

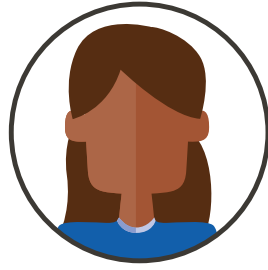
THE IMPORTANCE OF **CX** **ASSESSMENTS** IN CLOUD CONTACT CENTER MIGRATIONS





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The Need for Cloud-Based Contact Center Migration

Consumer expectations are changing. In a world where people have access to almost everything at the touch of their fingertips, businesses need to ensure their customer service is accessible, seamless, and intuitive. This not only serves the modern customer, but it's also key in maintaining a competitive advantage.

Migrating to a cloud-based contact center framework is one of the best ways to deliver stellar service. It can help bolster a company's customer experience and set it apart. That said, it can be complex to transition. It helps to have a clear picture of the benefits and challenges.



The Benefits and Challenges of Cloud Migrations

The benefits of moving to a cloud-based contact center solution are many. Migrating to a cloud-based infrastructure differs from traditional contact center migrations. Service-based solutions eliminate the barrier of traditional licensing models and instead introduce the idea of paying for only whatever an organization consumes.

More than that, because public cloud-based solutions also offer myriad capabilities, they can support all verticals and use cases. Organizations won't have to rely on specialized integrators or run multiple migration projects in parallel.

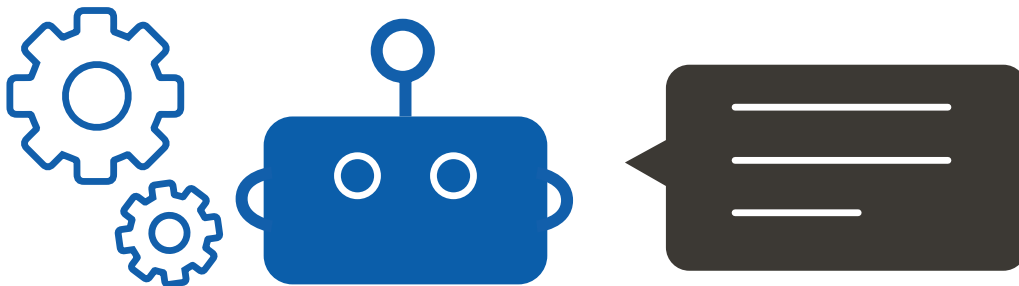
Several factors can make a cloud migration challenging, however. Silos and an abundance of organizational layers can lead to segmented processes and disjointed priorities. Further, a new framework can introduce different ways of measuring interactions, which might force some organizations to reevaluate their goals, metrics, agent training practices, and even budgets.



Choosing the Right Technology for Cloud Contact Center Migrations

Migrating to a cloud-based contact center framework is a big step for any premises-based contact center. It helps businesses offer a high-quality customer experience, but only if it's done thoughtfully and well. Part of that comes down to learning about and choosing the right CX technologies.

The world of customer service has become substantially richer thanks to **CX innovations**. Over the past five years, technology has grown and reshaped the customer experience, making cloud migrations common practice. Artificial intelligence now provides customer self-service capabilities with natural language processing and speech recognition. New analytics tools make it easier than ever to sift through data and provide customer experience leaders additional insights into what's working and what's not. Voice-of-the-customer (VoC) programs are evolving to do more than just listen but to actually understand customers and anticipate their needs.



As technologies continue to evolve, so will the opportunities businesses have to enhance their customer experience. For cloud migration to be a success, it's important for the business to understand what matters to customers. Without knowing what customers value in a customer service experience, it's impossible to define or measure which technologies will be most useful.

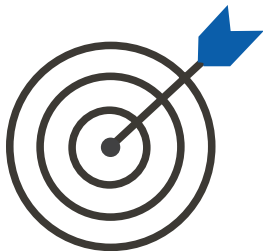
This is where a CX Assessment comes in.



CX Assessment Basics

For businesses ready to migrate to a cloud-based contact center framework and aren't sure where to begin, it's helpful to start with a CX Assessment. This gives a picture of customers' needs by evaluating qualitative and quantitative aspects of their experience. It then creates a clear roadmap for changes that need to be made.

Beyond that, a CX Assessment details the impact those changes might have once implemented, covering everything from realigning processes, policies, and operational handoffs to ensuring that each aspect is designed to strengthen customer relationships in the best way possible.



A CX Assessment can also help businesses define their CX goals. It then works backward to show an organization how to achieve them. This is especially useful when developing new products or features because it forces a business to start by looking at its customer rather than coming up with an idea for an experience or product. This keeps customers top of mind from the start.

How does this all look in practice? Let's say a company wanted to reduce customer friction in its interactive voice response (IVR) technology. It would begin by focusing on and evaluating the current self-service environment and looking at contact resolution and IVR opt-outs. This would indicate where the business needs to improve and determine what infrastructure and process changes would make that possible. Finally, the assessment would then recommend strategic solutions to help the company achieve its goals.



Once an assessment is completed, businesses are in a stronger position to implement solutions that support their newly defined goals and strategies. This ultimately makes migration to a service-based public cloud solution likelier to succeed.

Conducting a CX Assessment

In practical terms, there are a few things to keep in mind when beginning a CX Assessment. Before doing anything else, it's important to obtain buy-in from the top down. Multiple teams and departments within an organization contribute to the customer experience, so it's key to involve the people within each before beginning the assessment.

When discussing the assessment with organizational and departmental leaders, it's important to communicate the outlined goals and work as a team to identify ideal outcomes. By looping in people from all departments early on, it's easier to ensure that everyone is aligned and ready to work together.

After securing buy-in, the assessment shifts focus to defining measurements for both hard and soft deliverables. Establishing hard measurements, like self-service containment and agent efficiency, is critical. Soft measurements, like agent experience, are harder to measure but still impact the overall success of the migration process in a significant way.

The objectives set during the business requirements planning phase will ultimately determine what technology is needed in order to complete a successful migration. By beginning with a clear definition of success, a business can create a technology roadmap focused on what's important — not just what's interesting.

Once the assessment results are in, an organization will have a clearer idea of its goals and what technologies are needed to achieve them. Often, companies fall prey to investing in technology for technology's sake. Implementing whatever is newest or most popular in the moment keeps them from choosing the technology most suited to achieving their goals. As such, CX Assessments ensure that they focus on the right thing.

The following outlines what to consider when evaluating these potential CX technology solutions:



Customer personas. By developing three to five personas that represent the majority of customers, businesses can better understand how customers will respond to or be served by a specific tech solution.

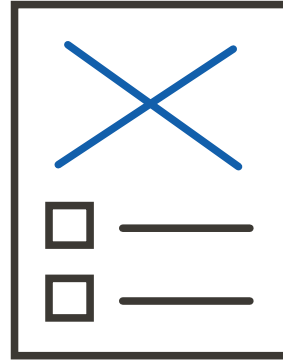


A focus for improvements. Knowing where to make improvements helps identify the type of technology a company needs.



ROI. Before investing in any CX technology, take a close look at what the solution will bring to the table and how it will impact the company's bottom line.

Finding the best technologies for cloud migration and CX initiatives can be tricky. At USAN, we conduct a needs assessment and technology assessment to create a better picture of what organizations should be looking for in a platform. We then look at the business case for each and provide ROI calculations, helping organizations make the most informed decision possible.



Overcoming Assessment Challenges

A few factors can negatively impact the results of a CX Assessment.

There may be resistance from the functional areas that “own” the current technology infrastructure. If a cloud-based migration is part of a new CX strategy, it could require a transformation of a company’s current technology, meaning it will impact multiple departments. Because of this, strong change management is important.

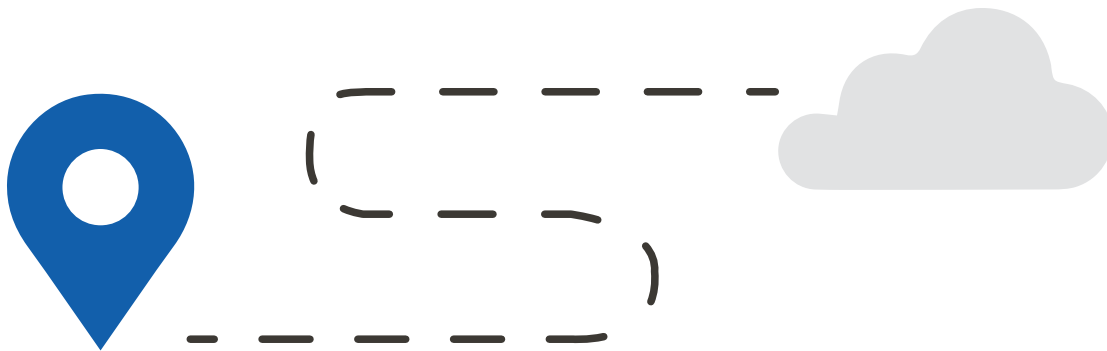
Beyond that, key players might fear that change could alienate customers. Help guide their thinking away from this and instead toward how the change will bring value to customers. It’s important to communicate why making an investment in cloud migration will help improve the customer experience — and ultimately customer retention. People often fear the unknown, so clear communication is essential in getting everyone on board.



Communication has to flow both ways. Employees may share legitimate concerns, and if organizations don’t recognize or create space for them to do so, they risk hurting the success of their new CX strategy and cloud migration. By allowing employees to provide feedback, businesses can keep a pulse on how people are feeling about their efforts and might even discover some new, innovative ideas in the process.

The Business Benefits of CX Assessments — and the Risks of Going Without

What are the benefits of a CX Assessment? For one, it gives an organization updated metrics for tracking the success of CX initiatives. When measured effectively, these produce valuable insights that can help drive organizational decisions moving forward. They can also help organizations and their leaders prioritize what matters most to customers, ensuring that they put time and money into the initiatives with the greatest ROI. By focusing on what the customer values, a business is more likely to see higher customer retention and higher lifetime values.



A CX Assessment also provides a roadmap for cloud migration. With metrics in place, needs identified, and technology selected, organizations increase the likelihood of a successful migration.

By not doing a CX Assessment, organizations risk hampering the success of their contact center migration. The assessment gives direction, and without direction, businesses can't proactively, efficiently, or effectively meet customer needs or compete in their respective markets. They also aren't able to create alignment across departments, which can ultimately lead to a fragmented customer experience and frustrated employees.



Finally, measuring and assessing risk is essential when considering a migration to a cloud-based contact center framework. If not properly vetted, technologies can create security and compliance risks. CX Assessments will often account for security and compliance implications driven by industry standards, governmental controls, and other influences, helping to safeguard against certain risks and concerns.



It can feel overwhelming to conduct a CX Assessment and begin a cloud contact center migration. USAN can help. We empower organizations to see CX initiatives through the lens of their customers, guiding them through the assessment process and offering omnichannel experiences with innovative cloud engagement solutions.

From traditional telephone interactions to web-based communications, USAN's portfolio of contact center applications gives businesses infinite flexibility in the way they engage customers across channels.

To learn more, [click here](#). We look forward to talking soon.

