Business Case for CCaaS — Contact Center in the Cloud

An Enghouse Interactive Whitepaper
June 2017

Contents

Business Case for CCaaS — Contact Center in the Cloud

Predictions about the adoption of cloud contact center 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 software as a service 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 customer loyalty challenges in an 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, often happens with contact center agents.

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.

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 premise-based contact center operations, and for organizations that until now faced significant cost and operational barriers to deploying robust contact center solutions for their business. By migrating to the cloud, businesses are ideally positioned to capitalize on the economics of cloud computing.

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 cloud contact center a compelling alternative. Detailed below are four of the most prominent attributes:

1. *Flexibility.* A typical on-premise 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.
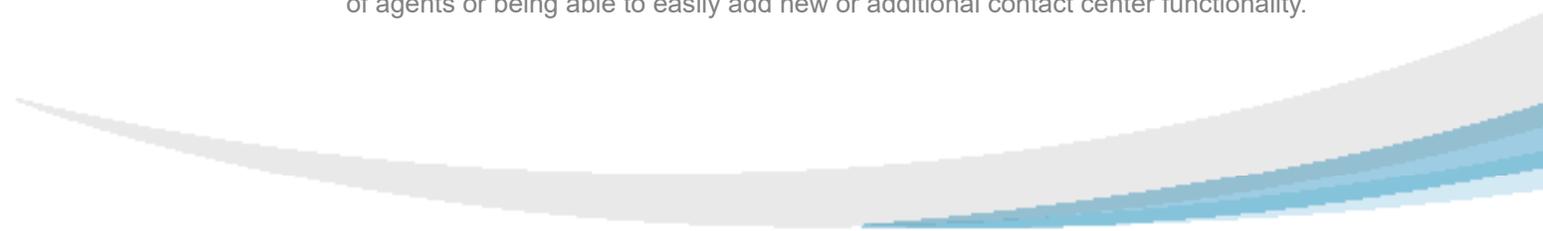
A cloud model allows contact centers to add agents, extend functionality, and adapt quickly to changes in the business without having to buy new infrastructure or requiring in-house IT resources on lengthy projects.

2. *Scalability.* This has long been a core benefit of the cloud model, where operations can easily be scaled up or down when needed. Cloud contact center 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 cloud contact center 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 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 application licensing and maintenance expenses, but also for internal IT and related data center infrastructure costs as they are now provided by the cloud solution provider. The cloud contact center model delivers financial benefits by allowing for better planning and staffing decisions, in addition to liberating in-house IT from contact center operations.

A CCaaS SOLUTION FROM A SERVICE PROVIDER ENSURES THAT BANDWIDTH, NETWORK AND OTHER COMMUNICATION SERVICES ARE SEAMLESSLY ADDRESSED AS PART OF SCALING TO MEET CHANGING BUSINESS NEEDS.

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 cloud contact center 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. As-a-Service models like cloud contact center better enable agility, particularly through built-in scalability and flexibility.

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

Service Providers Are the Right Choice When Looking for CCaaS

By virtue of their existing expertise providing telco services, service providers have a significant advantage in offering cloud contact center solutions to their customers. Businesses should find a service provider with a solid track record providing cloud that is multi-tenant on a global scale.

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

THE PAY-AS-YOU-GO MODEL IS ATTRACTIVE AS IT PROVIDES A BASE FOR RECURRING COSTS AND ALSO ALLOWS FOR BETTER IT PLANNING AND STAFFING DECISIONS AS EXPERIENCED AND EXPENSIVE IN-HOUSE IT RESOURCES ARE MUCH LESS INVOLVED IN CONTACT CENTER OPERATIONS.

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.

By Jacki Tessmer
Vice President, Service Provider & Cloud Strategy for Enghouse Interactive

Jacki is a seasoned enterprise software product leader with extensive experience managing product strategy, marketing and product management teams and portfolios for both on-premise and cloud-based applications. Jacki currently leads product strategy for Enghouse Interactive's cloud and service provider solutions. Prior to joining Enghouse Interactive (in 2012) Jacki managed strategic partnerships (with Salesforce, Aspect and Avaya) at AMC Technology and spent over 10 years at Oracle in the CRM Applications development division.

Stay Connected – Anytime, Anywhere, Anyhow

Stay tuned in to Enghouse Interactive social media channels for the latest white papers, case studies, product enhancements, events and company news including the latest in Enghouse acquisitions and new product offerings

- Twitter.com/enghouseinterac
- Linkedin.com/company/enghouse-interactive
- blog.enghouseinteractive.com
- Youtube.com/user/EnghouseInteractive
- Facebook.com/enghouseinteractive

About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.

Enghouse Interactive