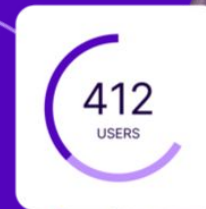
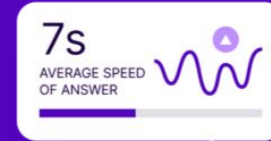




Ideas for individual resources and blog page.

June 2021

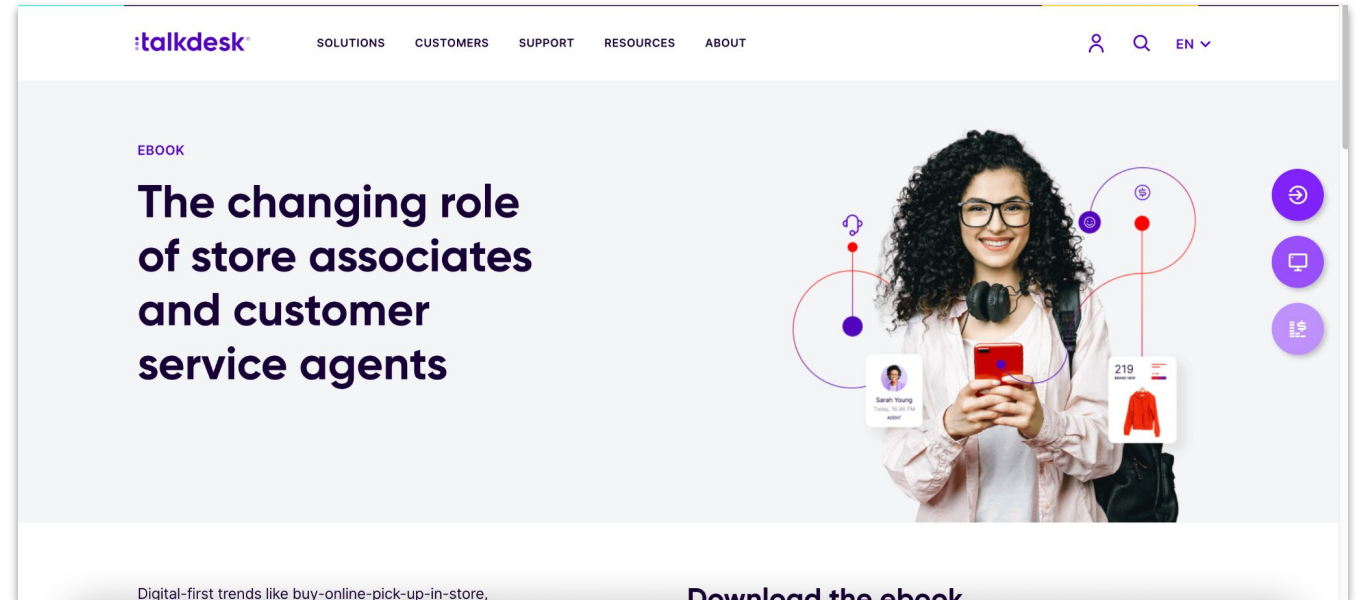


Anne Byrd
Today, 11:32 PM
AGENT

A white rounded rectangular card with a purple border. It features a circular profile picture of a woman with dark hair. Below the picture is the name 'Anne Byrd', the time 'Today, 11:32 PM', and the role 'AGENT'.

Current resource page experience above the fold.

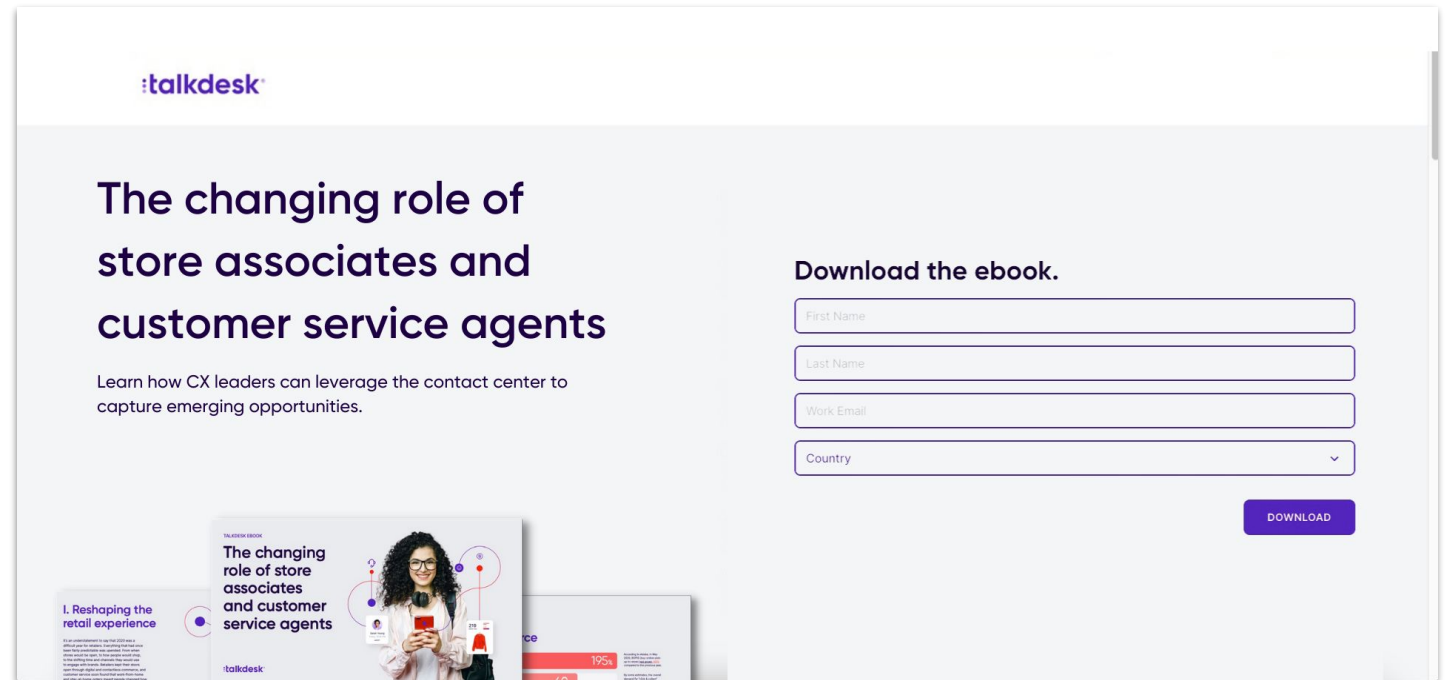
- We're learning from HotJar, that many people who visit our website don't scroll beyond the fold.
- I'm guessing we'd see a similar trend on our resource pages, because there is nothing distinctive about the experience above the fold—how do they know they're on a resource page?
- We make them scroll to take the next step in their conversion, rather than meet their need immediately.



Suggested experience above the fold for ebooks and reports.

This layout would be almost identical to our request demo page, with the exception of adding the image below the title.

- Immediately presented with the form and CTA.
- Headline + value statement.
- Image provides a preview of what they are getting - features 2 actual pages from the resource.
- We should also remove menu from resource landing page to focus the attention on converting asset.
- It's okay to leave menu on thank you page.



Suggested experience below the fold for ebooks and reports.

- Larger text.
- Secondary CTA with an anchor to the top of the page to fill out form.

Digital-first trends like buy-online-pick-up-in-store, appointment shopping, and curbside delivery are setting new customer expectations and reshaping the retail landscape. Brands and retailers must reimagine the role of their stores, associates, and contact center agents. Today, agents and store associates are also brand ambassadors, and contact centers serve as engagement and revenue-generating centers.

DOWNLOAD

Download this ebook to explore:

- How new customer expectations are reshaping the retail experience.
- The roles store associates and customer service agents play in a changing retail landscape.
- How retail CX leaders can leverage the contact center to capture emerging opportunities.

This ebook is related to the [Talkdesk Flexible Shopping](#) solution for retailers and brands.



Suggested experience above the fold for webinars.

This layout would be almost identical to our request demo page, with the exception of adding the image below the title.

- Immediately presented with the form and CTA.
- Title and date first thing displayed.
- We should also remove menu from resource landing page to focus the attention on converting asset.
- It's okay to leave menu on thank you page.

The image shows a webinar registration form for 'Retail's CX Revolution: A reimaged role for contact centers'. The form is overlaid on a background image of a smiling woman with shopping bags. The form includes fields for First Name, Last Name, Work Email, Phone Number, Company Name, and Country. A 'REGISTER NOW' button is located at the bottom right of the form. Below the form, there are sections for 'What we'll cover:' and 'Our speakers:'. The 'What we'll cover:' section mentions 'Rising customer expectations for easy, personalized interactions, regardless of where and how they interact,'. The 'Our speakers:' section shows a partial view of a speaker's head.

Retail's CX Revolution: A reimaged role for contact centers

Wednesday, June 16, 2021 at 3pm EST.

Register for this webinar:

First Name

Last Name

Work Email

Phone Number

Company Name

Country

REGISTER NOW

What we'll cover:

Rising customer expectations for easy, personalized interactions, regardless of where and how they interact,

Our speakers:

Suggested experience below the fold for webinars.

- Larger text.
- Engaging photos of speakers and logos.

What we'll cover:

Rising customer expectations for easy, personalized interactions, regardless of where and how they interact, have set retailers on a journey towards transforming their customer experience (CX). For many, however, these aspirations are hindered by limitations of disconnected legacy systems and processes, driving a reconsideration of their contact center technologies and how they are used.

This webinar explores the insights revealed in Talkdesk's latest research report, [The CX Revolution in Retail](#), including:

- How customer expectations from brands and retailers are changing.

Our speakers:



Bill Whatever, VP of Operations

:talkdesk®

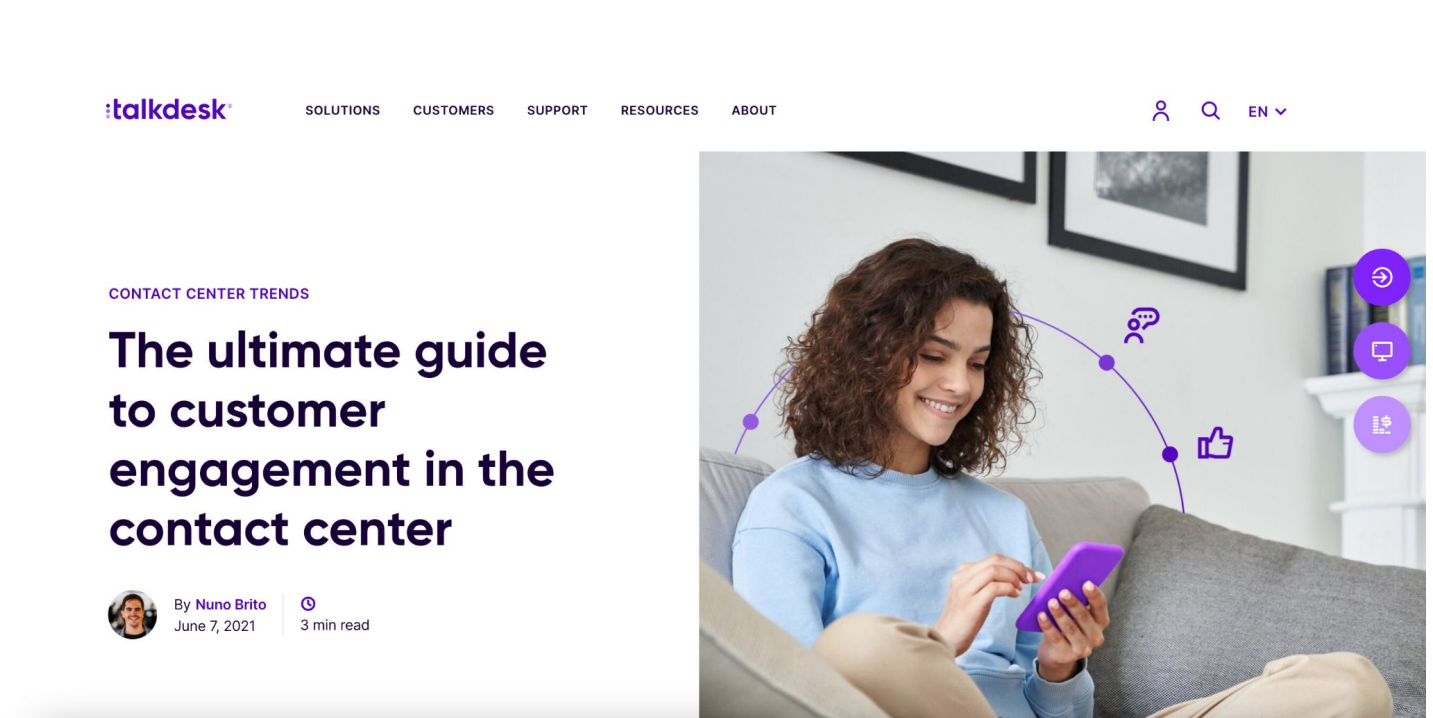


Mary Whatever, VP of Ecommerce

Rover

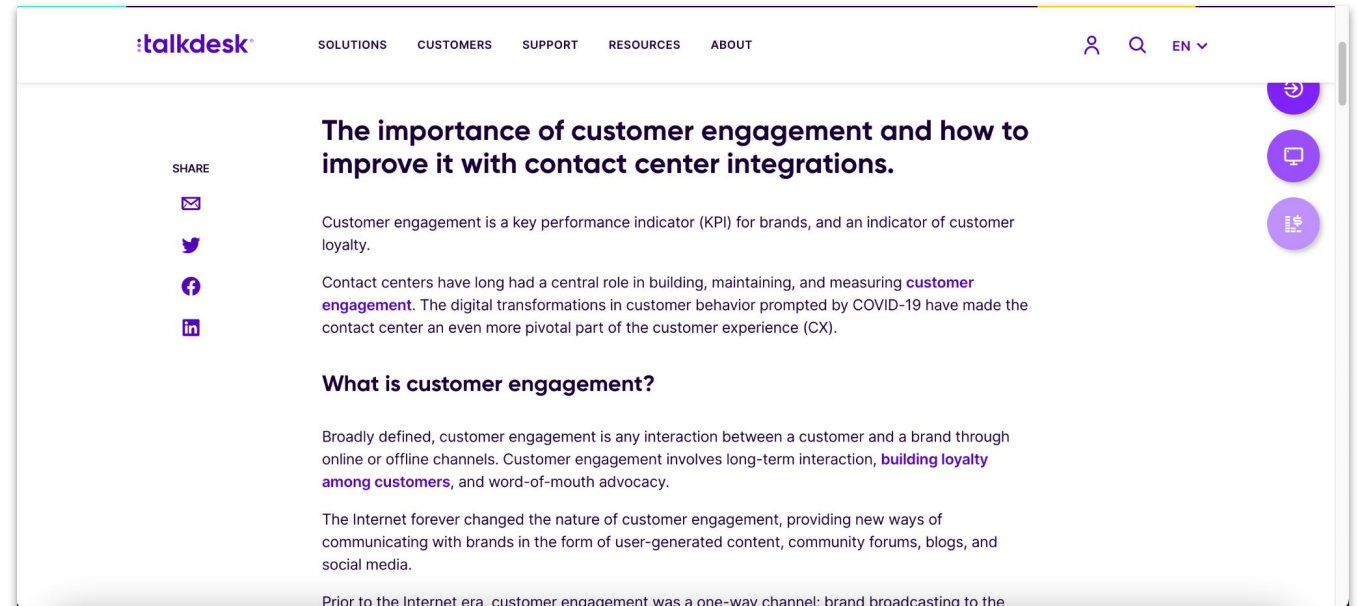
Current blog post experience above the fold.

- I like our above the fold blog experience!



Current blog post experience below the fold.

- A lot of our traffic comes in via the blog, so I think we should maximize this space a bit more to provide 'next steps' in the journey for our reader and convert to a resource, demo, or email capture.



Suggested blog post experience below the fold.

- A lot of our traffic comes in via the blog, so I think we should maximize this space a bit more to provide 'next steps' in the journey for our reader and convert to a resource, on-demand demo, or email capture.
- Each headline in the gray table of contents box can be clicked, and then takes user to that section of the blog post.
- Gray widget on the left can be customized to feature a resource, video, or solution page.

The screenshot shows a blog post layout on the Talkdesk website. At the top, there is a navigation bar with the Talkdesk logo and menu items: SOLUTIONS, CUSTOMERS, SUPPORT, RESOURCES, and ABOUT. On the right side of the navigation bar, there are icons for user profile, search, and language (EN). Below the navigation bar, there is a 'SHARE' section with icons for email, Twitter, Facebook, and LinkedIn. To the left of the main content, there is a purple widget with the text 'Get our freshest content delivered straight to your inbox.' and a 'SUBSCRIBE NOW' button. Below this widget, there is a video player with a woman's image and the text 'Learn more about our Employee Collaboration solution.' and a 'WATCH VIDEO' button. To the right of the share icons, there is a gray table of contents box with the heading 'What we cover in this post:' and four clickable items: 'What is customer engagement?', 'Why is customer engagement important?', 'What is the contact center's role in customer engagement?', and 'How to improve customer engagement with contact center integrations.' Below the table of contents, there is a main heading 'The importance of customer engagement and how to improve it with contact center integrations.' followed by two paragraphs of text. The first paragraph states that customer engagement is a key performance indicator (KPI) for brands and an indicator of customer loyalty. The second paragraph states that contact centers have long had a central role in building, maintaining, and measuring customer engagement, and that digital transformations in customer behavior prompted by COVID-19 have made the contact center an even more pivotal part of the customer experience (CX). Below the paragraphs, there is a sub-heading 'What is customer engagement?' followed by two paragraphs of text. The first paragraph states that broadly defined, customer engagement is any interaction between a customer and a brand through online or offline channels, and that customer engagement involves long-term interaction, building loyalty among customers, and word-of-mouth advocacy. The second paragraph states that the Internet forever changed the nature of customer engagement, providing new ways of communicating with brands in the form of user-generated content, community forums, blogs, and social media. Below the paragraphs, there is a final paragraph stating that prior to the Internet era, customer engagement was a one-way channel: brand broadcasting to the customer. Advertising on