aws marketplace

Solution in Focus: Contact Center

A Better Way to Great Customer Expectations with Talkdesk

Alain Mowad

Direct Product Marketing
Talkdesk

talkdesk®

Alain Mowad

Director, Product Marketing

About

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes. For more information, visit talkdesk.com.

Who is your solution for?

Size

Enterprise, Mid-Market

Department / Project

Customer Experience, Customer Service/Support, Operations, IT, Digital Transformation in the Contact Center / Customer Experience

Industry

Financial Services & Insurance, Healthcare & Life Sciences, Retail & Consumer Goods, Travel & Hospitality, Technology

Internal Champion: Day in the life

Customer Support / Engagement

- Serve as the customer advocate at the executive level

- Maintain a high-level view of customer satisfaction challenges across the company through close monitoring of customer service KPIs

- Partner effectively to develop and implement customer care strategies across multiple business channels

Contact Center Supervisors / Admins

- Supervisors hire, train, prepare, and motivate their teams to provide excellent service to customers

- Administrators construct and manage various settings and workflows of the contact center (such as IVR, queue routing, workforce management)

IT and Tech Leaders

Optimizing phone systems, servers, customer data storage, and hardware for all contact center operations and ensuring visibility of all customer experience data

- Ensure contact center technology is integrated with all other systems (CRM, helpdesk, collaboration tools)

CCO, COO, CXO: Major daily challenges

- Customer experience is no longer a function but a business imperative

- Customer expectations are higher than ever, and even one bad experience can result in customers leaving a brand

- Optimize contact center costs despite large investments in technology and personnel

- Information is housed in disparate systems: CRM, ticketing, and contact center software all live in separate systems, making it difficult for agents to get all the information they need to offer personalized, real-time service, driving agent productivity and customer service levels down

- The contact center 'agent' is becoming fluid; more teams are serving customers

What "jobs" does a CCO, COO, CXO, CX Leader use Talkdesk for?

Create Digital Experiences at Scale: Deliver personalized experiences across every channel and allow customers to engage with your company when and where they want

Increase First-Contact Resolution & Customer Retention: Streamline the customer journey to speak to the right agents the first time, faster with AI and automation

Increase Agent Engagement: Equip agents with simple tools and knowledge in-the-moment

Integration Management: Un-silo customer data across all key systems

**Analytics & Reporting:** Access to all the customer sentiment and performance data to analyze and report on

Talkdesk: How does it help?

Improved Customer Experience & Retention: Driven by personalization through a real-time single customer view

Revenue Growth: Increase contact and engagement rates for contact center teams with customers

Cost Savings: Leverage AI to help agents focus on resolving high-value interactions better and faster

Improved Business / Operational Agility: Reduce investment in multiple systems with a single, easy-to-use platform that's ready to scale teams and services with clicks, not code
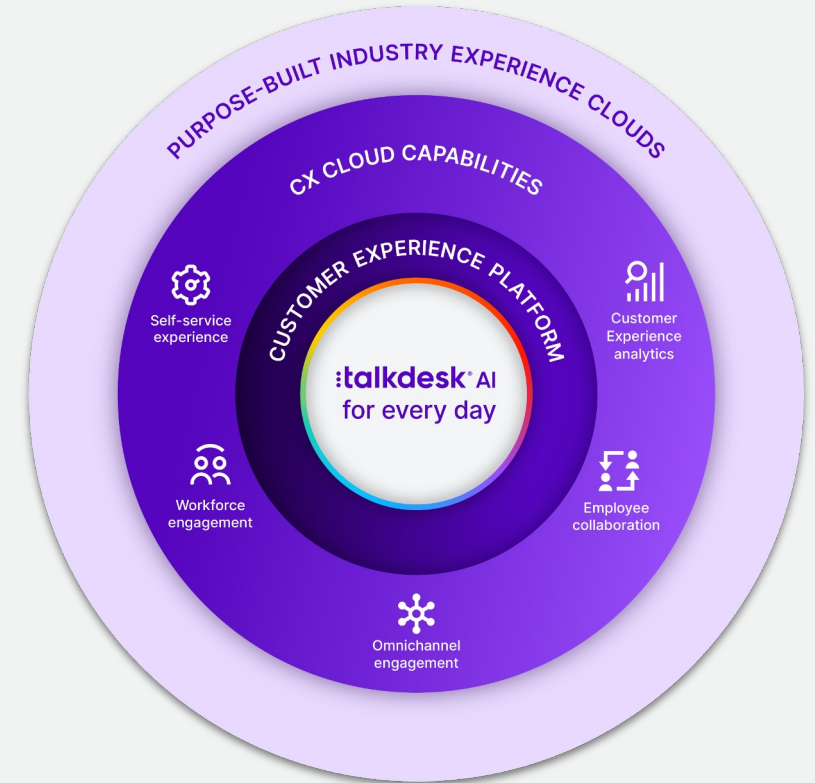
WaFd Bank

Challenge

WaFd Bank wanted to improve its contact center to meet clients where they were at digitally, through phone or online chat. Their legacy solution was inflexible and high-maintenance, creating needless friction for clients and agents alike.

Solution

With Talkdesk, WaFd implemented a new cloud contact center (including new voice biometrics technology) to also maximize their investments in Amazon Lex and leverage automation to create a client-centric experience across voice, chat, and for agents in the contact center.

Benefits

- Thanks to voice-based authentication alone, clients can check their balance almost 90% faster—instead of four and a half minutes, **it now takes 28 seconds.**

- WaFd Bank **increased the level of fraud protection** and account security it provides to clients.

- **Phone call resolution time has decreased** thanks to pre-authentication and call reason context.

aws marketplace

Talkdesk: Will it work for you?

- Is your contact center high-maintenance or difficult to update or scale, or do you use multiple, disjointed systems?

- Is your customer journey disjointed across multiple channels?

- Do your contact center teams lack visibility into customer data / records?

- Are all of your systems integrated to ensure complete customer data syncing and customer journey visibility?

- Are your contact center costs being optimized with AI and automation?

- Are customer service staff equipped with the right knowledge and tools to quickly ramp and stay engaged?
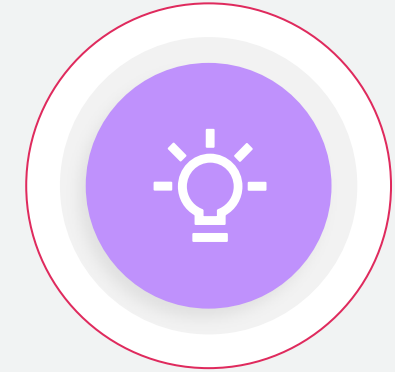
Talkdesk: Why is it essential?

Improve customer retention rates, reduce operating costs, and provide a better customer experience
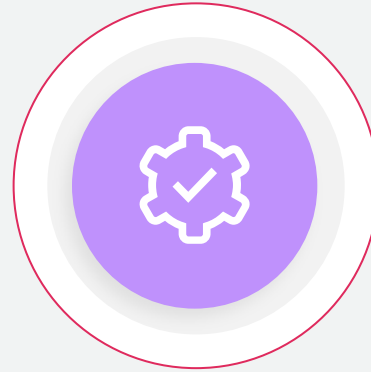
Achieve fast time-to-value with an end-to-end, easy-to-use solution without having to build custom integrations

AI-infused platform automates customer self-service, empowers agents, mitigates fraud, and operationalizes AI

Talkdesk: How do I learn more or get started?

- [Talkdesk](#) is available in **AWS Marketplace,** read for Private Offers.

- Experience Talkdesk for yourself as an agent in a contact center with our **interactive demos, available on talkdesk.com.**

- Contact Center as a Service licenses **will represent over 49%** of installed contact center agents in 2026.

- Support of hybrid and remote work will accelerate cloud contact center solution adoption, helping fuel a **17.9% global CCaaS end-user spend CAGR through 2026**.
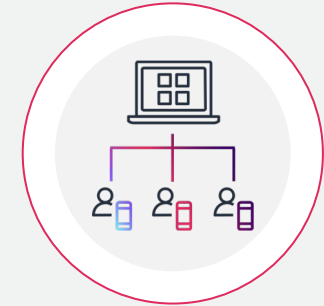
Talkdesk at a Glance

Who is this solution for?
Office of the CCO, COO, CXO
CX / Contact Center Leaders

What challenges does it solve?
Optimize contact centers' most critical customer service processes to deliver better CX

What are some common use cases?
Cloud Contact Center as a Service
AI Self-Service & Agent Assist

What makes your solution unique?
End-to-end, AI-infused platform with consumer simplicity and rapid scalability

What are some typical customer outcomes?
Improved CSAT scores | Improved resolution time
Reduced costs | Increase in agent productivity

Who is using your solution?
More than 1,500 businesses worldwide trust Talkdesk to power their customer experiences

aws marketplace

Thank you!