



WHITEPAPER

Business Case for Cloud Contact Center

CCaaS: Contact Center as a Service



Predictions about the adoption of cloud contact centers are everywhere.

From leading industry analysts, to trade publications and online communities focused on educating businesses about contact center best practices the message is the same, cloud-computing principles and the Software-as-a-Service application strategy is here to stay and an option that businesses must consider when looking to update, upgrade, or acquire new applications. Cloud-based SaaS, or Contact Center-as-a-Service (CCaaS) models are being considered for all kinds of business applications and the shift to cloud includes contact center technology.

At the same time, enterprises are faced with the erosion of brand customer loyalty in an ever-increasingly competitive landscape and empowered consumers have more choices than ever before. To maintain market share, companies in all markets are dramatically increasing their investment in customer service and engagement. The reality for many businesses is customer experience management is handled in the contact center, it is the point of engagement between the company and its customers, so managing that experience, and the opportunity to build (or erode) customer loyalty, happens in many instances in the contact center.

The continuing adoption of cloud computing is well documented; businesses of all sizes are

particularly receptive to the possibilities for their contact center and customer interaction environments. There are myriad, attractive options that the cloud presents for existing premises-based contact center operations, and for organizations that until now faced significant cost and operational barriers to deploying robust omni-channel contact center solutions for their business.

While established vendors have been bringing various forms of cloud-based CCaaS offerings to market for years, their predominant focus has been on positioning cloud as an alternate deployment option to the traditional on-premises buyer. By migrating to the cloud, businesses are ideally positioned to capitalize on the economics of cloud computing.

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The Business Case for Contact Center-as-a-Service

Cloud-based contact center solutions offer an excellent return on investment for businesses. To capitalize on this potential, they must first understand the inherent factors that make CCaaS a compelling alternative. Detailed below are five of the most prominent attributes:

1. FLEXIBILITY.

A typical on-premises contact center is built around the planned number of agents, the estimated volume of customer interactions and a functional baseline for what type of channel or feature access each agent needs. Contact centers must be adaptable to changes in the business, whether it is flexing the number and types of agents or being able to easily add new or additional contact center functionality. CCaaS allows contact centers to add agents, extend functionality, and adapt quickly to changes in the business without having to buy new infrastructure or require in-house IT resources for lengthy projects.

2. SCALABILITY.

This has long been a core benefit of the cloud model, where operations can easily be scaled up or down when needed. CCaaS eases and simplifies the process of adding agents and tapping into other enterprise resources, as well as the means to manage unplanned spikes in interaction volume. Seamless scalability is difficult when the business has to consider investing in additional licenses, server hardware and software. Most businesses have cyclical demand, and the inherent scalability of a CCaaS solution allows for growth on an “as needed” basis.

3. CLOUD ECONOMICS.

Most important to note is how Cloud solutions shift the financial burden from CAPEX (capital budget expense) to OPEX (operating expense.) OPEX budgeting is the more attractive option

by far for many businesses purchasing software applications as it eliminates the need for large capital expenditures. TCO can be daunting as calculations must not only account for CAPEX versus OPEX applications licensing and maintenance expenses, but also for internal IT and related data center infrastructure costs now provided by the service provider. The CCaaS model delivers cost cutting by allowing for better planning and staffing decisions, in addition to liberating in-house IT from contact center operations.

There is no denying that the economics of cloud are cash flow friendly and deliver immediate relief from large capital expense budget requests - a strong selling point for the C-Suite.

4. PROVEN MODEL.

The CCaaS model is another variation of the cloud computing and Software-as-a-Service (SaaS) model that has become so pervasive. Businesses have routinely been using SaaS for core applications like email or CRM, and Microsoft is rapidly gaining traction by shifting access to core business applications to the cloud with Office 365. When surveyed, CIOs report a key driver for cloud adoption is better operational agility. CCaaS better enables agility, particularly through built-in scalability and flexibility.

5. SECURITY.

Choosing a CCaaS provider with a long history and successful track record of securing highly sensitive data enables you to transfer (and most likely mitigate) much of the risk you face in storing and working with sensitive data in your customer communications. Today, data classification complexity increases annually as governments and industry bodies such as the PCI council respond to data breaches and the concern of



the general public about privacy. Data that at one time was considered public information is now considered Personally Identifying Information (PII) and must be securely stored, handled, and processed. This puts both additional costs on the organization in terms of policies and procedures that must be adhered to along with increased technology and compliance audit requirements.

Secure cloud-based providers bring deep experience across multiple industries and security standards that ensure compliance with current security requirements. They may also make recommendations on how to further mitigate risk through their knowledge of processes and mature technologies they bring as part of the solution.

Together, these offset expensive internal upgrades and technology additions, minimize process impacts, and allow for the transfer of compliance risk to a known and proven entity.

Another noteworthy benefit of the cloud contact center model is disaster recovery, something that many small and mid-sized businesses want but find too expensive and complex to implement. Through the inherent safeguards and redundancy built into their data centers and networks, CCaaS providers are able to provide a previously unattainable level of business continuity that many enterprises cannot afford to implement in their contact center operations.

Businesses should find a service provider with a solid track record providing CCaaS that is multi-

tenant on a global scale.

With the right partner, companies can take full advantage of cloud-based architectures, especially around multi-tenant contact center offerings. This model allows providers to operate, maintain and upgrade the multi-tenant cloud application efficiently, effectively passing along operations efficiency to their end-customer.

The business case for CCaaS is clear. With the right contact center application partner, businesses can become a powerful change agent for their customers and set themselves up for long-term growth.

ABOUT USAN

USAN helps companies profitably engage customers and deliver omnichannel experiences with the industry's best cloud and hybrid customer engagement solutions. In addition to hosted ACD, IVR, WFM, Quality Management and Agent Desktop, USAN offers back-office integration and business process automation, powered by a flexible omnichannel rules and workflow engine. All built upon a fifth-generation, carrier-grade infrastructure that delivers the highest availability in the industry.

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