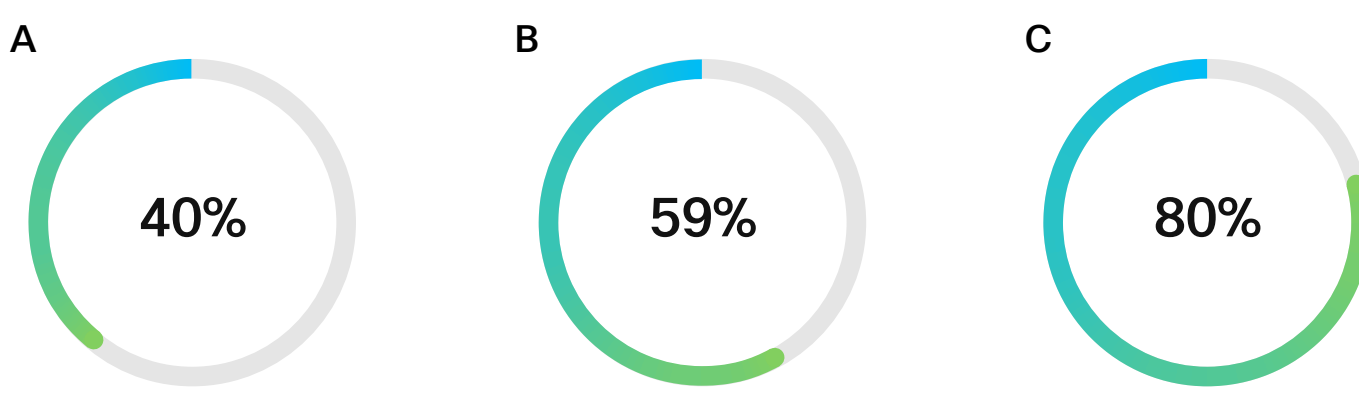


# The modern contact center: test your knowledge

Learn how to flip challenges into opportunities with a cloud contact center solution.

Guess the answers to the following stats:

How many customers use multiple channels to ask questions when contacting a business?



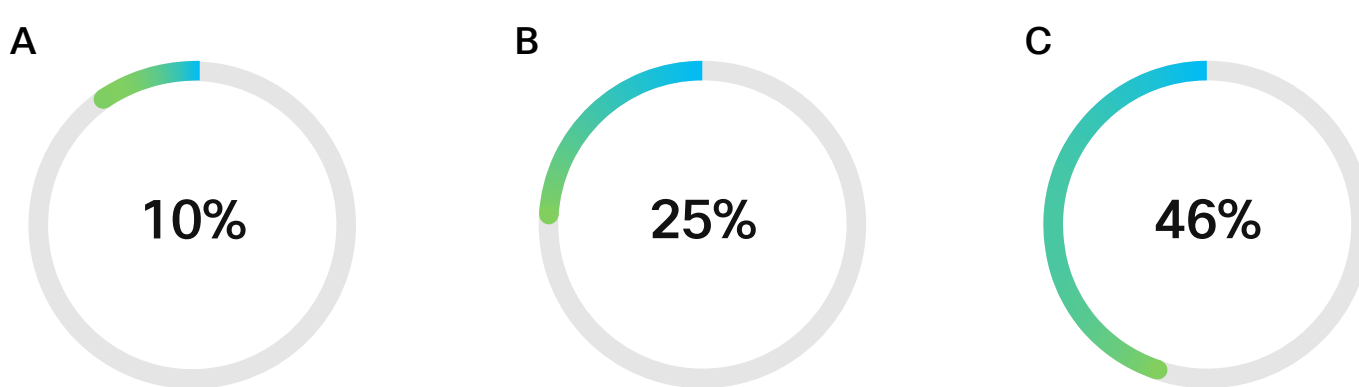
**B. 59%**<sup>1</sup>  
With Webex Contact Center, your customers can easily engage with you on whatever channels they prefer, and your agents can manage all customer interactions for all channels from one universal queueing and routing environment.

True or false:

Cloud data analytics can improve revenue per call by 4.5%<sup>2</sup>

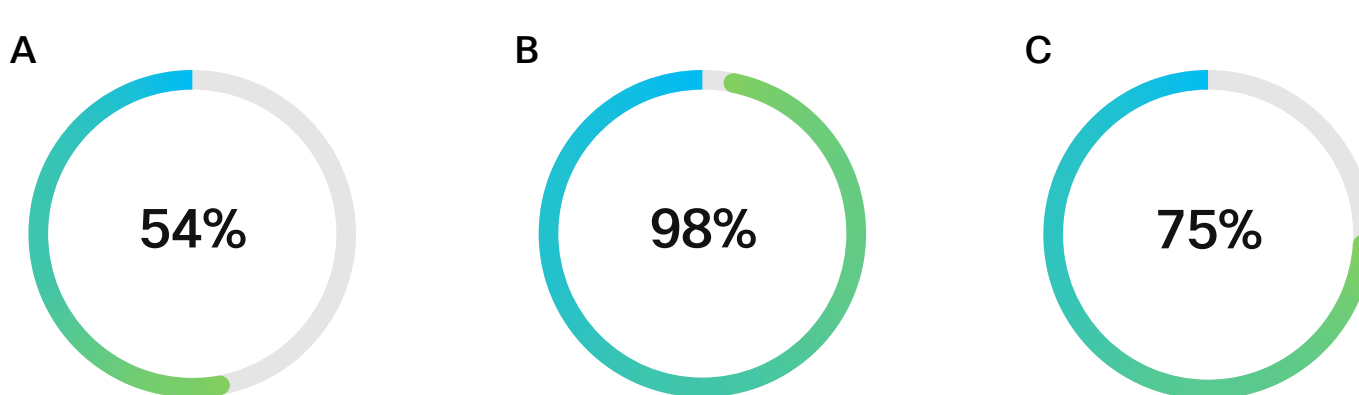
**True**  
Cloud analytics and artificial intelligence (AI) both play a big part in driving customer loyalty and lifetime value. Webex Contact Center predicts what your customers' needs are, routes them to the right agent, and improves first-contact resolution.

What percentage of customers will abandon a brand if the employees are not knowledgeable?



**C. 46%**<sup>1</sup>  
With the right solution, your agents have easy access to everything they need. Webex Contact Center displays AI-powered content and context in real time so agents can answer customers quickly, intelligently, and efficiently.

What percentage of companies retain more customers when their contact center is enabled with unified communications?



**B. 98%**<sup>3</sup>  
And 25% of companies have a decrease in agent turnover with unified communications.<sup>3</sup> Webex collaboration tools let agents quickly reach back-office experts to solve customer issues the first time, every time.

With the right contact center technology, you can create engaging and profitable experiences. Discover how Webex Contact Center can help.

[Get the contact center e-book](#)

1. Experience Is Everything: Here's How to Get It Right, PwC, 2018.  
2. ICM and 451 Research, <https://www.cisco.com/c/dam/en/us/solutions/collaboration/cisco-contact-center-ebook.pdf>.  
3. The Intelligent Contact Center: Get Smarter to Drive Customer Satisfaction, Aberdeen, June 2018.