Turn Media & Entertainment Challenges into Opportunities by Embracing Digital & Work-from-Home

The last several years have been a disruptive wake-up call for businesses in the media and entertainment (M&E) industry. The shakeup forced a complete reassessment of how business is conducted, how products are delivered, and where and how customers are supported.
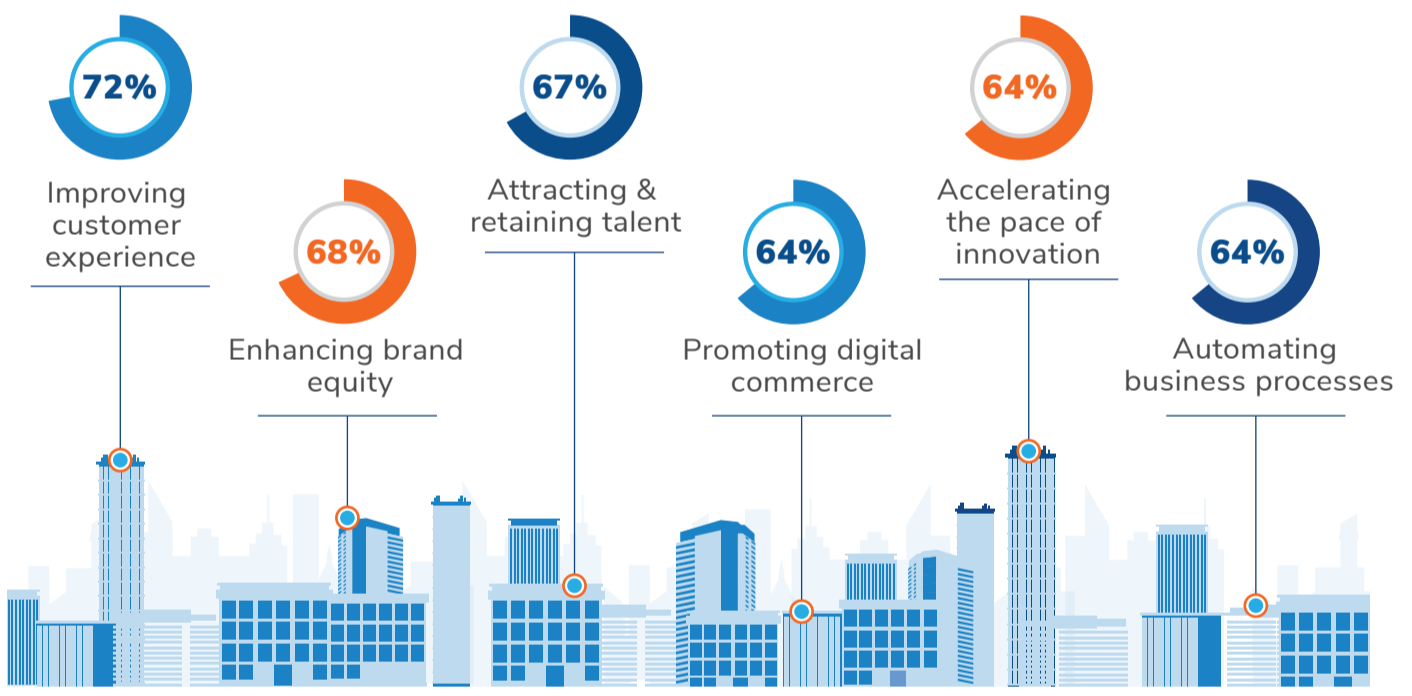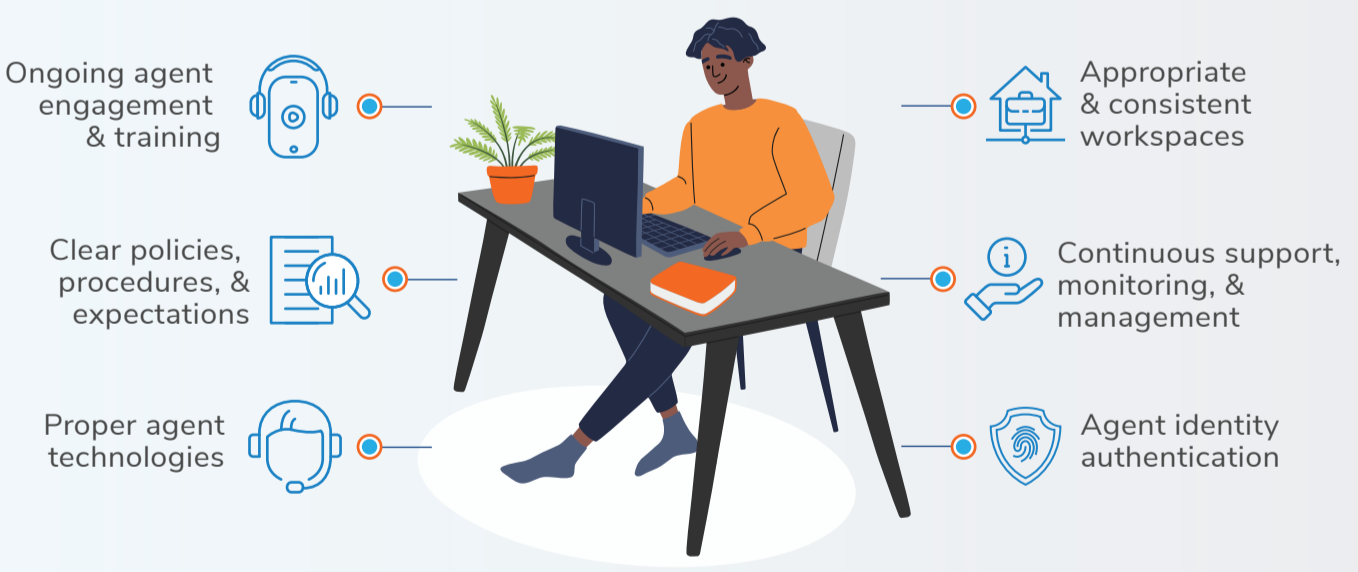
New Challenges for M&E

- Scaling direct customer support
- Supporting work-from-home agents & workflows
- Authenticating & securing the customer journey
- Addressing evolving demand, surges, & seasonality
- Supporting multi & omnichannel interactions
- Satisfying customer personalization requirements
- Augmenting agents with self-service options
- Leveraging channels to produce actionable data
- Enhancing agent supervision, training, & engagement

Digitize CX to Turn Challenges into Opportunities

M&E technology decision-makers recognize the need to digitize to improve CX. A high percentage of these decision-makers are tasked with crucial business goals:

- **72%** Improving customer experience
- **68%** Enhancing brand equity
- **67%** Attracting & retaining talent
- **64%** Promoting digital commerce
- **64%** Accelerating the pace of innovation
- **64%** Automating business processes

Requirements for Equipping At-Home Agents

- Ongoing agent engagement & training
- Clear policies, procedures, & expectations
- Proper agent technologies
- Appropriate & consistent workspaces
- Continuous support, monitoring, & management
- Agent identity authentication

Choose Your Best Path Forward for CX Success

- Leverage & add value to your existing assets & workflows
- Choose robust, customizable solutions that evolve with your business
- Mix & match the latest cloud capabilities & digital channels
- Support your remote & in-office agents equally & equitably
- Select a provider with proven industry skill sets & knowledge
- Incorporate ecosystem partners for AI, analytics, & biometrics