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EBOOK

5 REASONS YOU SHOULD CONSIDER CONTACT CENTER AS-A-SERVICE (CCAAS)

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IS YOUR CONTACT CENTER DRIVING AN INCREDIBLE CUSTOMER EXPERIENCE?



If you've been thinking about making a change to your contact center recently, you're not alone. With changes happening in every industry, many leaders are finding that the traditional, premise-based technology they rely upon just isn't cutting it any longer as they strive to simplify their customer journey and contain costs - **especially when it comes to:**



Leveraging corporate data to optimize the overall customer experience



Incorporating omni-channel tactics like SMS, chat, & social media



Improving agent productivity & supporting remote work



Using "real time" data to create intelligent customer interactions & insights

If your contact center is missing the mark in these areas too, the good news is that there's a better way of doing things - and it's catching on in a big way. Gartner predicts that Contact Center as-a-Service (or CCaaS) will be the **preferred model of adoption for 50% of contact centers**¹ in 2024. While it is possible to achieve a great customer experience with traditional premise-based contact center systems, CCaaS empowers business and IT leaders alike to more easily overcome the challenges just mentioned - enabling them to keep up with industry imperatives and deliver the consistent, personalized experience they know their customers have grown to expect.

In this eBook, you'll learn why organizations like yours are making the move to CCaaS, as well as the pitfalls of racing to deploy cloud-based technology before you properly evaluate the needs of your business, customers, and agents.

¹<https://www.cxtoday.com/contact-centre/ccaas-trends-2020/>



LISTEN TO A PODCAST FROM OUR CONTACT CENTER EXPERTS

Learn about common challenges with contact centers and how modernizing your contact center will transform your customers' perception of your company and increase their long-term value.

LISTEN NOW

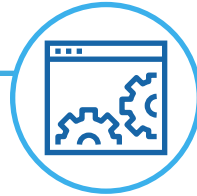
ENTERPRISE CCAAS ADOPTION IS RAPIDLY INCREASING AND THESE ARE SOME OF THE BIGGEST REASONS WHY:

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ENABLE CUSTOMERS TO USE THEIR PREFERRED CHANNELS TO COMMUNICATE

The days of customer service and support being limited to a one-to-one phone call are long gone. While it's no secret that your customers want to engage with you through their communication channel of choice, traditional contact center technology can make that difficult - often requiring disparate systems or segmented groups of agents that can add both cost and complexity to your contact center environment. With CCaaS, you can quickly gain access to all the tools and functionality you need to offer omnichannel support through the mediums your customers are asking for like email, chat, social media, SMS, and more. In addition, enabling multiple channels opens up the potential of cost savings by increasing the client-to-agent ratio. Agents can typically handle 3 chat sessions or 5 SMS sessions simultaneously, as opposed to the traditional 1:1 ratio for a phone call.



REDUCE THE HASSLE OF MAINTENANCE AND GAIN NEW FEATURES FASTER

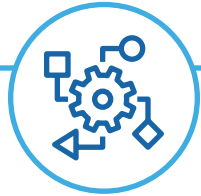
CCaaS solutions are cloud powered, and that places the burden of running and maintaining your contact center infrastructure on the provider, not you! With CCaaS, you can ditch many of the extra costs and effort that goes into maintaining traditional systems - including hardware, software upgrades, security patching, and having a team dedicated to keeping your infrastructure running at peak performance. Another benefit of CCaaS being powered by the cloud is that you can get access to new features quickly without having to rip and replace hardware - or deal with all the pain that comes with midnight and weekend cut-overs.



MOVE TO A PAY-AS-YOU GO MODEL WHICH REDUCES CAPITAL EXPENDITURES AND CREATES SEASONAL FLEXIBILITY

While the reduced maintenance hassle will certainly lower costs in your operational budget, one of the biggest areas for cost savings with CCaaS is in its monthly, pay-as-you-go pricing model. Instead of making large capital expenditures for new hardware, you simply pay a single and predictable monthly cost - all based on how many seats or licenses you're using. And with this OpEx model, you'll also be able to tie monthly investments directly back to the value of the solution, making it easier to track and report on ROI.

MORE REASONS THAT CCAAS IS CATCHING ON IN A BIG WAY:



MAKE OMNI-CHANNEL COMMUNICATION SIMPLE FOR YOU AND YOUR AGENTS

In addition to bringing more convenience and options to customers, CCaaS also delivers convenience to you and your agents. Agents and managers get access to dashboards to see what channels customers are using, and they can run reports to measure performance across all of them. With a CCaaS solution, your agents will be able to see customer history in one place, field customer inquiries more effectively, and have all the information they need to guide customers toward the right solutions regardless of the channel they are using to communicate.



PULL TOGETHER ALL YOUR CUSTOMER DATA INTO A SINGLE LOCATION (WITH RICH, COMPREHENSIVE REPORTING REGARDLESS OF CHANNEL)

One of the biggest reasons why companies adopt CCaaS is because the software pulls together all customer data into a single location. This capability eliminates the need to sift through different systems and countless data sources, giving your teams more time to interact with and serve customers. Automatic reporting options also allow managers access to key metrics, such as uptime versus downtime and missed or declined calls, so team leaders can make adjustments to improve customer interactions and experience.

Does CCaaS have your attention? We'll leave you with one piece of advice.

All too often, leaders race to deploy digital or cloud-based technology before taking a step back to truly consider what they're trying to accomplish. Unfortunately, this tends to lead to the same result - having most of the same issues and customer experience they've always had, except now their contact center is in the cloud. CCaaS may be appealing, but before making your move it's critical to take a step back and consider:



Where are we actually falling short now?



What are we really trying to accomplish?



Are we measuring the right KPIs and indicators?



Do we know where we want to be tomorrow?

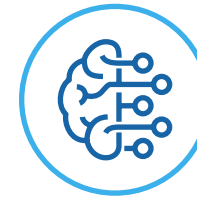
There may be plenty of companies that offer CCaaS solutions, but there are very few who have the capabilities, experience, and expertise that we have.



**STRONG PARTNERSHIPS
WITH LEADING CCAAS
TECHNOLOGY PROVIDERS**



**CUSTOM CONTACT CENTER
APPLICATION DEVELOPMENT
AND MANAGEMENT**



**INCREDIBLE AI AND
AUTOMATION CAPABILITIES**



**EXPERTISE ACROSS YOUR ENTIRE
IT INFRASTRUCTURE, NOT JUST
YOUR CONTACT CENTER**

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Ready to modernize your contact center with CCaaS?

Reach out today to schedule a meeting with an expert, or watch a video to learn more about our CCaaS solutions and methodology.

SCHEDULE A DISCOVERY MEETING

LEARN MORE BY WATCHING A VIDEO

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