategy.

By attending this webinar, you'll gain a clear understanding of the factors to consider when deciding whether to add digital channels to your contact centre and how to make an informed decision that best suits your business needs.

Hosted by South West Contact Centre Forum and Cirrus

Book your places today at
www.contactcentreforum.co.uk

**Wednesday, 6 November 2024
10:30am - 12pm**