

# HOW SMALL & MID-SIZED ORGANISATIONS CAN TRANSFORM CUSTOMER SERVICE

Let's explore how growing businesses can digitally transform the customer experience (CX) without the need for a full-scale contact centre.

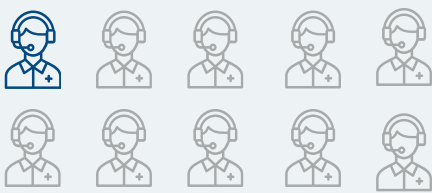
## IT'S A FACT, GREAT CUSTOMER SERVICE DIRECTLY DRIVES REVENUE...

Providing great customer experiences **boosts business performance, reduces churn, builds brand reputation and increases profits**. That's why many businesses invest heavily in customer service, solutions like CCaaS, UC and Contact Centres to improve their CX.

The Institute of Customer Service, [ROI of Service Study](#).

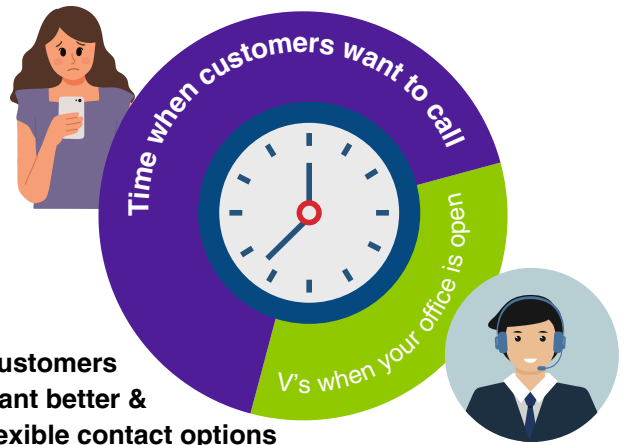


## UK Contact Centre Usage



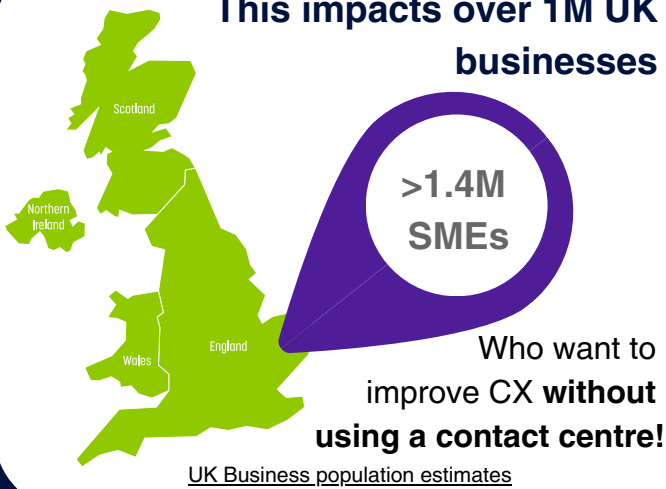
**Fewer than 10% of UK businesses have or want a Contact Centre**

## The customer service challenge



**Customers want better & flexible contact options**

## This impacts over 1M UK businesses

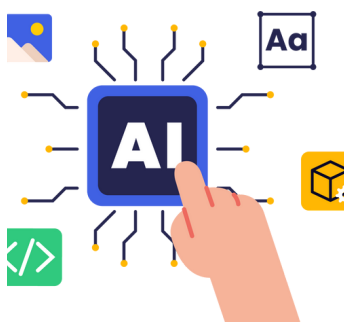


## SMEs are looking for solutions...



Enterprise Nation Report, 2024

## Including AI & Automation



"By 2027, chatbots will become the primary customer service channel for roughly a quarter of organisations"

Gartner

## To improve customer service...



## There's a huge market opportunity!



## Let's deliver great CX across voice and digital channels



Designed for SMB and mid-market, which is cost effective and simple to use.

[Book a demo](#)

**Are you ready to help your customers to transform their CX?  
We'd love to have a conversation!**

## About converse360

converse360 helps organisations both large and small deliver digital customer engagement across any channel that is instant, effortless and personalised. Its Conversational Service Automation platform intelligently blends self-service, assisted service and live service to enable businesses to serve their customers faster and easier, 24/7 at scale.