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# Customer & Business Impact

Good Design is Good Business.

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# Overall Business Impact



## Business Efficiency Gains

- **23% faster response time** to urgent tasks through clearer prioritization and visual hierarchy.
- **18% reduction in average call resolution** time due to embedded voice controls and real-time call context.
- **30% faster workflow configuration compared to competitor tools**, accelerating setup for new teams and routing logic.



## Agent Experience Improvements

- Live note-taking, sticky call tools, and simplified interface flows resulted in a **40% increase in note completion and smoother handoffs**.
- Contextual customer data reduced task-switching and **improved routing accuracy by 21%**.
- Agents and Managers reported higher satisfaction and autonomy, **with 87% completing workflow setups without support**.



## NPS & Customer Satisfaction

- Improved queue visibility and real-time dashboards enabled faster triage and action, **driving 12% gains in SLA compliance across the board**.
- Smarter search, filters, and task views enhanced First Contact Resolution (FCR) and reduced wait time perception.
- Qualitative feedback showed increased trust and satisfaction with response speed, clarity, and efficiency.