

## Problem. Solved.

### Better customer service begins with a better model

#### The traditional contact center model is broken

Customer expectations are rising faster than ever before as increasingly sophisticated users demand faster & more knowledgeable help. Customer service is seen as one of the biggest competitive differentiators, beyond product and price, yet many organizations struggle with it.

To compete effectively, service organizations must innovate. Simply adding resources—agents or BPOs—does not address the fundamental shortcomings of an old customer service model not able to keep up with demand. Contact centers and outsourcers are ultimately an endless cycle of hiring, training, burnout, attrition, and more hiring, drawing focus away from modernizing.

Investing in self-service and leveraging communities have proven to help, but not enough, as volumes continue to dramatically rise. Instead, customer service organizations have turned to new labor models and AI to fundamentally improve service outcomes.

#### AI and the gig economy

Artificial intelligence (AI) is coming of age, already powering many applications and services behind the scenes. The gig economy, often referred to as on-demand resources or gig work, is also transforming numerous industries, from Uber to Airbnb, by tapping into a new labor market and business model.

Directly harnesses these powerful new forces to provide a breakthrough approach to customer service. We help companies scale great support and create strategic value by leveraging their most extraordinary untapped asset—the knowledge and passion that exists within their own customer & partner ecosystem; harnessing individuals who have tinkered, taken apart, experienced and embraced their products for years.

#### Proven by the world's leading companies

Directly is being used by leading companies worldwide, including:



Microsoft



LinkedIn



Samsung



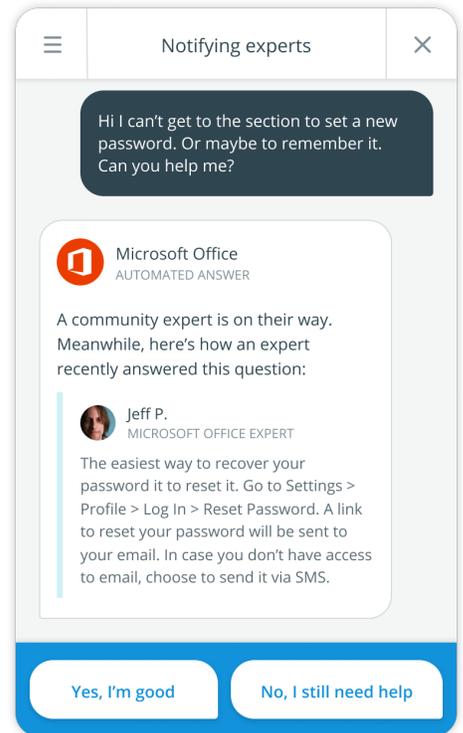
Intuit



Autodesk



SAP



## Better answers, from beyond the contact center

Directly helps you look beyond the traditional contact center and deliver better answers to customers in the moments that matter.

Unlike outsourcing and emerging AI vendors, our gig economy and AI platform helps you transform customer service by systematically tapping highly skilled product experts from your customer and partner ecosystem. By deploying Directly, you are able to pay these individuals to answer customer questions across any digital channel, which in turn helps train AI in a continuous loop. Experts remain in the network by continuously demonstrating stellar quality, speed and high CSAT, with earnings directly tied to performance.

The combined quality and speed of service is improving the customer experience, delivering superior self-service, driving adoption of digital channels, all while reducing outsourcers and elevating your agents.

The Directly platform works on any digital channel—web, email, chat, social, messaging, or even native mobile applications. Directly’s platform has a Microsoft Dynamics 365 connector and Dynamics 365 is the system of record.

All activities associated with each ticket will push back to Dynamic’s database based on a number of predefined events, making the Directly platform a seamless part of the overall customer service operations.

## Exceptional KPI benefits

Directly customers have achieved extraordinary results:

- Reduce outsourcers → **67%** reduction in resolution costs
- Keep customers happy → **93%** average CSAT, up to 20% gains
- Speed transition to digital → **23x** faster response times
- Exceptional international support → **12+** languages, fluent support

