


CONTACT CENTER

Making the Case:  
Top 10 reasons  
to move your  
contact center  
to the cloud

RingCentral | Partner







Thanks to the internet, most people today have become used to nearly instantaneous access to information. So when customers contact your call center, they naturally expect this same speed of service.

But as product lifecycles shrink and services become more complex, your agents can struggle to provide customers with quick answers. And if these same agents are forced to fumble between programs and screens to find information, it can quickly become a frustrating experience for everyone involved.

To keep pace in today's hyperconnected world, your business must find ways to connect agents with real-time knowledge sources about your products and customers. You need a contact center infrastructure that's flexible and agile enough to quickly respond to customer requests across all touch points, including voice, web, email, chat, mobile, and social channels.



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# Elevate your contact center to the cloud

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More and more businesses are discovering that cloud-based contact center solutions can help them keep pace with today's changing business landscape. As proof, the industry saw a nearly 50% increase in the number of cloud contact center seats between August 2014 and August 2015.<sup>1</sup> These organizations have already discovered that cloud solutions not only offer the affordability, simplicity, and reliability they want, but also feature the agility and multichannel capabilities needed to keep up with the shifting behaviors of today's consumers.

So is moving to the cloud the right move for your contact center? Let's investigate the top 10 reasons why cloud-based contact center solutions deserve a closer look.

<sup>1</sup>DMG Consulting: 2015-2016 Cloud-Based Contact Center Infrastructure Market Report



# 1

## The ability to scale quickly

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Unlike legacy solutions that require voice modules, expansion I/O cards, additional software licenses, or other add-ons, cloud solutions allow you to instantly scale workforce teams to meet the ebb and flow of customer demand. Operate a seasonal business? Need to respond quickly to an aggressive price offer from a competitor? It's simple to add or reduce the number of agents as needed.

Say goodbye to purchasing additional software licenses that might just sit idle, buying unneeded servers or storage, or adding IT personnel to support extra software. With the cloud, your company only pays for what it uses.





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## Outstanding reliability and high availability

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There's a common misconception that premise-based contact center systems offer greater reliability than hosted solutions. But in fact, today's enterprise-class cloud contact center solutions provide you with the highest levels of availability, reliability, and disaster recovery available.

Leading solutions house the infrastructure in geographically redundant data centers and guarantee uptime as high as 99.99%. To further boost overall reliability, data centers are staffed with highly trained experts who manage the system 24/7 and perform all the latest upgrades.



### 3

## Providing the right information at the right time

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Customers often come to a call with frustrations stemming from previous poor service. This can make your agent's job difficult even before they say hello. And if your agents are forced to repeatedly switch between numerous legacy backend systems and contact channels, it can lead to frustration, human error, duplicated effort, and higher average hold and response times. Cloud-based platforms can help alleviate these problems by delivering context-sensitive call scripts via pop-ups based on integrations with caller ID, CRM databases, or other systems.

Integrations with mobile apps can even allow supervisors to engage in shadow coaching to deliver improved customer service in real time. Scoring and analytics capabilities can also positively impact the customer experience by allowing administrators to quickly spot and address common problems.





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### Real-time contact center support

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Service Quality Measurement (SQM) Group, a leading customer contact research and consulting firm, found that a whopping 38% of customers are at risk of defecting to competitors if their issues aren't resolved on the first call. Address the issue satisfactorily on the first call, and that number plunges to just 3%.

By using a hub-and-spoke approach, cloud-based contact center solutions allow agents to follow the full thread of a customer's journey from one channel to the next. This allows agents to service customers more efficiently and better solve issues in real time—or even anticipate their needs.



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## Matching an agent's skills to the customer's needs

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Customers now have the choice to communicate with your company in many ways—including web, mobile, chat, voice, IVR, email, and social channels. This gives you access to huge pools of data that can reveal actionable insights. But single-function contact center servers and old-school PBX and IP PBX hardware make it difficult to parse the huge quantities of customer information that are available across your enterprise.

A cloud-based contact center platform acts as a universal hub to gather and funnel customer data for analysis. Cloud contact centers can use behavioral, demographic, and location-based customer information to properly match the right agent to the right customer. This approach can help to increase customer satisfaction while also delivering improvements in upsell and cross-sell rates.





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## Faster deployment of new capabilities

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For companies using premise-based contact center systems, it can take weeks—or even months—to deploy new sales tools and capabilities. That’s because these types of project requests often take a back seat to other enterprise initiatives. But with a cloud contact center, you can add new sales tools on the fly, allowing agents to immediately act on new opportunities. Plus you can easily pilot new sales tools and other systems before making a long-term commitment.



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## Assign agents to channels that better match their skills

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As experienced contact center leaders know, certain agents can handle specific types of customer interactions better than others. With a cloud contact center, your company can leverage the power of the universal queue to automatically route customers to an agent based on their skills. This capability also can also boost productivity by helping identify agent downtime and then intelligently scheduling inbound or outbound calls based on availability. You decide when active channels (such as voice) should take precedence over passive channels (such as email).





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### Fielding the new “connected agent”

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When critical customer, product, and other information is separated between different systems, agents can appear to be unknowledgeable or incompetent as they struggle to pull it all together. This can lead to a disjointed experience for customers.

A cloud platform synthesizes all of this information into a single screen, creating a new breed of “connected agent” that can deliver the kind of competent support that resonates with customers. Agents suddenly have access to vast storehouses of knowledge available in corporate systems, as well as third-party cloud services such as Salesforce®, Zendesk®, and others. Screen pop-ups can further help keep agents one step ahead of customers by providing information about previous purchases, billing history, and other personal preferences.



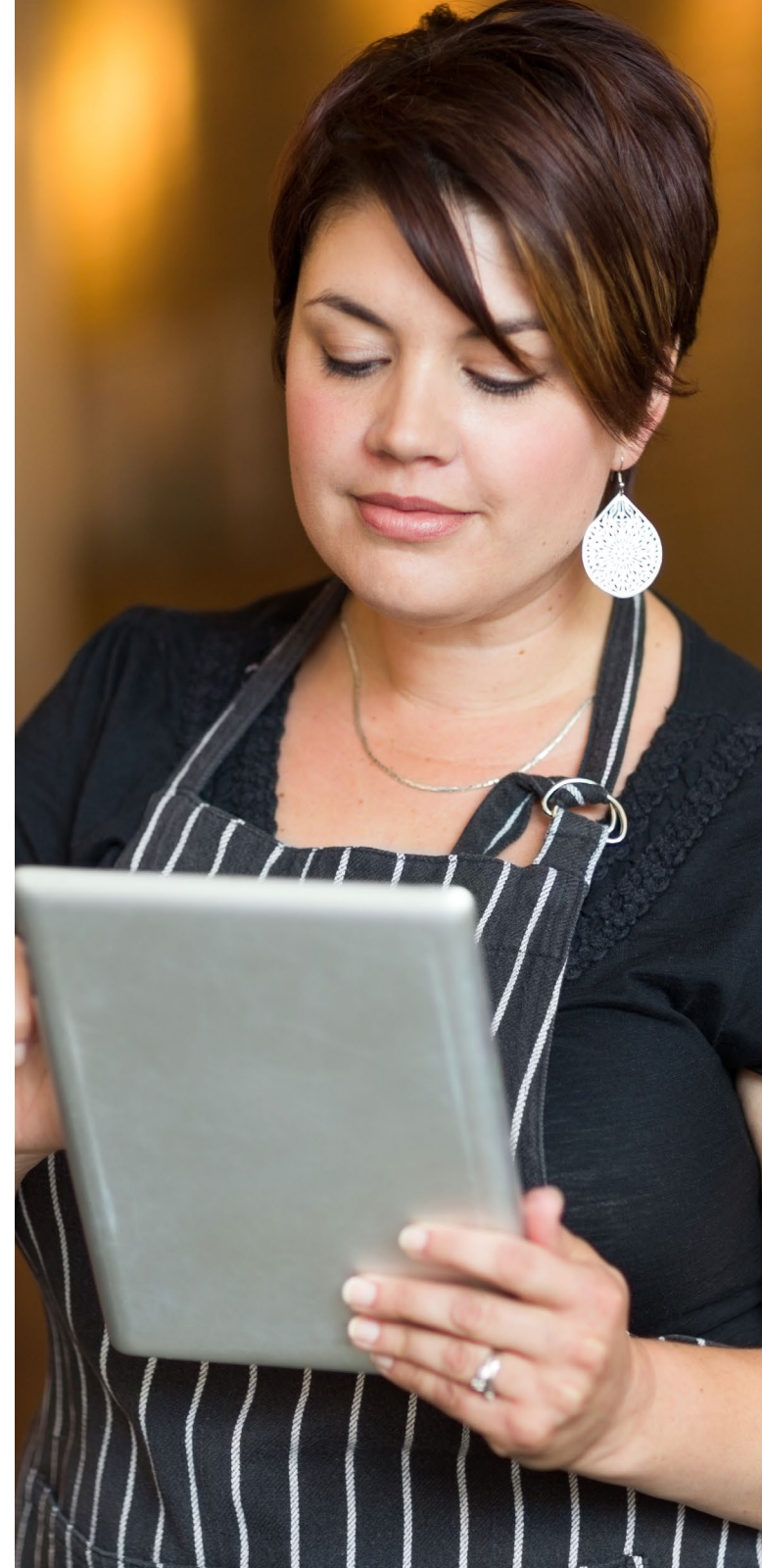
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## Superior disaster recovery and business continuity

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Without costly investments in redundant hardware and software licenses, typical premise-based call center systems simply do not provide the flexibility and scalability needed to adequately handle disaster recovery. This can potentially leave your company offline for hours, days, or even weeks. You could even experience longer downtimes as you scramble to install new hardware and software, or source new vendors.

By housing all contact center infrastructure and critical data in a remote data center—situated far from potential disruptions—a properly architected cloud contact center provides superior business continuity. And because the cloud works wherever there's an internet connection, employees can use smartphones, laptops, tablets, or desktop computers to access the contact center from virtually anywhere. In the event of a disaster, your agents can instantly fail over to mobile devices or softphones on their home computers or at temporary work quarters.





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## Strong security and compliance

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Few IT organizations can afford the resources or time to acquire the latest security measures that meet today's increasingly strict privacy regulations. Maintaining strong physical security across many business locations—each with its own on-premise system—simply is not practical or cost effective.

With a hosted cloud solution, companies have access to greater security measures to protect customer information than with traditional premise-based systems. An enterprise-class cloud contact center provider typically will house all customer data in secure tier 1 data centers with strong physical and network security, managed by highly trained, on-site engineering specialists.



# Wrap-up

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Contact center managers and line-of-business leaders in charge of call center functions recognize the critical importance of customer satisfaction and brand reputation. But today's customers expect instant access to information, which can make them impatient with contact center agents who cannot provide fast answers and rapid problem resolution.

The cloud allows businesses to dramatically improve the functionality of their contact centers. Connecting agents to an integrated desktop with seamless access to various sources of knowledge improves first-call resolution and other key aspects of customer satisfaction. The ability to quickly deploy the latest technologies further improves agent productivity. This results in less frustration on the part of both the agent and the customer. And compared to legacy on-premise systems, the cloud offers a cost-effective solution that scales easily, offers better reliability, and provides for quick disaster recovery.

All of which explains why small to large enterprises are rapidly abandoning on-premise hardware and moving their contact center functionality to the cloud.



# About RingCentral

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RingCentral, Inc. (NYSE:RNG) is a leading provider of global enterprise cloud communications and collaboration solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device. RingCentral unifies voice, video, team messaging and collaboration, conferencing, online meetings, and integrated contact center solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

Contact us to get started.

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