

Moving your contact centre to the cloud



For any contact centre managers still hesitant about transitioning their infrastructure to the cloud, there are an increasing number of reasons – particularly for those moving advisors to homeworking - why the time for indecision and hesitation should now be over.

Whether it's accelerating digital transformation, optimising infrastructure costs, or simply keeping pace with today's hybrid contact centre working model, there's clearly a strong demand for more flexible and agile customer engagement systems.

In this Good Practice Guide, we will explore why contact centre operations are moving to the cloud, offer guidance on building your business case, and also detail what kind of benefits you can expect. We will also provide a recommendation on what type of cloud approach is best. You'll also find five key steps to help you on this journey.

Key benefits of moving your contact centre to the cloud

A cloud-enabled CX infrastructure offers a seamless experience for both customers and contact centre colleagues. Customers can engage via their channel of choice, with a unified experience across channels, less frustration and improved first contact resolution.

At the same time, improved ease-of-use means that advisors can be productive more quickly, deliver improved performance and support today's increasingly complex contact centre interactions. Having a cloud-enabled

approach also opens up increased opportunities for AI-powered insights - as well as automation for self-service and advisor real-time guidance. Other key cloud benefits include:

- **Agile and scalable** – native cloud solutions can grow in scale, are open to change and integration and can adjust according to contact demand levels
- **Technology-proof** – automatic upgrades, no downtime for maintenance – no need for expensive on-premise upgrades, 99.99% guaranteed availability
- **Consistent customer experience** – based on how people are using your CX platform and their associated experience
- **Smarter employee experience** – providing advisors with access to knowledge bases, resources, colleagues and coaches, wherever they are
- **Significant cost savings** – elastic pricing allows you to expand and contract licencing, while cloud eliminates expensive opex and maintenance costs
- **Accelerated innovation** – cloud platforms can deploy new digital customer experiences in days rather than months, enabling faster time to market
- **Support for more flexible working** – with a cloud-based

environment, the physical location of colleagues becomes less important

- **Certified security and compliance** – with built-in security features at every layer, along with comprehensive regulatory and compliance support
- **Cost-effective analytics** – cloud platforms can support levels of analytics that would be uneconomical or simply impossible with traditional technology.

Which approach is best?

The term 'cloud' is used all the time, but it is important to understand that, just like other technology choices that need to be made (such as servers, software and hardware), not all solutions are the same. You should consider adopting a true cloud native open platform approach for your contact centre. This approach brings the full benefits of cloud to you, such as:

- Faster release pace – enables faster time to implement and better customer experiences
- Ease of management – eliminates the need to provision cloud instances, configure networking, or allocate sufficient storage
- Reduced operating costs – includes a standard set of open source management tools eliminating proprietary and costly approaches
- Greater reliability – making it easier to build applications that are fault tolerant with resiliency and self-healing.

Five steps to a successful cloud migration

No two cloud contact centre technology journeys will be the same. Here are five key pointers to help define your own successful cloud migration:

1. **Cloud isn't 'all or nothing'** - Many contact centre managers when considering moving their CX to the cloud often assume they will have to move everything – from ACD right through to WFO – at the same time. It doesn't have to be this way, indeed it's important to first establish what are your biggest operational pain points before building your cloud strategy. Contact centre cloud migration is a journey, whose success depends strongly on where you start and who you partner with.
2. **Do your homework** - You're wanting to empower exceptional colleague and customer experiences every time, so you'll need a cloud vendor you can trust with a proven track record of delivering solutions at scale. Cloud is all about partnership, it is not just about buying

or acquiring technology. Make the right choice now and find a cloud solution that can truly deliver a unified experience for your customers. Look for suppliers with a strong track record of delivering customer innovation, excellent customer service as well as healthy corporate financial results.

3. **Choose your starting point** - This can vary for different organisations. For example, rather than starting by moving your entire omni-channel routing to the cloud you might want to start with a digital engagement process, or a strategy that you've already got under way but that would benefit from deeper insights. Using an analytics platform here could provide a great way of getting started.
4. **Start building out your CX strategy** - Take advantage of any applications and features you currently do not have – such as analytics, customer journey optimisation, performance management and more - by purchasing them in SaaS mode and moving quickly to unlock value. It should be quick and easy to add products and capabilities – as you require them and for as long as you need.
5. **Move to complete your cloud CX approach** - Based on your own timelines and maturity levels, there's really no limit to the scope of your cloud contact centre activities. Ultimately, you'll be able to bring together best-in-class capabilities such as omni-channel routing, workforce optimisation, analytics, automation and AI (artificial intelligence). Find the right approach and you can move quickly and confidently to the cloud while still protecting your current contact centre technology investments.

Delaying moving to the cloud is no longer an option for contact centres looking to ensure great experiences for their customers and advisors. A true cloud native open platform is the suggested contact centre infrastructure approach that best supports the flexibility and agility needed to deliver the experiences demanded by today's customers – regardless of how they choose to engage with your business. Those that choose to take this approach will benefit from new capabilities, both now and in the future, while those that don't may find it becomes increasingly difficult to compete effectively.

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