

# Using the 3 'Rs' of CCaaS

## to reinforce your customer contact network

Enhanced with AI, Windstream Enterprise Contact Center as a Service (CCaaS), powered by Talkdesk, empowers you to respond to customers rapidly, with relevant agent and customer support that will allow you to maintain your resiliency.

### 1 Rapid



Intelligent

72%

of business leaders say expanding AI across the customer experience is a main priority.<sup>1</sup>

CCaaS puts robust, yet easy-to-use, AI features into the hands of the average customer service user.



Connected

79%

of customers want brands to know about their previous customer service interaction history, and **81%** say it's important that contact center agents know about their previous purchases and transaction histories.<sup>2</sup>

CCaaS with CRM integration allows agents to view transaction and interaction history via a single pane of glass.



Optimized

≈90%

of customers would switch to a different company if it could provide a better CX.<sup>3</sup>

CCaaS comes equipped with out-of-the-box, vertical-specific AI models trained to solve problems efficiently in specialized sectors like healthcare, retail and financial services.

### 2 Relevant



Agile



3 in 10 agents

cannot reliably access customer information, leading to irritated customers.<sup>1</sup>

CCaaS has extensive, out-of-the-box integrations. Agents can effortlessly access all necessary information from a single point of view, delivering fast and informed service.



Predictive



> half

of consumers would switch to a competitor after only one bad experience.<sup>1</sup>

CCaaS helps you spot issues before they become unmanageable with historical data and trend analysis tools. Stay ahead of customer needs by applying resources and fixes accordingly.



Dynamic



of customers expect anyone they interact with to have full context.<sup>1</sup>

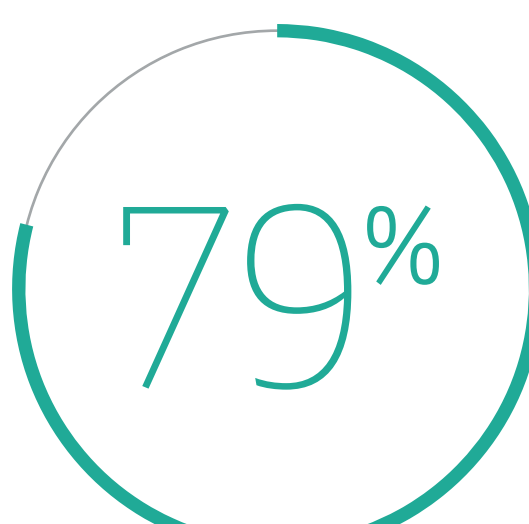
CCaaS AI-driven Agent Assist ensures every agent, even new hires, can quickly access resources like troubleshooting guides, key questions and next best actions. This fills knowledge gaps and speeds up service. GenAI also helps agents assign their after-call codes and summaries in seconds.

### 3 Resilient



Scalable

CCaaS, hosted and cloud-based, helps you scale and adopt the latest capabilities securely and without disruption to your existing environment.



of customer services leaders plan to invest in more AI capabilities over the next two years.<sup>4</sup>



Cost-effective

35%

of companies plan to invest more in adding service across channels.<sup>1</sup>

CCaaS helps you transform your contact network through a predictable, recurring operational expense model.



Trusted

According to McKinsey & Company, business leaders say a top priority for the coming year is to build out their digital care ecosystems.<sup>5</sup>

CCaaS prepares you for the future of customer service. Expertly delivered by Windstream Enterprise, you benefit from a dedicated team with 20 years of experience in managing complex, unified communications and contact center environments: a single, trusted partner for all your needs.

To learn more about our CCaaS solution, visit [windstreamenterprise.com](https://windstreamenterprise.com)

Our managed connectivity, communications and security solutions are innovative. Your business outcomes are imperative.

1. Zendesk. "51 customer service statistics you need to know." Court Bishop, September 15, 2023.  
2. Medallia. "15 Customer Service Trends in 2023 You Didn't Know Until Now." Mary Kears, March 31, 2023.  
3. Shep Hyken. 2023 ACA Study.  
4. Deloitte. Global Contact Center Survey, April 2023.  
5. McKinsey & Company. "The state of customer care in 2022." Jeff Berg, Eric Buesing, Paul Hurst, Vivian Lai, Subhrajyoti Mukhopadhyay, July 8, 2022.