

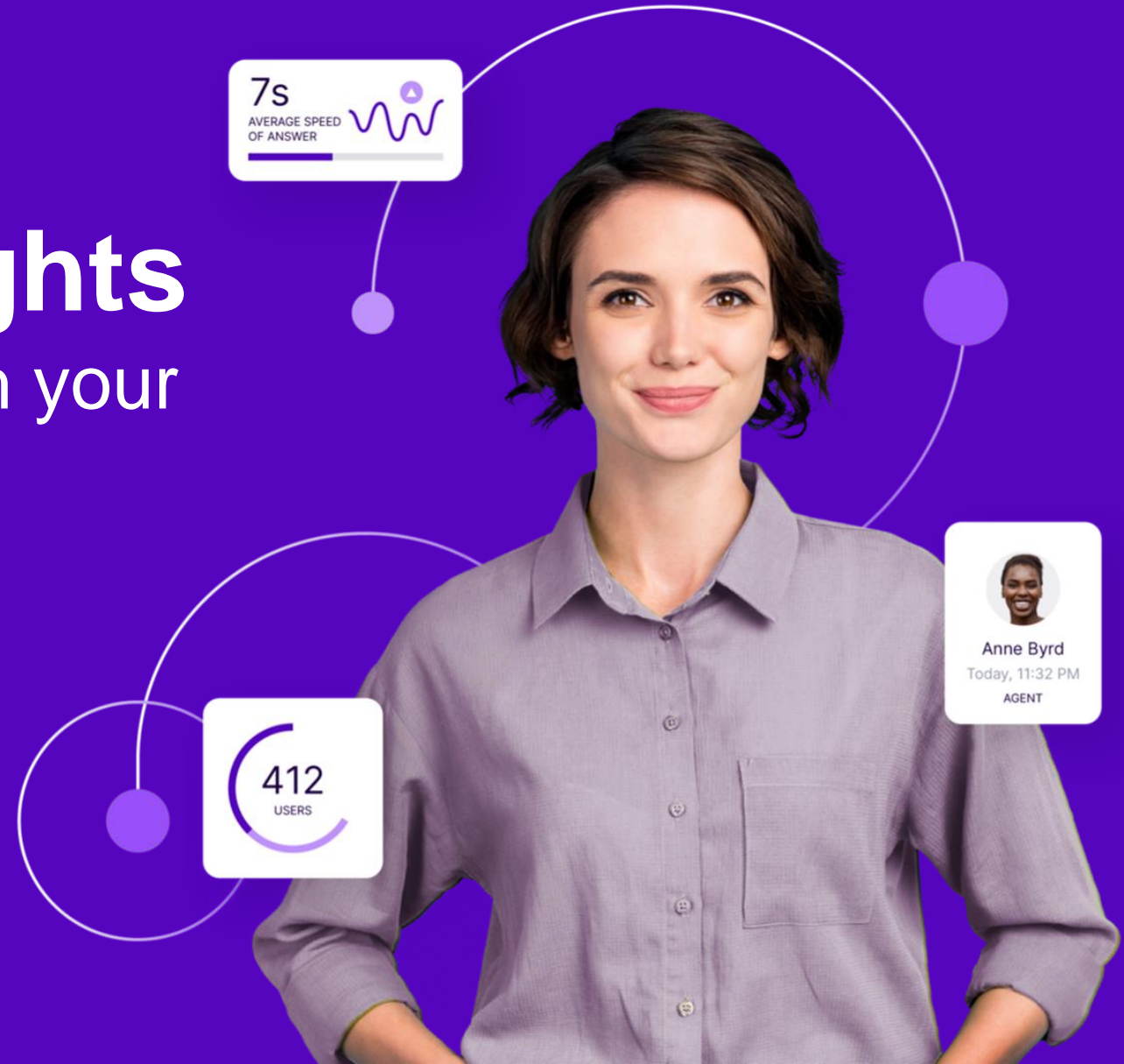


Growing with Insights

Building pipeline and ROI with your existing research



David Gardner
VP, Research and Insights
Talkdesk



facebook GUCCI

HERSHEY GAP



DSW
DESIGNER SHOE WAREHOUSE®



Hello

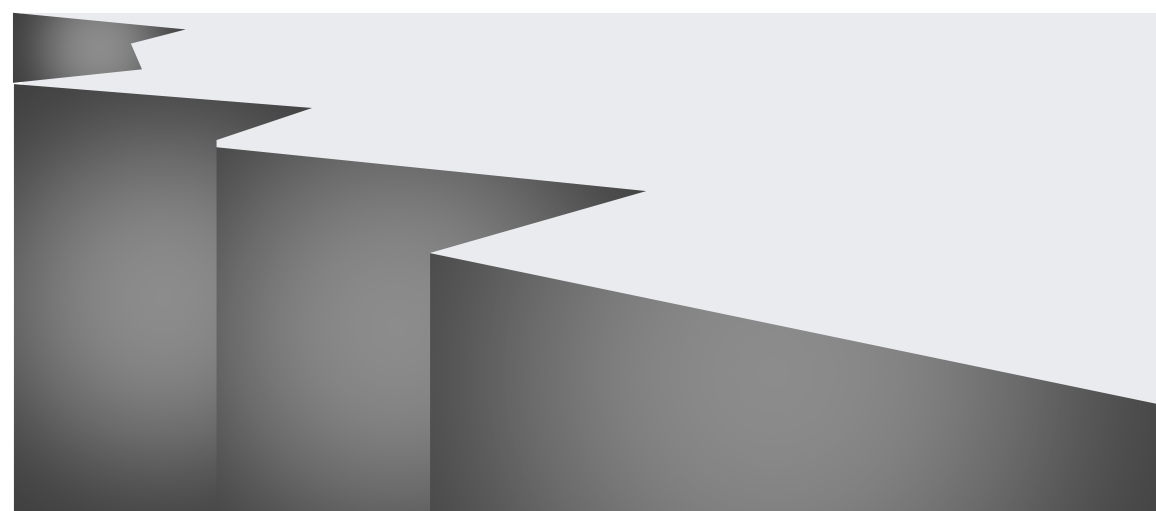
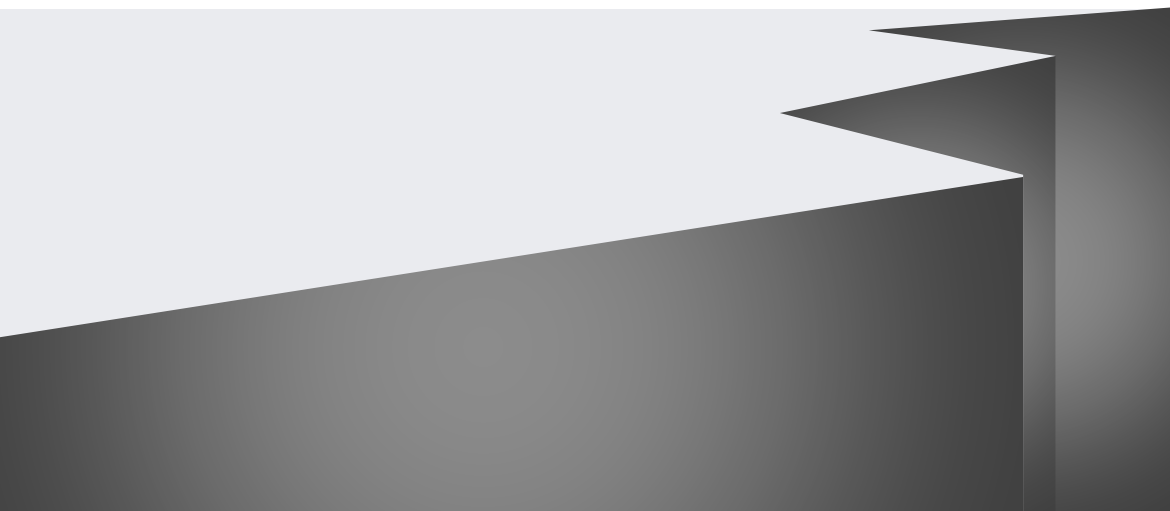
Untapped opportunity

We had so much...

- **Foundational benchmark programs** (Brand health, NPS, win/loss)
- **Market and customer deep dives** (buyer persona, A&U, whitespace)
- **Product insights**

Insights could be valued...

- **Executive advisory boards**
- **Marketing funnel:** drive thought leadership and awareness
- **Sales: SDR and AEs** - start or change the conversation





We offer a better way for
organizations to unlock
the promise and potential
of great customer
experience.

Creation of Talkdesk Research

External brand for funneling insights to our customers and target buyers

Vision

Differentiation:
first to market

Drive brand awareness

Drive market leadership

ROI: cost to profit center

Metrics

Pipeline (influenced, attributed)

MQLs

Brand awareness / credit

Analyst feedback

Advisory boards

Talkdesk Research: Start or Change the Conversation

TALKDESK RESEARCH™ REPORT

The future of AI in the contact center

talkdesk



TALKDESK RESEARCH™ REPORT

The future of customer loyalty

talkdesk



TALKDESK RESEARCH™ REPORT

The CX revolution in Financial Services and Insurance

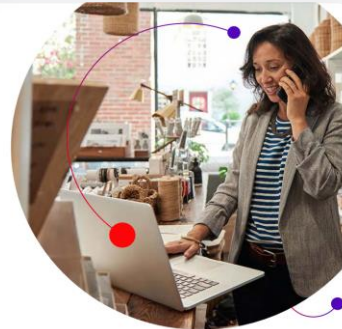
talkdesk



TALKDESK RESEARCH™ REPORT

The customer experience (CX) revolution in retail

talkdesk



TALKDESK RESEARCH™ REPORT

Emerging technologies and the rise of client experience (CX) in financial services

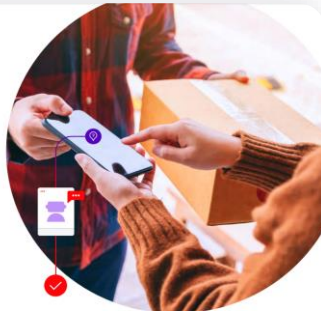
talkdesk



TALKDESK RESEARCH™ REPORT

Powering retail growth: The next generation of contact centers

talkdesk



TALKDESK RESEARCH™ REPORT

The patient experience (PX) revolution in healthcare

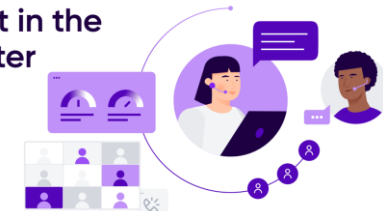
talkdesk



TALKDESK RESEARCH™ REPORT

The future of workforce engagement in the contact center

talkdesk





Insights Team

- Alignment / strategy
- Ownership
- Existing vs. net new
- Comfort level with bringing to life





Marketing Leadership

- Content teams (use, collaboration)
- Campaigns (additive, net new)
- Creative (in-house vs. agency)
- Public relations





Executive Leadership

- Awareness and alignment
- Input and direction
- Cross-collaboration and potential use





Sales and Go To Market

- Pilot
- Enablement
- Symbiotic support
- Partners



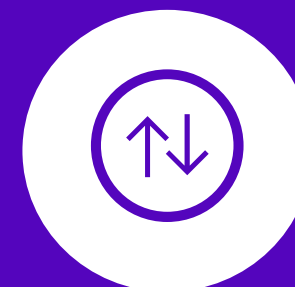
Three tips for getting started



Look inward to
get started



Partnerships are
critical



Test and learn
for content and
performance



:talkdesk®

Thank you