

CCaaS and the CX.

Moving cloud contact centres forward

All indications point to a dramatic spike in cloud contact centre adoption. Compared to similar claims made during the past few years, several factors validate this assertion, not the least of which is the steady acceptance of the “as-a-service” delivery model. Increasingly, however, the decision to move from premises-based contact centre technology to cloud contact centre is less about the type and location of the technology and more a decision about how to provide the customer a more connected and better user experience. It is these customer experience (CX) program goals that will create a connection with and become a key driver for increased cloud contact centre adoption over the next few years. Research from Forrester shows the soundness of a corporate strategy focused on keeping customers happy.

CX leaders grow revenue as much as 25 percent more compared to those organisations with a poor track record. The contact centre is a key component to providing a connected and contextual customer journey, and a cloud contact centre strategy allows the contact centre to be more flexible in adopting technology and new functionality that’s key to CX programs. For starters, that’s because the contact centre as a service (CCaaS) model provides the flexibility to better adapt to changing business needs. After all, it’s much easier to pilot new functionality when the cloud provider already has it on its platform and only requires a simple activation for sets of agents. This allows contact centre executives to see what works before rolling it out to the broader set of agents.

Scalability

Scalability of the cloud is important, as scaling up/down and paying for what you use is especially common in the contact centre space.

OPEX-based Economics

The OPEX-based economics of cloud contact centre also is a strong selling point for the C-suite, who likewise will be interested in the CCaaS model’s ability to allow for better planning and staffing decisions, in addition to liberating in-house IT from contact centre operations.

Customer Experience

All the while, there’s the underlying theme of a new key driver which, admittedly, includes all of the above drivers. This new, all-encompassing driver is successful customer experience initiatives. Here is why:

- It’s less about where the technology sits and who maintains it and more about your CX business objectives. Companies are less focused on the logistics of the technology and more on how the technology can improve CX;
- Legacy, on-premises technology can be difficult and expensive, leaving it unable to keep up with the rapid pace of contact centre evolution. A service provider is a key partner in speed to market and keeping companies on pace with the latest trends and requirements. After all, a seamless user experience might require channels an infrastructure may not already support;
- As technology and customer demands quickly change, so does the technology skill gap. A Communication Service Provider (CSP) is well suited to closing the gap, both in technology and operational skills; and
- It’s likely that a CX program involves solutions that may be on-premises and/or provided from another CSP, such as a cloud-based CRM solution. This means integrations is key and requires thoughtful planning.

Ultimately, the cloud is the answer to a business’s CX objectives because of its capabilities to drastically improve the contact centre’s customer experience. In turn, customers will be looking to solution partners not just as their vendor but as a trusted source in executing their CX plan. This partnership requires a business approach which, similar to the technology you provide, is devoid of complexity and enables agility – two inherent advantages of cloud-based solutions.