

# The Conversation Is Happening Now. Are You Listening?

Turning the Contact Center into a  
Real-Time Revenue Engine



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# The Enterprise Blindfold

*David is your 5-year VIP. He's bleeding loyalty.  
Your agent is blind.*



Zero context at call start



Data trapped in marketing silos



Agent flying blind — asking for DOB while David flatlines

# The Soundproof Glass

*In 2026, if data doesn't move at the speed of the dial tone —it's not an asset. It's a liability.*

## TEALIUM CDP



Data-Rich  
Real-Time Signals  
Customer Intent



## CONTACT CENTER / AWS



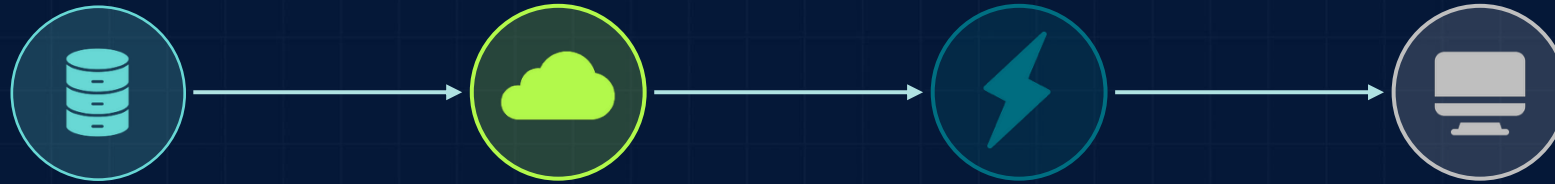
Data-Rich  
Real-Time Signals  
Customer Intent

The cure is already in the room. Your agents just can't hear it.

# Meshing The Biometrics



*From "What happened yesterday?" to "What is David feeling right now?"*



**01**

Capture real-time behavioral signals

**02**

Orchestrate via Tealium CDO

**03**

Deliver enriched profile to agent – zero latency

# What if David Never Reached the ER?

*Tealium detects the struggle. AWS Lambda fires. David gets a fix — before he hits Call.*



David's Digital Profile  
VIP | 5-Year Customer  
Real-Time Monitored



Hi David, we noticed a glitch on the page you're on. We've fixed it — refresh your screen and enjoy \$10 off for the trouble.

**PREVENTATIVE DATA CARE**

# Context As Medicine

*Same David. Same glitch. Different outcome.*



AGENT

*"David, I see the glitch. I've fixed it. And since it's your 5-year anniversary, I've applied a credit to your account."*

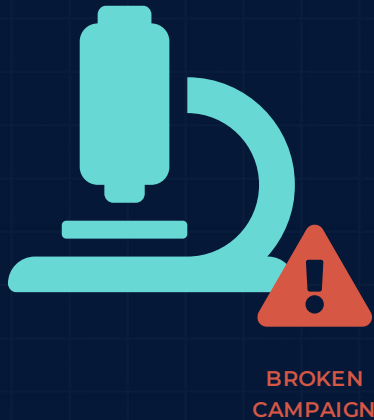
**The bleeding stops. David doesn't just survive — he's a customer for the next five years.**



# From One Patient to The Whole Population




*While we saved David, Tealium was listening to 50 more Davids.*



 **50** customers called with the same confusion in 20 minutes

 Tealium auto-pauses the broken campaign

 **\$100K** in wasted ad spend – stopped before end of day

**THE CONTACT CENTER AS ENTERPRISE SENSOR**

# Your Contact Center Isn't a Cost Center. It's Your Untapped Revenue Engine.



BEFORE



## The Leaking Funnel

- ✘ Agents blind to customer history
- ✘ Customers repeat info 3-4x per call
- ✘ "Autopsy Data" — reports from yesterday
- ✘ Defensive service: minimize cost per call

vs

AFTER



## The Revenue Flywheel

- ✔ Agents armed with full Tealium context
- ✔ \$500 saved sale = \$488 net win
- ✔ Micro-Moments of Conversion unlocked
- ✔ Offensive growth: real-time sales floor

**"The Source of New Business"**

# Stop Reading Autopsies. Start Reading the Heartbeat.



**COLD** 

**Generic Batch Data**

Yesterday's reports · Lagging indicators · "Autopsy Data"




**RED HOT** 

**Live Intent Signals**

Real-time scoring · Tealium + AWS · "Digital Pulse"



## THE PUSHER VS. PULLER FRAMEWORK

 **PUSHING AWAY**

- Frequent clicks on "Cancel" page
- High frustration language in chat
- Agent cue: "Prioritize empathy"

 **PULLING IN**

- Repeatedly viewing same product
- Checking shipping dates & reviews
- Agent cue: "Prioritize the offer"

*AI gives thousands of agents the "gut instinct" of your best salesperson.*

# Four Signals. Four Superpowers. One Platform.



*Your Contact Center Can Acquire, Retain, Protect, and Recover — If It Can Read the Pulse.*

## ACQUIRE

*Turn the inbound call  
into  
a new revenue stream.*

→ Priya

## RETAIN

*Catch the churn signal  
before the goodbye.*

→ Sarah

## PROTECT

*Catch the imposter  
before the transaction.*

→ Alex

## RECOVER

*Catch the distress  
signal  
before the default.*

→ Mark

*"Every customer interaction carries a signal. The question isn't whether the data exists — it's whether your frontline can act on it in real-time. Let me show you four moments where Tealium + AWS turn a blind contact center into a precision engine."*

# The Prospect Was Already Sold. Your Agent Just Didn't Know.



## Your Contact Center Isn't Just for Service. It's Your Highest-Converting Sales Channel.

### **PRIYA — High-Intent Prospect**

- Browsing premium product pages for 3 weeks
- Compared pricing 4 times
- Downloaded a whitepaper
- Just called in with a "general inquiry"

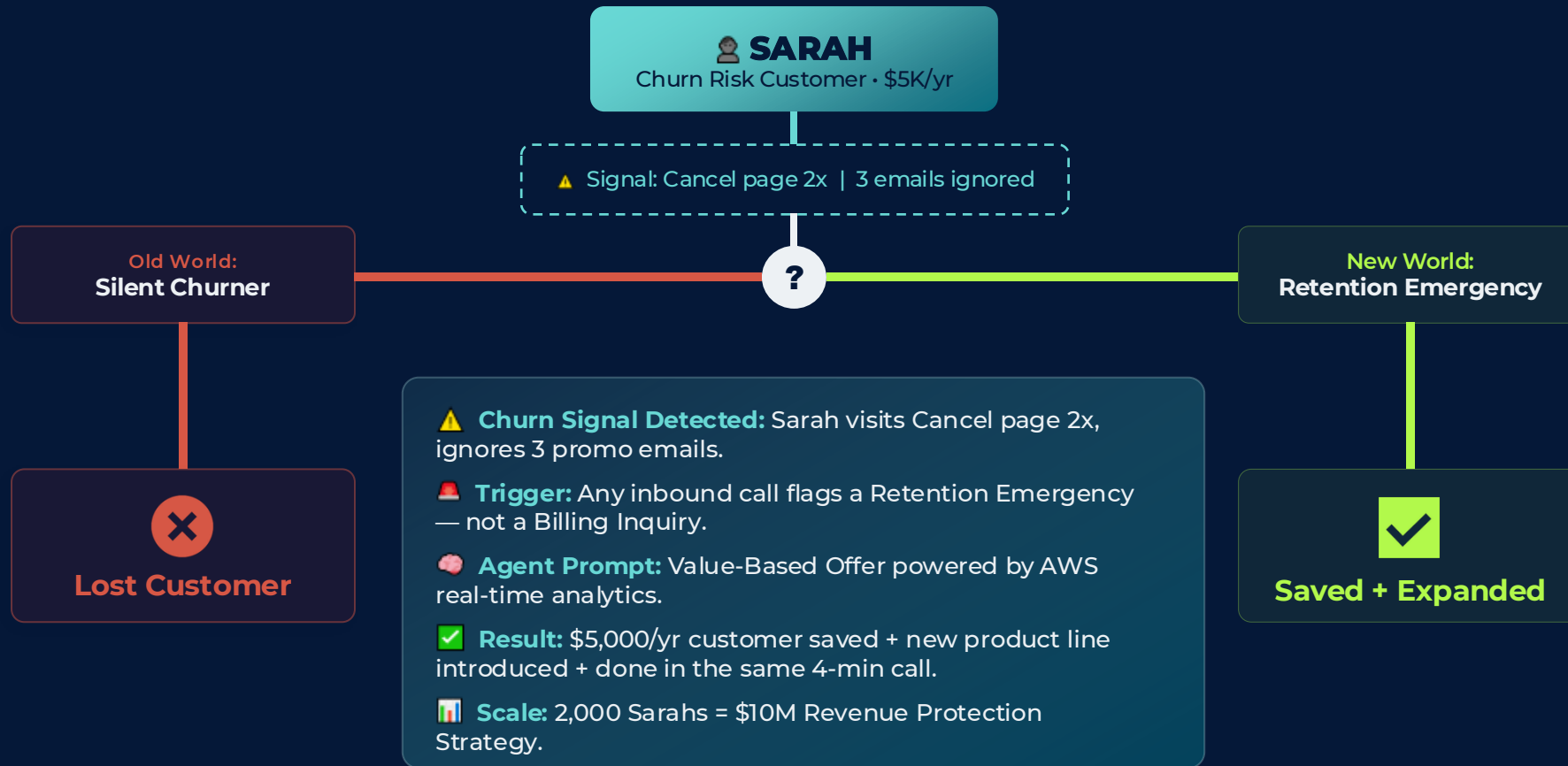
### **✗ Old World: The Missed Conversion**

- Agent treats it as generic info call
- Reads FAQ script — no context on Priya's digital journey
- "I'll send you a brochure"
- Priya hangs up → buys from competitor
- Revenue lost. Acquisition cost wasted.

### **✓ New World: The Precision Conversion**

- Tealium surfaces Priya's full browsing history in real-time
- Agent sees: 80% down the funnel, 4 pricing comparisons, whitepaper downloaded
- Agent delivers tailored offer with time-limited incentive
- Priya converts on the call — new customer acquired
- Zero additional marketing spend required

# From Churn to Expansion: The \$10M Recovery.



*The Contact Center is your Precision Sales Channel — because now you know who to save and what they want to hear.*

# The Fraudster Called First. Your Agent Had No Idea.



## Stop Fraud at the Moment of Contact — Not 48 Hours Later.

### ⚠️ ANOMALY DETECTED

Real-Time Behavioral Signals

- 📞 "Alex" calls in: password reset + fund transfer request
- 📞 First-ever login from unknown device at 2AM
- 📍 4 rapid page jumps in 90 seconds
- ⚠️ Zero prior call history — ever
- 🔴 Tealium CDP: Anomaly score spikes — this isn't Alex's pattern

### ⚙️ AWS FRAUD COMMAND CENTER

Amazon Connect + Bedrock + Tealium Engine

- 📞 Behavioral anomaly score surfaced in real-time
- 🧠 AWS Bedrock risk-scores the session instantly
- 📞 Silent alert fires to agent desktop — no friction for caller
- 🗑️ Agent prompt: "Verify identity — unusual session detected"
- ⏸️ Transfer paused pending step-up authentication

### ✅ ACCOUNT PROTECTED

Zero Loss. Zero Friction. Full Trust.

- 💰 \$12,000 transfer blocked before execution
- ✅ Real Alex notified — loyalty intact
- 👉 Fraudster stopped cold — no escalation needed
- 📊 40–60% reduction in fraud exposure w/ behavioral scoring
- 🔒 Legitimate customers feel nothing — only anomalies flagged

# The Loss Mitigation Engine: Turning Bad Debt into Balance Sheet Protection



## Stop Chasing Debt. Start Preventing It.

### ⚠️ DIGITAL DISTRESS SIGNALS

*Web Behavior Detection*

- 🚒 Mark visits the Hardship page
- 🚒 Repeatedly checking Early Withdrawal options
- 📉 Digital Pulse is flatlining
- ⚠️ No default yet — but smoke before the fire

### 📞 AWS OUTBOUND COMMAND CENTER

*Amazon Connect + Tealium Engine*

- 📞 Signals mashed into Amazon Connect in real-time
- 📞 Proactive Outreach triggered BEFORE default
- 👤 Specialized agent calls to CONSULT, not collect
- 📄 Offer: 90-day interest-only or restructured payment plan

### ✅ BALANCE SHEET PROTECTION

*Recovered Revenue & Retention*

- 💰 Recovered revenue from at-risk accounts
- 📄 Operational cost avoided third-party agency commissions
- 👤 Customer retention — 5x cheaper than new acquisition

# Kill Institutional Amnesia in 90 Days. Here's the Playbook.



DAY 1



## The Mirror Test

- > Call your own support line
- > Experience the amnesia firsthand
- > Count how many times you repeat your info
- > That friction = your "Value Gap"

DAY 30



## Connect the Pipes

- > Pick one high-value use case
- > Cart Abandonment or VIP Recognition
- > Bridge one gap with Tealium + AWS
- > Prove the surgery works on one patient

DAY 90



## Operationalize Intelligence

- > Move data from agent screen to CMO dashboard
- > Influence ad spend with contact center signals
- > Shape product roadmap from live insights
- > Build a Responsive Enterprise

*End State: A Responsive Enterprise — the hospital that knows its patients before they walk through the door.*

# Stop the Triage. Start the Transformation.

*Rip off the blindfolds. Mesh your signals.  
Build a hospital that actually heals.*



Audit your data silos



Map one high-intent customer journey



Ask: Are we acting on live signals or last night's batch?

*I'm Shalima Bhalla.  
Let's go build the future.*



**TEALIUM + AWS | REAL-TIME REVENUE ENGINE**



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Learn more at  
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