

Using CX to drive bottom line growth.

How retail leaders can create a revenue-generating engine with their contact center.

Eckoh•



Is your footfall flatlining?

How can major retailers grow their business when the market is suffering from the supplychain upheaval, rising costs, and weakening customer demand?

Research by PwC in 2023 found that 69% of consumers are holding back on non-essential spend and 90% are adopting cost-saving behaviors. And a shuddering economy is impacting sales. Deloitte's 2023 retail industry outlook expects GDP growth to slow to 0.9% in 2023 from an estimated 2% in 2022 and 5.9% in 2021.

So, what's the answer for retailers when internal efficiencies have already been implemented, suppliers cannot cut costs any further, and margins are too tight for brands to launch eye-catching special offers?

Fortunately, there's a way though for CEOs, CFOs and CX leaders.

Meet customers on their terms — and you'll win extra sales

While the economy is slowing customers are changing fast — and becoming more agile. They're confident about using new sales channels and their purchasing behavior is shifting too. According to reports, more than 60% of the world's population will use digital wallets by 2026.

Retailers with contact centers are in a unique position to get closer to these customers, deliver better experiences, and secure more in-the-moment transactions.

This guide explores three opportunities to drive bottom line growth by transforming your contact center into an ultra-effective, revenue generation engine.



Turn everyday customer service conversations into sales opportunities.



“Handling customer calls is costing us. How can our agents generate extra revenue for the business?”

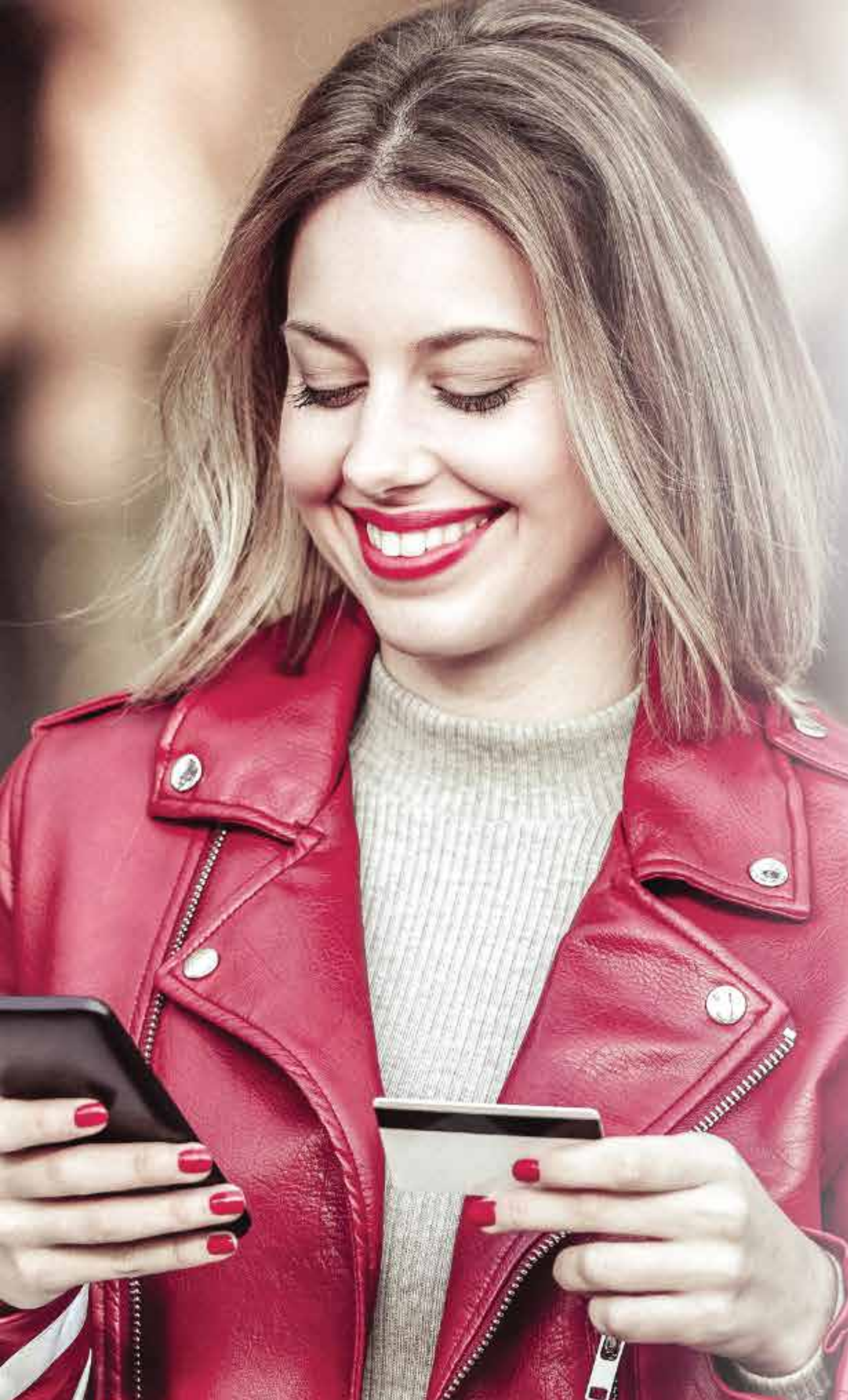
Answer: The ability for virtually every agent — in your contact center, at home, anywhere in the world — to take secure payments can be a game-changer.



It's great when conversations with callers end positively. But why leave it there? Your agents could add value and deepen relationships with customers by offering extra products or clinching extra support deals.

What's key is being able to take secure payments immediately over the phone — using the customer's preferred payment method — at the moment they're in the mood to buy.

This is a powerful way to elevate the role of contact centers and customer service teams.



Make it easy for customers to pay immediately, their way.

With **CallGuard** from **Eckoh**, all your agents can be equipped to take secure payments over the phone – using cards or digital wallets, such as PayPal, Apple Pay, and Google Pay.

- ✓ Seamless payment experience.
- ✓ Agents and customers stay connected during the transaction, making everything fast and simple.
- ✓ No special security training or clearance is required for your contact center team.
- ✓ Our cloud-based solution can also secure your home-based agents or business process outsourcing (BPO) teams working on your behalf, anywhere in the world.



Ensure you're ready for PCI DSS 4.0

Eckoh's secure solutions will help you to become compliant with the payment industry's new security standard, protecting your brand's reputation in the retail marketplace.

With **CallGuard**, customers simply use their phone or voice to enter secure details which cannot be seen or heard by your agent or stored in your environment.

You can free your people, processes and systems from card data - making compliance far easier.



Unlock the full potential of chat-by including click-to-buy in live chat sessions.

Live chat is a massively popular channel for retail consumers wanting speed and convenience — and a little extra help with their shopping experience. To maximize sales revenue, agents can answer questions, guide customers to the right products, offer add-on items, and then bundle up everything, ready for payment. *That's great...but it's not always enough. Sometimes customers go cold on the sale.*



Problem:

"Customers love our chat channel. But how can we close more sales with chat?"



Solution:

Elevate your game. Enable payments within the chat session so your team can guide people over the line. This avoids sending customers off to an e-commerce page — where baskets may be abandoned.



Where **ChatGuard** makes a difference.

Instead of dropping an e-commerce link into the conversation and crossing your fingers that customers will go off and complete the sale, you can invite them to make PCI-compliant payments directly within the chat session.

It's fast and convenient for customers, giving them a far better and smoother, end-to-end shopping experience. Meanwhile, your agents can make multiple sales simultaneously.

Give customers the ultimate in flexibility about how they pay

Customers may have their own payment habits and preferences, so it's important to accommodate their wish – to make the most sales. With **Eckoh**, you have a wide array of secure digital payments options at your fingertips. Customers can complete the sale using cards, digital wallets or the Pay by Bank app.



Case Study Insight
Secure chat sales boost revenue by millions

A multi-channel retailer selling home and garden products is using **Eckoh** technology with stunning results. The business has reduced basket abandonment and seen an increase of around **\$2.3 million** in additional revenue from its chat channel.

Use AI to sharpen agents' sales performance & boost revenues.

Traditional call recording falls short when it comes to understanding why sales are flat on some teams or soaring on others. Uncovering what's really happening during inbound and outbound customer calls can be an expensive, time-consuming process.

However, Secure Call Recording from Eckoh transforms call recording into a dynamic solution that delivers business insights at speed. Calls can be recorded securely with payment details hidden. Then transcriptions are analyzed using AI to reveal crucial trends and patterns.

Put it simply, Eckoh's cloud-based, AI-powered solution turns call recording into a valuable driver for business transformation and revenue optimization.



Problem:
"Are agents making the most of our latest offers and sales opportunities? How can we find out easily?"



Solution:
"Deploy AI to quickly understand and optimize conversations involving your contact center, home-based agents, and BPO teams."

What AI-powered analysis may tell you.



1. Whether contact center teams, homebased agents, and BPO partners are selling correctly, using the right keywords

2. If barriers to sales are becoming apparent, based on recurring customer objections and sentiment - and so it's time to act quickly

3. Whether tweaked offers or training could make the difference and boost revenues



Stay one step ahead in retail with Eckoh.

We were very impressed, not only with the way Eckoh handled the project, but how easy it is for our agents to use. Customers have also remarked on its simplicity. As solutions could be incorporated into our outsourced contact center, it meant we can now take sales around the clock.

Eckoh's secure engagement suite of products give retail brands a sustainable, competitive advantage - whatever the economy is doing, however fast technology is moving, and whatever customers are thinking.

Our business is about covering all the bases you need to succeed. And that includes securing the exciting new channels and adding the emerging payment method that will popularity in the ever-changing retail market.

Let's transform retail today, using **Eckoh's** standout technology

You can deploy our intuitive secure engagement solutions and tools quickly via the cloud - and connect easily with any IT environment and setup. That includes IVRs, phone systems, PSPs, cloud contact centers and CCaaS providers.

Get in touch today - & request a demo
tellmemoreUS@eckoh.com