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Telecoms and media
How to grow revenue and customer loyalty in a challenging marketplace

Top reasons why the sector is feeling the squeeze
Media and telecommunications companies are dealing with multiple challenges[1]:

- Banking stress, persistent inflation, and global geopolitical tensions
- Higher expenses as supply chains are still recovering from pandemic shocks

Subscriptions are under pressure because of other rising costs faced by consumers

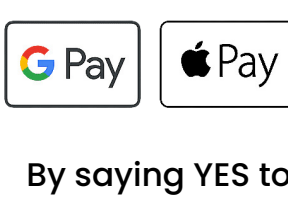**69%** of consumers are holding back on non-essential spend

90%[1] of consumers are adopting cost-saving behaviors.

Meeting customers on their terms can be a game-changer
Telecoms and media companies are in a unique position to get closer to today's customers

By offering the full range of customer **contact channels**

G Pay Pay
By saying YES to digital wallets and other **new ways to pay**
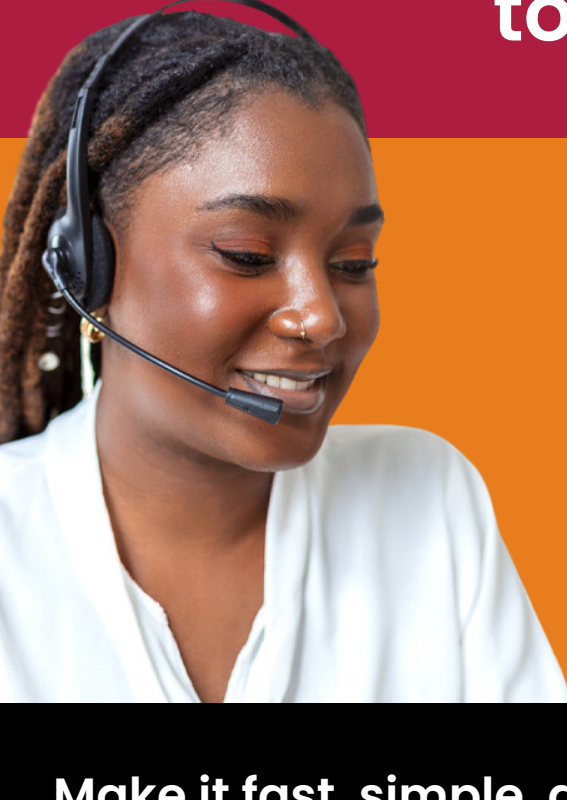
PCI Security Standards Council
By **securing every channel** and meeting new standards

Did you know?
More than **60%** of the world's population will use digital wallets by 2026[2]

Three big opportunities to drive growth

1. Calls with agents
Turn everyday customer conversations into better sales opportunities

Make it fast, simple, and secure for all your agents to take virtually any kind of payment via the phone

Secure everyone
Contact center teams
Home-based agents
BPO partners

The result?
Create more opportunities to sell new packages, upgrades, add-ons, and extra support options

2. Live Chat
Unlock the full potential of chat and boost in-the-moment sales

Enable secure payments **within the same chat session** when customers are ready to buy

Enable agents to stay with customers – and guide them **through the transaction**

Empower your agents to make **multiple live chat sales** simultaneously

3. Call analysis
Use AI for business insights that sharpen performance and boost revenues

Discover if tweaked offers or training can make the difference and boost revenues

Analyze thousands of customer calls in moments

Spot trends, opportunities, and any barriers to sales

Instantly see if agents are selling correctly, using the right keywords

Stay one step ahead with Eckoh
Eckoh's secure engagement products can give telecoms and media brands a sustainable advantage

Deploy solutions and tools quickly via the cloud

Stay ahead of the market with our evolving product roadmap

Connect easily with your IT and telephony set-up

Telecoms and media: Grow your revenue and customer loyalty

Discover more - Visit Eckoh.com

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[1] PwC, TMT Insights: Financial reporting and accounting quarters – Q3 2022
[2] PwC Consumer Insights Survey | 19 Feb 2023
[3] Computer Weekly: More than 60% of world population will use digital wallets by 2026