

From the first click to checkout: **make customer delight a breeze**

Businesses are recognising the drawbacks in traditional customer service and embracing digital channels to improve customer experience. However, this transition often results in disjointed experiences and the need for more cohesion across channels.

To tackle this, organisations must adopt an omnichannel strategy. This customer-centric approach integrates all communication channels, ensuring a seamless and consistent customer experience.



The cost of unhappy customers



73% of consumers will switch to a competitor after multiple bad experiences.¹

The average customer with a bad experience tells **eight to 16 people** about it.²

Investing in new customers is between **5 to 25x expensive** than retaining existing ones.³

Set the bar for five-star customer experiences with Unified Communications (UC) solutions

Excellent customer service extends beyond satisfaction, it also fuels employee productivity. Singtel UC tools powered by Zoom can empower agents with powerful communication tools, facilitating personalised support while providing customers convenient access to support channels for swift issue resolution.

Right touchpoint at the right time

Meet your customers on their preferred channels. Embrace an **omnichannel strategy** by integrating various communication channels such as email, social media, live chat, SMS, video calls, and in-person interactions into your approach, ensuring more personalised, real-time responsiveness, and consistent messaging.



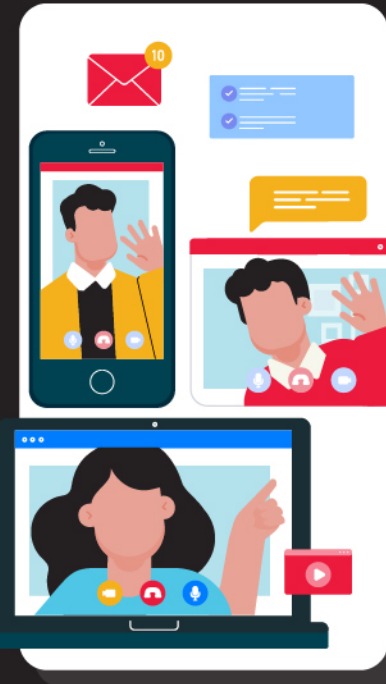
Goodbye long wait time, hello swift resolutions

Offer instant assistance through virtual desks, strengthened by **Zoom UC tools such as Zoom One**. Address customer issues with intuitive features like team chat, digital whiteboard, and screen-sharing. Plus, leverage AI-powered chatbots to guide customers towards efficient resolutions.



Intelligent insights, better customer understanding

Improve customer engagement with **Zoom Webinar's** advanced controls, interactive features, and analytics. Create engaging events with tailored settings and gather feedback with real-time tools like polls and Q&A.



Timely communication during uncertain times

During crises, UC tools like **Zoom Phone Connector** enable businesses to maintain trust and manage customer expectations effectively. With real-time updates, UC platforms ensure prompt addressing of customer concerns, keeping them informed and reassured even in challenging times.

From malls, medical centres, to manufacturing units: use-cases across verticals

Retail

UC tools are a retailer's best ally, balancing internal processes and enhancing customer interactions.

By equipping employees with easy access to product information across multiple departments and enabling personalised communication with customers across various channels, UC tools ensure satisfaction for both parties involved.



Healthcare

Enhance doctor-patient interaction through video calls, easy access to patient records, and efficient care coordination.

Patients benefit from easier appointment scheduling, timely reminders, and multi-channel support for queries.



Manufacturing

Manufacturers face the challenge of communication across numerous dispersed locations, including main offices, factories, warehouses, and transport vehicles.

UC tools ensure coordination across ecosystems for instant access to product and inventory data, mobile responsiveness in factories, support for remote issues, all enhancing prompt customer service.



Joyful customers, joyful returns



74% of customers rely on word of mouth when buying. Brands excelling at this see sales rise by **5-10% yearly**.⁴

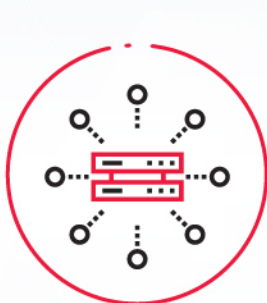
Customers who have their problems resolved by a business will tell **four to six people** about their positive experience.⁵

43% of customers are more likely to buy something from a brand after a good customer service experience.⁶



Double customer service potential unlocked: experience Zoom with Singtel

Singtel's strategic alliance with Zoom integrates innovative solutions, providing a comprehensive Unified Communication suite for efficient business collaboration. **The partnership offers future-ready services, seamless integration with Singtel's platform, and top-tier support for uninterrupted, flexible deployments.**



Effortless integration

Streamline processes such as engagement, support interactions, and feedback evaluations through effortless integration with existing CRM systems.



Tailored solutions

Customise solutions for different organisational sizes and needs, as well as industries.



Security and peace of mind

Consistently meet industry-specific compliance standards, ensuring data privacy.

Explore how Singtel UC powered by Zoom help drive superior customer experience.

Amplify customer delight

Sources

- ¹ CX Trends 2024, Zendesk, 2024
- ² Word of Mouth Marketing, Semrush, 2021
- ³ Customer Acquisition Vs.Retention Costs - Statistics And Trends, Invesp, 2024
- ⁴ The importance of word of mouth marketing, Invesp, 2024
- ⁵ Word of Mouth Marketing, Semrush, 2021
- ⁶ Must-know customer service statistics of 2023, Khoros, 2023