

Contact Centre Technology Report 2025



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Foreword from CCMA

We have learned that the future of the contact centre is technology-led but people-focused. Whenever technology is deployed, it should be with the aim of improving the experience for the customer or for our colleagues. That could mean a smoother, faster, more efficient experience, or a richer and deeper one – or both.

Contact centres have been transforming from traditional call handling hubs into the nexus of all customer interactions. Instead of a phone system, contact centres are deploying sophisticated ecosystems of interconnected technologies which blend automation, AI and human expertise to deliver exceptional customer experiences.

In this Contact Centre Technology Report 2025 we examine the current contact centre technology trends. Our experts share their opinions on some of the capabilities you can already deploy and some you can expect in the very near future, as well as how you can best gear your operation to make the most of them.

One of the most critical steps to technology success is, of course, selecting the right partners. Some of the tips we cover include looking for vendors with a proven track record, with a customer experience focus, with automation and integration capabilities, and who look to take a collaborative approach to working with you.

Whether you're a seasoned contact centre technology purchaser or an operations person researching what capabilities are available and what everyone else is doing, we hope this report helps guide you to the technology you need to better meet the expectations of your customers and colleagues.

And don't forget to reach out to one of us at the CCMA if you'd like a chat about your technology needs, or some help to point you in the right direction. A final thanks to Route 101 for their support and insight in putting this report together, and to leading contact centre technology vendors showcased in the latter pages.

Leigh Hopwood, CEO, CCMA



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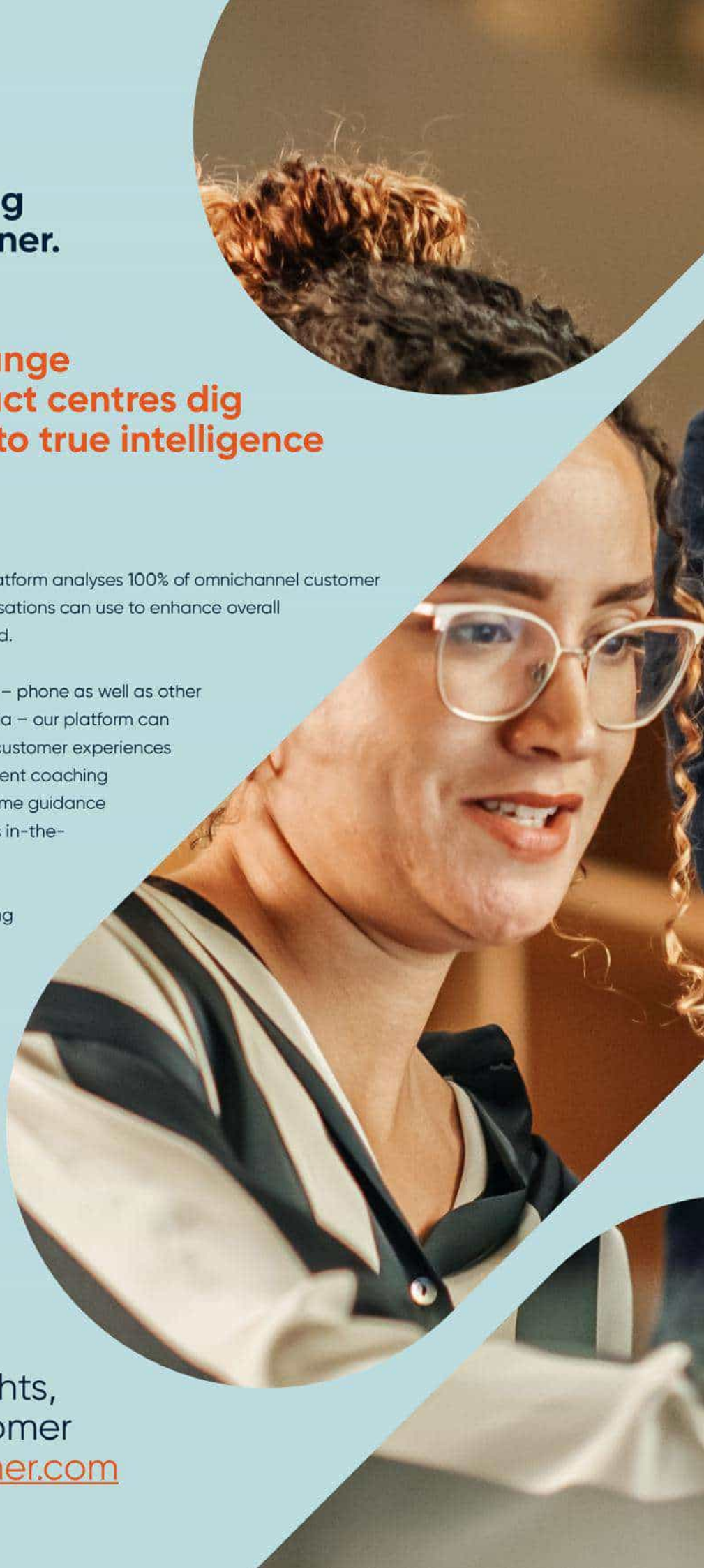
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Trends in Contact Centre Technology

From a contact centre vendor perspective, the only trend that has mattered for the last two years is the impact of AI (artificial intelligence). It's proved disruptive for two reasons.

First, this generation of AI is having a broad rather than niche impact. Every category of contact centre technology is being affected in terms of delivering enhanced if not entirely new functionality.

These benefits combine into a much bigger story of reinventing the overall value of a contact centre and how it operates. For contact centre leaders, this offers opportunity and challenge in equal measure.

The second source of disruption is the staggering speed of evolution within the core technology. As an example, Nvidia just launched the capability to train new large language models twenty times faster than was previously possible. It won't be long before this trickles down into better, faster, cheaper models tuned for specific contact centre duties.

This evolutionary speed of current AI is being fuelled by:

- More sophisticated model architecture
- Accessibility of massive data sets
- The compute capacity to train then operate generative AI services that underpin much of the new functionality
- Unprecedented levels of investment and excitement about the current 'dot.com' moment.

While it lasts, this is the context within which any 2024 review of contact centre technology should be attempted.

Of course nothing is entirely new. AI was there before the latest wave. As were cloud solutions, CCaaS ecosystems, omni-channel, unified desktops and inboxes, interaction analytics, bots, workforce management, QA etc. All have been topical for years.

But today's AI is shaking things up. It is enhancing and adding functionality within these specialisms. Maybe even more importantly, it is tying together these specialisms by orchestrating channels, workflow and data. And doing it in ways that are so much more convincing than previously promised.

Putting to one side the all-important question of organisational readiness to capture all this value, let's dip into how this technology tsunami is making life better and easier for customers, colleagues and operational managers.

Customer Experience

So, how are customers benefitting? Given their long-standing expectations for a positive contact centre experience grounded in achieving their outcome with least effort.

If the first moment of truth for customers is finding the right expertise to help them, how is today's triage and routing technology offering more than the simple logic of first in-first out?

Today's blend of conversational and generative AI enables personalised routing decisions based on natural language intent(s)



Martin Hill-Wilson,
CEO, Brainfood
Consulting

recognition, customer sentiment and relevant CRM insights to identify the optimal path to resolution. This is a massive step forward for many.

It is also just the start.

For instance, the accuracy of routing decisions improves once conversational archives are leveraged to fine tune the AI models on the best pathways to first time resolutions.

Also, the industry wide work being undertaken on understanding customer needs such as vulnerability and protected characteristics (D&I) can be fed into routing models to improve triage for urgent needs and priority routing to specially trained teams: a service strategy increasingly featured in recent industry awards.

When self-service is identified as the optimal routing recommendation, and is accepted as such, customers can now expect to achieve their outcomes more often without needing to escalate. As and when human assistance is still required, generative AI provides conversation summaries to help smooth the hand-over.

Given the generally negative legacy of last generation bots, we will need to collectively re-assess the claim that today's conversational AI is now more fluent and adaptive to how customers really communicate and think. Improved adoption and resolution rates will be the proof.

Other reported benefits include:

- Reduced bot management overheads in terms of initial training and optimisation relative to previous generations of natural language given broader 'out of the box' capabilities that characterise LLMs (large language models).
- Quality assurance for LLM generated output is also steadily improving.

When live assistance is the best routing option, this is being transformed through the power of what is now called conversational intelligence. As an upgrade on keyword focussed, traditional speech/text analytics, this operates in real-time to decipher intent and sentiment during customer interactions (voice/text/video).

This is transformative in terms of offering a new framework for managing service quality, upskilling front line teams, especially those least experienced, and offering actionable insight for operational decision making.

How is this being used for customer experience management?

Once the generative AI layer of conversational intelligence is plumbed into relevant knowledge, customer data, and workflows, advisors are presented on-screen with next best action support throughout a customer interaction.

This typically ends with what has become this year's signature GenAI's capability: summarising conversations, automating disposition codes, writing follow up customer communications and internally distributing service improvement reports.

In prior years, this capability came to be known as 'agent assist'. Some are now adopting the language of co-pilots. Maybe a reflection of maturing capabilities as AI becomes more embedded into working habits.

On an associated topic, RPA (robotic process automation) has been at the centre of this type of automation for many years and is itself due for a transformative AI uplift in how it can tackle even more complex automations: both for customer interaction duties and broader operational needs.

Expect this to become increasingly visible during 2025 in terms of agentic AI which some experts believe will eventually find its natural home in the frameworks and best practices of RPA governance.

Agentic AI reflects a trend from knowledge-based, GenAI-powered tools such as chatbots that answer questions and generate content to GenAI-enabled 'agents' that use foundation models to execute complex, multistep workflows.

Employee Enablement

It's not hard to infer how AI's ability to act and influence events in real time empowers front line teams and those supporting them.

Conversation intelligence not only supports more effective and productive customer conversations, but also transforms what is possible in terms of quality management, wellbeing management, coaching and training.

These have been increasingly difficult to sustain as the long arc of the pandemic, hybrid working, and reduced candidate availability have absorbed management attention over recent years.

On screen analysis and recommend next actions now drive each of these areas and enable a greater degree of self-management as a result.

From an operational management perspective, this offers the prospect of scalable personalised support with drill down insight from contact centre estate into site/team/individual levels. Conversational intelligence augment traditional contact centre reporting with deeper insight in performance and experience quality trends by customer/topic/channel/outcome/colleague.

As an emerging trend it's also worth mentioning two US organisations (healthcare and banking) that have hired Chief Wellness Officers to focus on the health and wellbeing of their contact centre colleagues. I'm sure they would be strong advocates and users of the type of technology just described.

Operational Excellence

One part of the story about operational excellence is upskilling managers and leadership to:

- Operate an AI powered contact centre
- Understand where value sits and which use cases to prioritise
- Recognise there is now a viable path that leads to personalised support for every customer and colleague
- Adapt their work patterns in recognition that the heavy lifting is increasingly done by AI. Whether that's adaptive schedule planning, micro-learning calibrated against skill levels or ongoing insight at individual journey level on what's working and needs fixing.

The other part of the story is to step back from just the AI narrative and recognise that the ability to operate a unified infrastructure remains a key technology need for many contact centres. Silos don't help the goal of seamless CX!

CCaaS has offered a path for some. Whether adopted as a public or private cloud solution. The need for collaboration also remains a priority to enable faster resolution. Many contact centres have added cloud-based

versions to improve communication and workflow between themselves and other organisational teams.

Some brands are showing even greater ambitions for cross functional collaboration in terms of the broader vision of customer lifecycle engagement. This trend is riding on the back of AI's ability to orchestrate engagement and deliver shared insight across functional teams.

As a result, some of the most complex operating environments, such as telcos, are now buying into the benefits of a single unified infrastructure to align teamwork, reduce operating costs and drive customer growth more effectively.

This is reinforced by growing recognition that since all vendors bake AI into their solution sets, capabilities such as summarisation will be duplicated unless rationalised into a single ecosystem. Another boost for the single platform pitch.

Whatever the North Star ambition, contact centres now operate in the era of real-time actionable insight. A milestone competency that eventually leads to scalable personalised support for customers and colleagues. Dismissed as an unrealistic ambition until now.

As a result, expect increased levels of integration to back-end systems such as CRM, case management, billing, logistics, customer data platforms etc. To work its full magic, AI services must be allowed full access to all sources of relevant data.

Last Thought

In summary, the latest trends in contact centre technology are about making good on past promises and setting up the foundations for a leap as great as when call centres became contact centres all those years ago. Exciting times that require ambition and good judgement to make the leap.

AI: A Reality Check

The promise that AI, particularly generative AI, will enable us to deliver better customer experiences, run smoother operations, and save time and money for our organisations is an alluring one – and it's probably true in the long run.

How we get from here to there is an issue that all the CX and contact centre leaders we've spoken to are all grappling with right now. We've spent the last few months talking with members to discover where they are on their journey, and here we share some of their stories.

AI Journeys

From our conversations, CX leaders appear to roughly split into three camps.

There are those that have barely dipped an exploratory AI-generated toe in the water as yet, who are waiting for enterprise-grade solutions to emerge from the current tech battlefield.

A second group has a plan but has yet to begin implementing it at scale, perhaps conducting a few Proof of Concept pilots here and there.

The final group, and anecdotally this appears to be very much the smallest one, are pushing ahead with implementing existing generative AI technologies wherever they feel it's appropriate.

Due to a host of factors, however, the scope of even the most ambitious AI projects is still quite limited. These include the restrictions of the technology as it stands today, the inertia of cultural acceptance, and the difficulty of proving the business case and ROI.

Vodafone is a good example of a frontrunner that is keen to implement AI where it can and prove the business case for it. Their Commercial Operations Director encapsulates how most forward-thinking businesses currently view AI in the contact centre:

"(AI) can help us create what we are terming 'super agents'. While we already view our staff as superheroes, this upgrade will see customer care agents have AI built into their day-to-day actions, enhancing their capabilities every time they speak to a customer."

John Shaw, Commercial Operations Director, Vodafone

Applications in the Contact Centre

In our experience, organisations like Vodafone that are pushing forward the adoption of AI for CX, are primarily using generative AI technology in three complementary areas. These are:

1. Advanced generative AI chatbots

These are capable of holding mostly convincing conversations with customers as long as the interaction doesn't get too complicated. While these are often chat-based right now, IVR bots are becoming increasingly sophisticated and more convincingly human sounding.



Kate Law,
Membership and
Learning Director, CCMA

"We are running around a number of different use cases with different levels of complexity – here are some examples. For agent coaching, Gen AI listens in and summarises activity and actions, freeing up leaders to focus on great conversations. We have tested and are deploying GenAI across webchat and voice to actively listen, draw in support articles to help the conversation and show next best actions. And we are using it across all channels including email as a conversational routing tool, ensuring customer calls, chats, emails and other contacts get to the right place first time. All our use cases are to liberate and empower our colleagues to focus on making the conversational experience fantastic."

Kirk Bradley, Director of Customer Service, BUPA

2. AI for speech-to-text transcription, quality monitoring and analytics

One thing AI can do brilliantly is imbibe huge quantities of information and find patterns in it. More and more contact centres are deploying conversational analytics to monitor the quality and outcome of every customer interaction, provide feedback to supervisors and frontline advisors on their communication style, product knowledge and problem-solving skills, as well as provide insights that can be used to direct future training.

"Our AI journey has been an incredible adventure, marked by the successful implementation of text-to-speech analytics and the development of Gen AI quality scorecards. These innovations have significantly enhanced our capabilities, allowing us to deliver more accurate and insightful analyses. Our successes have not only improved operational efficiency but also opened new avenues for growth and customer engagement. As we look to the future, we are committed to further advancing our AI technologies, exploring new possibilities such as colleague gamification, intelligent call routing and driving impactful change across our organisation and beyond"

Marc Innes, Head of Customer Service, Homegroup

3. Agent assist AI technology

For now, and for the foreseeable future, the most crucial customer interactions will continue to be handled by human advisors as they require a degree of empathy, understanding, problem-solving and good old initiative that is beyond AIs for now. Instead, generative AI is being used to present advisors with summaries of customers' previous interactions, route customers to the best person or team to handle their query, and provide frontline colleagues with appropriate information during an interaction so they don't have to put the customer on hold while they go and search for it themselves.

"The solution ... is to ensure AI is used as part of what the industry often calls a 'co-piloting' model, which has humans and technology working in unison. Fittingly enough, as part of its 10-year strategic partnership with the company, Vodafone has recently rolled out Microsoft 365 Copilot AI software to around 68,000 of its employees right across the globe, with aims to support innovation, productivity and digital efficiency."

John Shaw, Commercial Operations Director, Vodafone

The Challenges of AI Adoption

Despite the hype since Open AI unleashed Chat GPT on a mostly unsuspecting world, it is becoming clearer that generative AI is not a panacea for all your CX ills. At the very least, it won't transform the contact centre and the way we handle customer interactions as quickly as some first thought.

While the potential benefits are undeniable, the journey is not without its obstacles. One of the most significant is the concern surrounding data privacy and security. Most businesses and other organisations these days handle an incredible amount of sensitive customer data. Ensuring that AI systems are compliant with regulations and protect customer privacy is paramount. The generative AI market today is still in its 'Wild West' phase. Innovation requires a certain amount of creative chaos, which is one of the last things large enterprises want, wary as they are of their regulators and their reputations.

Misconceptions around what AI, particularly generative AI, can do may also lead to disappointment and failed pilots which could forestall future adoption. When an over-hyped new technology comes along it's tempting to see all challenges in terms of how they can be solved by the shiny new toy on the market. In reality, contact centre leaders need to properly analyse their challenges and implement an appropriate solution. For example, a customer pain point or a roadblock in a process may more easily be solved via another means – a simpler automation technology like Robotic Process Automation (RPA) might solve the problem more cheaply and quickly.

Finally, the evolving nature of AI technology itself – due to its infancy – presents a major challenge. As AI firms themselves are quick to remind us, the current iterations of these technologies are the worst they will ever be – it will only get better from here. Keeping up with these rapid advancements and ensuring that AI systems are up to date can be demanding, requiring ongoing investment and expertise. For these reasons many enterprise buyers may prefer to hold off until there is a much clearer understanding of where these technologies will be in a few years' time.

A measured approach, starting with targeted pilot implementations to address specific pain points, appears to be the most parsimonious approach for now, and the one that the vast majority of organisations are taking.

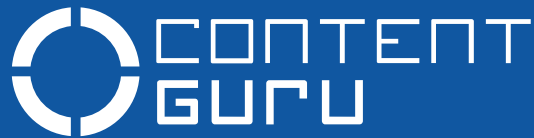
"The RSPCA is dedicated to improving the lives of animals. We are leveraging AI to integrate our channels, improve customer experience through anticipating customer needs, personalising interactions, and build stronger relationships with our customers who are crucial in advocating for animal welfare."

Fiona Gerhard, Head of Operational Services, RSPCA

A Future of Intelligent Collaboration

Despite AI's growing role in the contact centre and in handling customer interaction, one thing everyone we have spoken to agrees on is that human advisors remain essential. As the pressure bites from the changes to UK fiscal policy, the need to continue to get the balance right will be critical to ensure the delivery of a strong CX.

Delivering excellent CX already requires a blend of technology capabilities with human expertise. The level of technology may increase, as will its capabilities, but humans will always remain in the loop. Success will come to those organisations able to create seamless customer experiences where AI and human agents collaborate effectively to deliver personalised, efficient, and empathetic support.



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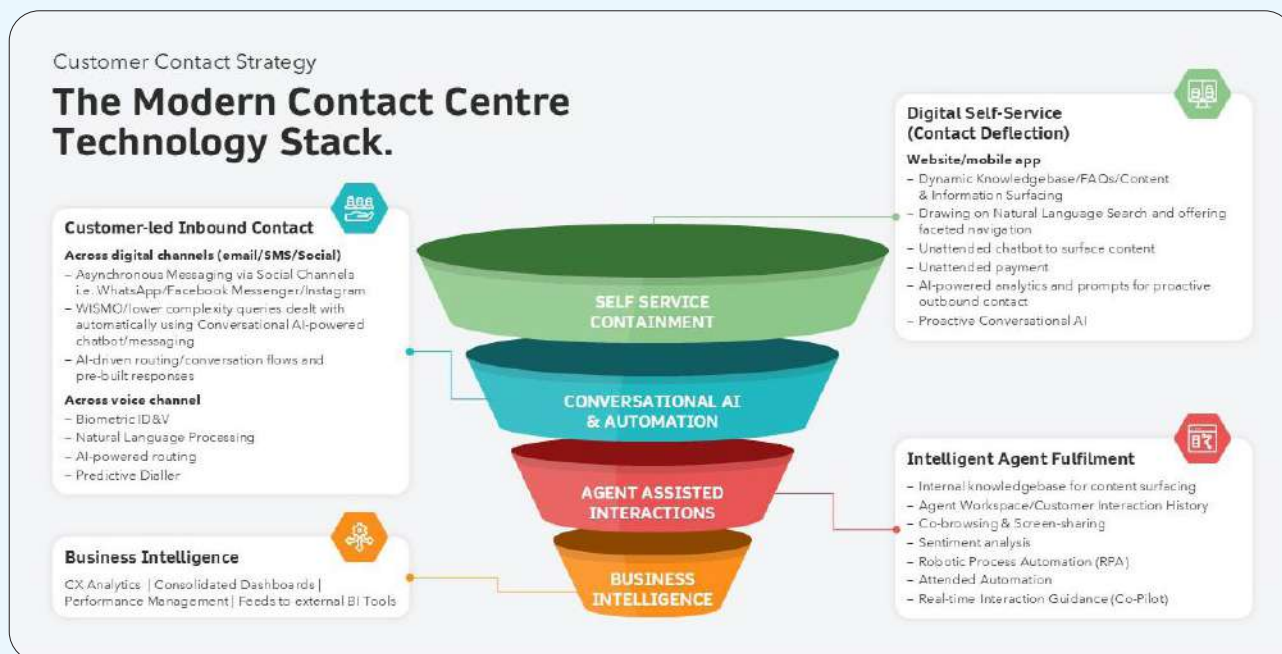
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The Modern Contact Centre Technology Stack

In the wake of global shifts towards remote work and digital-first customer interactions, the modern contact centre has undergone a radical transformation. No longer just a hub for phone calls, today's contact centre is a sophisticated ecosystem of interconnected technologies designed to deliver exceptional customer experiences across multiple channels.



Cloud: The Foundation of Flexibility

At the heart of the modern contact centre lies cloud-based infrastructure. This shift from on-premise solutions to the cloud has revolutionised the industry, offering unprecedented flexibility, scalability, and cost-effectiveness. The rise of Contact Centre as a Service (CCaaS) solutions, growing at a staggering CAGR of 19.1%, further underscores this trend.

CCaaS platforms offer comprehensive suites of tools in integrated packages, simplifying deployment and management while enabling agents to work from anywhere – a crucial advantage in our hybrid work world.

Self-Service Containment (Contact Deflection)

Conversational Voice Assistants | AI-powered Bots | Dynamic Knowledgebase and Content Surfacing | Proactive Contact

Advanced natural language processing is enabling AI-powered assistants that can handle complex interactions with human-like proficiency.

These virtual agents are becoming increasingly indistinguishable from their human counterparts, handling routine queries and freeing up human advisors for more complex issues.

Richard Simpson,
Head of Solution
Engineering, Route 101

Centralised knowledge bases supercharged by AI are becoming the backbone of efficient customer service. These systems provide frontline colleagues with quick access to accurate information and power self-service portals for customers. A well-optimised knowledge base can be the difference between AI success and failure, making robust knowledge management a crucial element of the modern contact centre.

Customer-led Inbound Contact

Asynchronous Messaging (Digital Channels: email, social media) | CRM Integration/APIs | Intelligent Interaction Routing | Video AI | Voice | Outbound Dialler | PCI Compliant Payment Across Voice & Digital | Call Recording.

Today's customers expect seamless interactions across multiple touchpoints – voice, email, chat, social media, and messaging apps. An omnichannel platform that integrates these channels is no longer a luxury; it's a necessity for providing a consistent and satisfying customer experience.

Integrating Customer Relationship Management (CRM) systems with contact centre platforms provides frontline colleagues with a holistic view of customer interactions. This integration enables personalised service and more efficient problem-solving, powering elements like intelligent routing and elevating the customer experience to new heights.

Intelligent routing dynamically directs customer interactions to the most suitable colleague or resource. This advanced routing system analyses various factors such as customer history, query type, agent skills, and real-time conditions to ensure optimal matching, ultimately improving first contact resolution rates and enhancing overall customer experience.

Video AI uses advanced AI to analyse videos and uncover the root causes of issues. The AI provides transcripts, summaries, keyword analysis and even detects things like serial numbers or problem descriptions. It then surfaces relevant knowledge base articles and suggested responses, empowering teams to provide accurate solutions on the first interaction.

Intelligent Frontline Fulfilment

Internal Knowledgebase for Content Surfacing | Agent Assistance: Robotic Process Automation (RPA) Real Time Interaction Guidance and Next Best Action (Attended Automation) | Tone Adjustment for Digital | Auto-summarisation.

One of the strongest use cases for AI in the contact centre centres around frontline enablement and efficiency. provides real-time support to customer service colleagues during interactions, and enhancing their ability to resolve issues efficiently. By leveraging AI to suggest responses, pull relevant information from knowledge bases, revise written/digital comms to achieve a certain tone, and even analyse customer sentiment, AI is ultimately improving agent productivity and the overall customer experience.

Tools like Autosummary automatically generate concise summaries of customer interactions, saving colleagues time and improving consistency in documentation. This technology helps streamline post-call work, reducing wrap-up time and allowing the frontline to focus more on direct customer communication, which is crucial given that 40% or more of an advisor's time is typically spent on non-customer-facing tasks.

Employee productivity was the number one method (44%) when asked respondents to a G2 survey were asked how their organisation measures the ROI from its investments in AI software or AI-powered software.

Workforce Optimisation Tools

Scheduling | Shift Management | AI-powered Forecasting | Compliance, Quality and Sentiment Monitoring and Analysis | Training & Enablement | Reporting and MI

Workforce optimisation tools help manage schedules, monitor performance, and provide coaching and training. These tools ensure that the right number of people with the right skills are available at the right times, striking a balance between efficiency and customer satisfaction. By optimising staffing levels, scheduling colleagues, and managing remote workforces, organisations can drive engagement and retention within their contact centres, whilst delivering the standards of service their customers expect.

Business Intelligence (BI)

Integration | Analytics and Reporting | Predictive Analytics | Visualisation & Consolidated Dashboards | Performance Management | Feeds to External BI Tools

Defined as a comprehensive set of tools, strategies and resources, BI enables CX leaders to analyse the data generated by the contact centre and transform it into actionable insights. Research suggests that it is the no.1 most in-demand technology feature among contact centre executives – enabling agents to provide better CX in over 50%* of cases.

Using predictive analytics to anticipate customer needs and help staff to serve them better, or to segment customers, analyse churn behaviours and build a comprehensive view of the customer experience, BI solutions help to improve customer interactions by integrating with an organisation's customer relationship management (CRM) and its sales enablement technology stack.

Conclusion

When applied and leveraged correctly, business intelligence tools can power strategic decision making that aligns with organisational objectives, optimise resource allocation and improve productivity whilst delivering insights into customer behaviours.

The modern contact centre technology stack is no longer just a collection of tools; it's a strategic asset that can drive business growth and customer loyalty. As we've seen, the integration of cloud infrastructure, omnichannel capabilities, AI-driven solutions, and workforce optimisation tools has transformed the contact centre into a powerhouse of customer engagement and operational efficiency.

However, the true value of this technology stack lies not just in its individual components, but in how they work together seamlessly to create a unified, intelligent, and responsive customer service ecosystem. As we look to the future, the organisations that will thrive are those that can effectively leverage these technologies to not only meet but anticipate customer needs, while empowering their agents to deliver exceptional service.

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10 Steps to Contact Centre Technology Procurement

Whether you're investing in a technology solution greater than the value of your own home, or even Taylor Swift's home, or in a point solution on a lower budget, the need to demonstrate an ROI is stronger than ever. The bigger the budget, the bigger the ROI potential.

Of course, the reason enterprise technology costs so much is it should enable a business to boost profitability either by saving money or earning more.

In the contact centre, where organisations are facing incredible pressure to deliver exceptional customer experiences while optimising operational efficiency, investments in new technologies are the obvious answer. But there are so many different providers, offering similar solutions, and all have incredible case studies to reference.

This article outlines a strategic 10-step process for contact centre technology procurement designed to support your thinking as a contact centre leader.

1. Engage an Internal Task Force

Even if one person has the ultimate nod on the deal, decisions of this scale and potential impact are usually better made collectively.

Assemble a cross-functional project team representing various departments. As well as key players from the contact centre, such as the frontline, team leaders and specialists, you'll need to ensure you're working really closely with IT. Depending on exactly what business problems you need to solve, other stakeholders could include HR, finance and marketing).

A diverse team ensures well-rounded decision-making and makes sure that all points of view are accounted for. This task force should be involved throughout the procurement process to promote ownership and secure buy-in from all stakeholders.

2. Understand Your Requirements

Many procurement projects immediately get derailed because those involved have not been able to clearly identify the business problem they were trying to solve.

Too many purchasing decisions start with the technology that's available, and then look for a way to apply that technology to the business. Needless to say, that is putting the cart before the horse.

Using your task force, start by gathering input from key stakeholders, including the people who live everyday with the operational problems and a wish list of how processes could be more efficient. This includes the contact centre frontline, IT personnel, management, and the voice of the customer. Identify everybody's pain points and the roadblocks and gaps in processes that need fixing.

3. Find Out What's Possible

Once you have a clear understanding of your requirements, it's time to explore the vast landscape of contact centre technologies on the market today. This requires thorough market research



Leigh Hopwood,
CEO, CCMA

so that you and your team are able to understand the capabilities of the available solutions. Get product demo's, talk to your industry peers and understand how strong adoption of a technology can transform your operation.

This may surface more ideas and opportunities for your contact centre. It's a good idea to take time to revisit your requirements and fine tune them with your new discoveries.

It is doubtful that you will find an out-of-the-box solution that will solve all your requirements. In fact, it is far more likely you will have to mix and match solutions from multiple vendors, customise a solution to your exact needs or compromise on what's possible. At this stage however all you're doing is identifying the capabilities in the market.

4. Identify the Right Partners: Choosing a Vendor That Aligns with Your Vision

Selecting the right technology vendor is as important as choosing the type of technology you need. You should evaluate potential vendors based on their experience, expertise, cultural fit, and ability to meet your specific needs.

Seek vendors with a proven track record in the UK contact centre market, preferably in your sector. If you're in a regulated industry, or one often disrupted by innovators, partnering with an expert in your sector can make all the difference.

Don't underestimate the importance of working with a partner that gets you, that truly works in partnership where you solve problems together.

What does a best practice selection process look like from the vendor's point of view? We asked contact centre technology vendor Route 101 to tell us about their experience of what the most important factors are to potential clients:

Proven Track Record: Route 101's status as a trusted partner to leading vendors, including Zendesk and NICE, coupled with a portfolio of successful case studies across diverse sectors, reassured clients of their ability to deliver tangible results.

Collaborative Approach: Clients valued Route 101's focus on collaboration, working closely with them to understand their unique challenges, objectives, and desired outcomes. This partnership-driven approach ensured solutions were tailored to specific needs and fostered strong working relationships.

Customer Experience Focus: Route 101's consistent prioritisation of enhancing the customer experience resonated with clients seeking to improve customer journeys, satisfaction, and overall service quality.

Automation and Integration: Clients often select Route 101 for their ability to deliver automation and integrate disparate systems, resulting in streamlined workflows, increased efficiency, and a unified view of customer data.

5. Get to Know the Software Beyond the Sales Pitch

So, you've identified the business problems to solve and matched these to the capabilities of the available solutions. You've researched potential vendors and are on the verge of selecting one (or perhaps a few if you cannot find all the functionality you require in a single solution).

The next step is to thoroughly test the potential solution to gain a practical understanding of its functionality and user experience. It's really important to involve frontline advisors in this evaluation process to gather feedback on

usability and potential challenges. The devil is in the detail – don't make assumptions. At this stage what you're really want to do is explore the system's limitations so you don't get any nasty surprises further down the line.

6. Do Your Vendor Due Diligence

Before making a final decision, thoroughly research reputation, financial stability, and track record of your shortlisted vendors. You can review case studies from organisations similar to your own that have implemented the technology and delivered measureable outcomes.

Don't take the vendor's word for it. Contact the references they provide to gather independent insights into their capabilities, performance, price and customer service. Find out what the challenges were and how they overcame them – it won't have been plain sailing! Ensure that the reality matches what the vendor is telling you.

7. Agree a Statement of Works

A statement of work is like a roadmap that informs you and your new partner (or partners) about the milestones that need to be achieved and who does what. It clearly outlines the project scope, deliverables, timelines, and responsibilities of both parties.

At this point it's also a good idea to establish a transparent communication plan to ensure regular updates and exchanges of information throughout the implementation process. Define clear service level agreements (SLAs) for support, maintenance, and issue resolution. A well-defined statement of work is going to help you avoid disputes later and ensure everyone is on the same page.

8. Accept That Things Will Change

It's difficult to make predictions, especially about the future, as the old joke goes. Technology is constantly evolving and so are the needs of your business, the dynamics of your market, and the nature of the problems you will have to solve.

Choose a technology solution and vendor that can adapt to whatever change is coming – at least within reason – and provide you with ongoing support. It's absolutely crucial as well to ensure that the technology solution you have chosen is capable of scaling with your business growth.

9. Train Your Workforce for Success

A major reason that enterprise technology investments fail is that nobody knows how to fully utilise the new system. It does everything the procurement team asked of the vendor, but they forgot to include enough in the budget for proper training.

Don't do that. When you're calculating your cost of ownership and ROI ensure you put enough aside for comprehensive training for all users, including frontline, team leads, and IT staff. Ensure the vendor provides adequate onboarding support and continuous opportunities for collaboration and learning as the technology evolves – and succession plan, so that knowledge of the system doesn't leave when people leave.

10. Buy at the Right Price and Calculate an ROI

Your final job before signing the deal is to use everything you've learned during the procurement process to predict your ROI on your new technology investment.

Begin by identifying the measurable key performance indicators (KPIs) that align with the business problems you are trying to solve. Consider what the potential revenue gains, cost savings, and productivity improvements will be

from implementing the technology. Weigh that against the initial investment costs of your new technology and the long-term operational and maintenance expenses.

When negotiating, focus on the total cost of ownership, discuss performance guarantees, service level agreements, and access to future upgrades. Leverage volume discounts, long-term commitments, and bundled solutions to secure better pricing – it's worth noting that vendors are less likely to discount licencing but will take value out of professional services if you negotiate too hard, potentially leaving you with a solution and insufficient services to implement it.

Building a Future-Ready Contact Centre

Once you've made the decision and everyone is happy with the direction of travel, the hard work really starts. This will test your patience, test your partnership and test your ROI calculations. Work together to overcome the challenges – there will be some – as those that have a genuine partnership will succeed.

Legal Issues in Procuring Technology for UK Contact Centres

Advancements in technology have improved the efficiency of UK contact centres. However, the procurement of new technologies also brings several legal challenges. These are the key legal considerations involved in procuring technology for UK contact centres.

Data Protection and Privacy

Foremost, consideration must be given to compliance with data protection laws. The UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 impose stringent obligations on organisations regarding the handling of personal data.

Contact centres handle sensitive customer data, such as names, payment details, and call recordings, so any technology must have strong security to prevent data breaches. Centres must ensure technology vendors comply with data protection laws by conducting due diligence, assessing data handling practices, and securing Data Processing Agreements (DPAs).

Additionally, if the technology involves processing payment card information, compliance with the Payment Card Industry Data Security Standard (PCI DSS) is important to ensure that all companies that accept, process, store, or transmit credit card information maintain a secure environment.

Moreover, the technology must facilitate compliance with customers' rights under data protection laws, such as the right to access their data and the right to have their data erased.

Contact centres must also comply with the Privacy and Electronic Communications Regulations (PECR), which govern electronic marketing and the use of cookies.

Intellectual Property (IP) Rights

IP rights are another core consideration when procuring technology for contact centres, to ensure that they have the necessary rights and that they are not infringing on any third-party IP rights. This includes proprietary software, hardware systems, and any applications integrated into operations.

When contracting with technology vendors, contact centres should define ownership rights to custom developments, ensuring clauses protect their indefinite use and prevent vendors from reusing proprietary elements. Additionally, they must verify that the hardware and software do not infringe on existing patents or copyrights.

Regulatory Compliance

Contact centres in industries like finance and telecommunications may face additional regulations. For example, the Financial Conduct Authority (FCA) regulates financial services, requiring compliance with rules on customer interactions and data handling.

Additionally, the Information Commissioner's Office (ICO) provides guidelines, particularly the Direct Marketing Code of Practice, which outlines requirements for obtaining consent,



Tina Fernandez,
Managing Partner,
Orbital Law

distinguishing between service messages and direct marketing, and handling marketing data.

Ofcom, the UK's communications regulator, sets rules for how contact centres can interact with customers, including regulations on silent and abandoned calls, and the use of automated diallers.

The Crown Commercial Service (CCS) offers frameworks like RM6181 to assist UK public sector organisations in procuring contact centre services and technology. These frameworks feature pre-approved suppliers and standardised terms, streamlining procurement and ensuring compliance with the UK public procurement regime, which includes regulations such as the Public Contracts Regulations 2015 and Utilities Contracts Regulations 2016.

Compliance with Employment Law

Technologies such as AI and automated systems may change the nature of work and the roles of employees. Contact centres must consider the legal implications of implementing such technologies regarding employee rights and employment contracts.

Changes to working practices may require consultation with employees, especially if they affect conditions or job security. Companies must comply with employment laws, such as the Employment Rights Act 1996 and the Trade Union and Labour Relations Act 1992, by providing training, addressing redundancy, and ensuring fair treatment during transitions to new technologies.

Furthermore, employers should also consider the impact of technology on employee monitoring and privacy. Technologies that track employee performance or behaviour must be implemented in a manner compliant with employment law and data protection legislation.

Consumer Protection Laws

Under the Consumer Rights Act 2015, businesses must ensure purchased products, including hardware and software, meet required standards and are fit for purpose. Contact centres should thoroughly assess technology to ensure it meets operational needs and provides satisfactory service.

Contact centres must also comply with the UK Consumer Protection from Unfair Trading Regulations 2008, which prohibits misleading advertising and requires transparency in pricing and service delivery.

In short...

- Technology procurement for contact centres must comply with data protection and privacy laws, including UK GDPR, DPA 2018, and PCI DSS.
- It should be done in full consideration of IP laws, including infringing on third-party IP rights such as proprietary software and hardware systems.
- Employee protection must be considered, as it may involve providing training for staff to use new systems and addressing potential redundancy issues.
- Consumer protection is also a key consideration as businesses must deliver a satisfactory level of service to customers.
- Certain sector procurements must also adhere to industry-specific regulatory compliance issues.



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It's not just about keeping pace with change; it's about leading it. Route 101 can offer a total solution for any organisation looking to boost the performance of their contact centre operation and put customers at the heart of their business.

"If you are looking at working with Route 101 and have yet to make up your mind, look no further, their creativity and hunger to continually improve is what every business needs. We look forward to a brighter future with them."

Louise Broomhall

Customer Service Manager
Silverstone

Partnered with industry leaders



Optimising Technology to Meet Evolving Customer Expectations

In today's dynamic business environment, organisations face the challenge of aligning their technology strategies with the shifting landscape of customer expectations. Understanding the factors that shape these needs is essential for optimising technology ecosystems effectively.

The Changing Customer Service Landscape

Recent years have brought significant changes in customer expectations. According to the UK Customer Satisfaction Index (UKCSI), 56% of customers feel that their satisfaction is influenced by an organisation's ability to understand and address their individual situations. This highlights the increasing demand for personalised and empathetic service that transcends transactional interactions.

The Importance of Thoughtful Technology Implementation

While technology has the potential to enhance customer experiences, its implementation must be approached with care. Research indicates that 45% of customers have stopped using an organisation due to ineffective technology use. This statistic underscores the need for a strategic approach to technology optimisation.

Establishing a Strong Foundation

Before exploring advanced technologies, organisations should ensure they have a solid foundation in place. Key areas to focus on include:

1. **Developing a Comprehensive Omnichannel Strategy:** Integrating CRM and contact centre platforms to provide a unified view of the customer journey.
2. **Creating a Robust Knowledge Management System:** Establishing a centralised repository of information that supports both customers and staff.
3. **Prioritising Systems Integration:** Connecting disparate systems to facilitate seamless information flow across the organisation.

The Role of Integration in Customer Contact

Effective systems integration is crucial for delivering efficient customer contact. By creating a cohesive technology ecosystem, organisations can offer more personalised and effective support. This not only enhances the customer experience but also equips colleagues with the necessary tools and information to perform their roles effectively.

Enhancing Customer Journeys Through Professional Services

To optimise customer experiences, organisations should consider engaging in professional services such as:

1. **Contact Centre Optimisation:** Streamlining workflows to improve operational efficiency.

2. Customer Journey Mapping: Identifying pain points and opportunities for enhancement throughout the customer lifecycle.
3. Improving Conversational AI: Refining chatbot performance to better align with customer needs and expectations.

The Need for Continuous Learning

As technology evolves, so too must the skills of customer service teams. Investing in ongoing training ensures that staff can effectively utilise new tools while maintaining the essential human touch. A comprehensive training strategy should encompass:

1. Initial Onboarding: Ensuring proficiency with new technologies from the outset.
2. Continuous Skill Development: Keeping teams informed about the latest features and best practices.
3. Knowledge Retention Initiatives: Addressing the challenge of maintaining expertise amidst frontline attrition.

Looking Ahead

As we navigate the changing landscape of customer service technology, success will depend on our ability to balance innovation with empathy. Organisations that thrive will be those that recognise that the customer journey is about choice and that technology should enhance, rather than replace, human interaction.

By focusing on effective systems integration, leveraging professional services for process improvements, and investing in comprehensive training programmes, organisations can create a technology ecosystem that serves both customers and employees well. This holistic approach not only meets current expectations but also prepares businesses for future changes in customer service dynamics.

In conclusion, optimising technology for customer contact requires thoughtful integration of solutions tailored to an organisation's unique needs and values. By doing so, we can create experiences that not only meet but exceed customer expectations, fostering loyalty and driving long-term success in an increasingly competitive market.

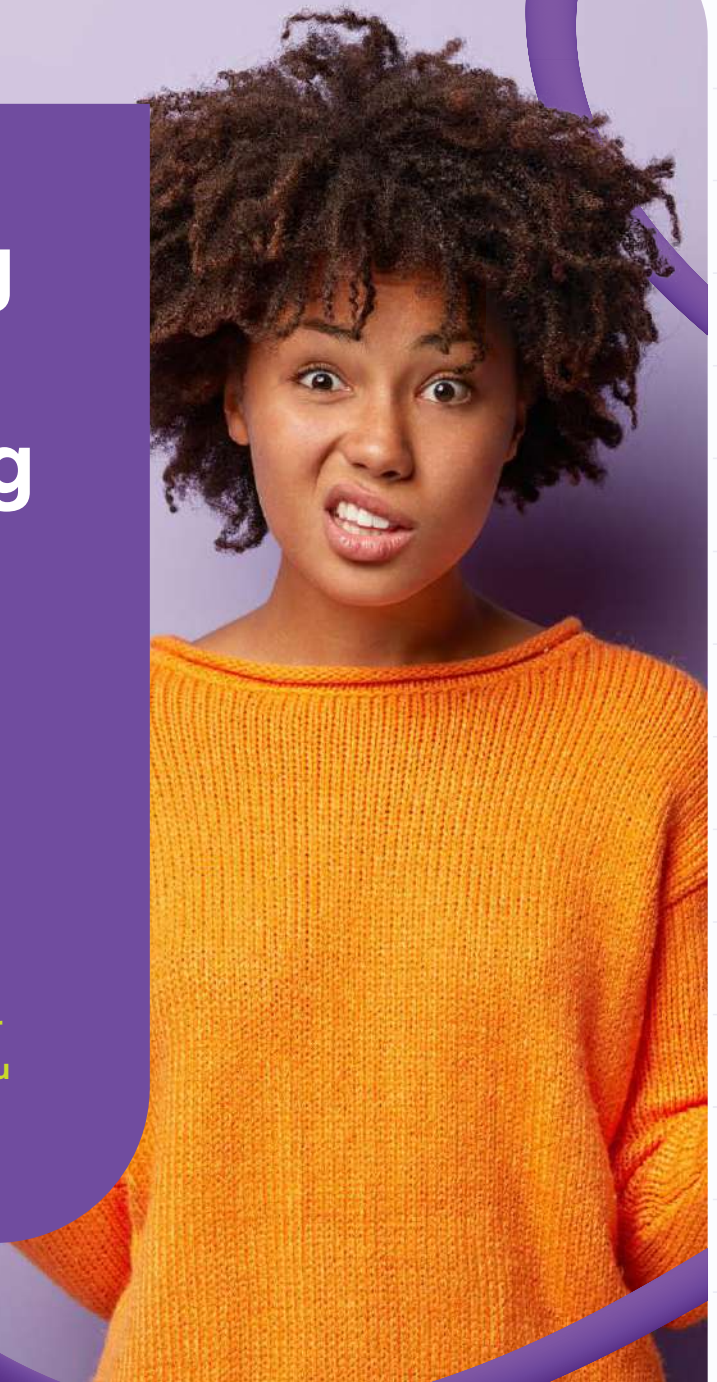
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Revealed: Planning an Upgrade?

According to McKinsey and Co., about 70% of digital transformation efforts fail. Most contact centre leaders are not native technologists, and the learning curve can be intimidating. This article, based on research carried out by CCMA supported by Route 101, offers insights for operations leaders wishing to maximise their chance of success when investing in a technology upgrade.

Considerations When Preparing to Change

Forward-thinking plans with clear objectives

A technology roadmap underpinned by CX/EX goals drives a more proactive approach to upgrades, as opposed to reactively 'fixing problems'.

Centralised vs local decision-making

Devolved decision-making and technology choices may be most appropriate where there is disparity across business units. Centralised decision-making and platform choices can help to join up customer journeys, and leverage data and analytics capabilities that reside outside of the contact centre.

There is no right or wrong approach - each organisation should decide based on its own circumstances. If decision-making is led outside of the contact centre, the contact centre must have a seat at the table.

Need people to bridge IT and ops

People who can influence effectively across both IT and operations environments ensure customer and user requirements are fully reflected in technology choices and implementation.

It can be valuable to bring customer and colleague benefits to life for technical colleagues who typically sit some distance from the front line. Influencing IT teams requires credibility and an understanding of IT team culture.

It's not unknown for technologists to bridge to operations teams, but more common to find people with an operational background who have acquired the knowledge to be influential in IT departments. Growing demand for these skills creates career opportunities for technology-orientated people in the contact centre.

"We did that a lot on the chatbot, because the engineers would build all of the code but not see our customers using it. We showed them the conversations, pulling out the keywords and the verbatims. We showed them how successful it was in deflecting calls. It got the engineers passionate about the product."

Sam Gallimore, Customer Care Product Lead, The Very Group

Considerations When Selecting Technologies and Partners

Think about what you really need, and the resource needed to implement new features

The benefits can be tempting, but be realistic about their impact and the resource required to operate them, to avoid paying for features you end up not using.



Stephen Yap,
Research Director,
CCMA

"I was so blown away by the technology. What I failed to appreciate was the resource needed to make it work effectively, resource which we didn't have."

Helen Davies, Head of Customer Service, Vp Groundforce

Build or buy?

Even for organisations with substantial in-house development resources, it typically makes best sense to buy in core telephony and CRM systems. However, building the connections between systems and data and analytics layers can be a source of competitive advantage and therefore suitable for in-house development.

Mix and match or consolidate?

Contact centres can choose to consolidate with vertically-integrated providers, which offer the simplicity and accountability of a one-stop-shop with little to no integration required. Conversely, as open architectures and APIs become more established, picking and mixing different vendors within a stack becomes more feasible.

Data strategy and future-proofing

When making any change, consider where data is housed and how data will be migrated from current to new systems.

Challenge partners to propose solutions

Giving partners full sight of business context and challenging them to propose innovative solutions typically yield better outcomes than focusing on technical specifications alone.

Considerations When Building and Launching

Have a clear roadmap with room to flex

A clear direction of travel linked to a wider organisational mission and objectives helps contact centres be strategic and proactive in managing their technology roadmap. At the same time, some flexibility to change direction brings the ability to pivot around disruptive new technologies, internal restructures and changing customer and user needs.

"It's almost always harder, more complex, more risk prone, and takes longer than then you would like to believe. Even when you think you're being cautious and trying to build fat into your estimates."

Barry Webb, Senior Manager, Customer Proposition & Delivery, BGL Insurance

Document business requirements clearly in the internal and external brief

Implementations tend to prioritise technical aspects in the first instance. Business requirements can be overlooked unless a concerted effort is made to involve business stakeholders from the start and throughout the implementation journey. Vendors also have a responsibility to proactively spot any potential gaps.

Book resources early

With any project there tends to be a flurry of energy at the outset which is not always sustained through the hard yards of build, launch and iterate. Ensuring that necessary resources are ringfenced from the start can mitigate

the risk of projects dropping down the priority list. Contingency plans are highly advisable, as deadlines are often not met.

Bring users on the journey

Building in personal objectives around change outcomes keeps people on track and motivated. Expect a step change in metrics as different systems can measure the same metric in different ways. A user feedback loop flags any emerging issues in a timely fashion.

Identifying advocates will help drive change from the ground up.

Check Out the Research

For more detail, please refer to these research studies published by CCMA and supported by Route 101:

www.ccma.org.uk/navigating-the-technology-seascape/

www.ccma.org.uk/navigating-the-ai-seascape/



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Contact Centre Technology Buyer Trends

Contact centre leaders face complex decision-making processes when it comes to technology investments, balancing the need for innovation with operational stability and cost considerations.

Here are the top 10 priorities in contact centre technology buying that we're seeing in the market right now.

1. Continued Investment in the Delivery of 'Seamless' Omnichannel Experiences

Contact centre leaders are seeking solutions that can unify customer interactions across multiple channels. They're looking for technologies that can integrate voice, email, chat, and social media channels into a single, coherent customer view. Continuity across channels is essential to organisations looking to deliver hyper-personalised service, ensuring customers don't need to repeat themselves or encounter inconsistent information. To meet rising expectations, businesses must invest in technology and data integration to ensure a "seamless flow" across channels.

2. Integration-Ready Solutions for Personalised Service

With the above in mind, contact centre leaders are prioritising solutions that can easily integrate with their existing legacy systems. They're looking for solutions that are part of a robust network of complementary technologies, ensuring easier integration and expansion of capabilities over time. This is particularly important given the complexity of modern contact centre environments. Today's buyers are looking for platforms with robust APIs and pre-built connectors to popular CRM systems, knowledge bases, analytics platforms and other core technologies, to track customer interactions and deliver personalised experiences.

3. Future-Proofing and Incremental Investments

With the rapid pace of technological change, contact centre leaders are seeking solutions that not only integrate well now but also have a clear roadmap for future enhancements and integrations. They want to ensure their investments will remain relevant and adaptable as technology evolves.

Given the focus on ROI, with 57% of buyers expecting positive returns within 6 months, leaders are looking for solutions that allow them to start small and scale cost-effectively. This often means modular solutions that can be implemented incrementally.

4. Self-Service and Chatbot Optimisation

The enduring narrative surrounding AI for contact deflection centres around automating repetitive, manual queries and reducing inbound contact volumes by directing customers through self-service channels.

However, incorrectly setup or poorly optimised bots present both a reputational risk and an operational overhead. According to Gartner, by 2027, chatbots will become the primary customer service channel for nearly a quarter of organisations – despite just 14% of customer service and support issues currently being fully resolved through self-service. Even for issues described as "very simple" – only 36% are handled in self-service.

This is driving investment in areas such as conversational design to ensure the effectiveness of self-service channels, with facets such as knowledge content becoming integral. Leaders are turning to providers who



Russell Attwood,
CEO, Route 101

can offer advice, support and expertise in the design and implementation of these solutions – as well as applying renewed emphasis on the development and training of their internal capabilities.

5. Rising Interest in Video for Enhanced CX

Video is increasingly being used to enable and enhance customer interactions – with emerging capabilities surrounding content analysis, and visual identification making it easy for customers to record and send issues to support teams via photo or video capture, and join video calls via email, chat and SMS. With the right use cases (such as automotive rental, appliance servicing or insurance claims), this technology enables customers to show, not just tell.

Emerging AI-capability surrounding transcription, and auto-analysis of video content is also spiking interest – with the potential to free up agent time by eliminating the need for manual review.

6. Sustained Investment in AI and Automation

Gartner predicts that by 2025, 80% of customer service and support organisations will be applying generative AI technology in some form to improve colleague productivity and customer experience (CX). The ability to layer AI capabilities onto existing infrastructure is particularly attractive.

Contact centre leaders are increasingly looking for AI-powered solutions that can enhance productivity, reduce costs, and improve customer experiences. However, organisations are already well on their way with their AI-journey, with 1 in 6 contact centres already reporting that they have deployed generative AI capabilities.

AI for Emotion Detection: By 2026, 70% of customer service organisations are expected to use AI to detect customer emotion and sentiment. This trend is driving interest in advanced analytics, predictive and proactive monitoring, and AI tools that can provide deeper insights into customer interactions.

7. Optimising Workforce and Remote Work Management

66% of businesses report difficulties in monitoring and evaluating the performance of their remote employees. This is driving interest in workforce management tools that can effectively support hybrid working models and offer real-time insight into productivity, utilisation and performance. This includes AI-powered solutions for scheduling, performance management, and quality monitoring.

AI for Agent Productivity: Forbes reports that 64% of businesses expect AI to increase productivity. With lost productivity when dealing with customer issues costing UK businesses £11.4bn per month, the demand to leverage AI to drive productivity is vast. By streamlining manual tasks that drain time and introducing automation for tasks like auto-summarisation and transcription, businesses can free up agent time and direct their efforts to the more complex or high-value interactions.

8. Heightened Emphasis on Security and Compliance

81% of software buyers consider a vendor's history with data breaches or security incidents. Contact centre leaders are prioritising vendors with strong security credentials and robust privacy measures – particularly as they ramp up the use of LLMs in their contact centres. This is particularly crucial in industries handling sensitive customer data. With rising fraud levels, many leaders are seeking to invest in protecting their customers and exploring technologies like biometric verification, PCI compliant payment and other forms of ID&V.

9. Data and Insights Enabling Company-Wide Change

More than a third of IT decision makers will increase their spending on data and analytics to become a digital business and enable change and transformation. Organisations that cultivate a data-driven approach and invest in actionable intelligence tools to drive performance and improve CX will pull ahead from their competitors. Leaders are looking to take advantage of emerging technologies that offer operational insights surrounding performance, quality and capacity.

10. Continuous Improvement for Operational Excellence

There is a growing appetite for augmentation of the technology estate, rather than drastic transformation – driven in part by budgetary concerns. This means that businesses are increasingly looking to invest in integration, optimisation and support for their platforms to ensure they are able to get the most from their investments. Investment in training and staff enablement is on the rise, and leaders look to enable teams for the AI-workplace.

Partnering for Expertise

More buyers are seeking to leverage the expertise of systems integrators (SI) and managed service providers to optimise their technology investments and drive continuous improvement.

An experienced SI brings a broader and deeper knowledge of technology applications and use cases within the contact centre, as well as a vested interest in making sure these solutions continue to deliver long-term (beyond implementation).

- Ensure seamless integration of multiple platforms, maximising the value of your technology investments
- Offer deep expertise across various solutions, helping you get more from your existing tech stack
- Provide ongoing support and optimisation, ensuring your technology continues to meet evolving business needs
- Act as a vendor-agnostic advisor, helping you make informed decisions about new technologies
- Assist with change management and user adoption, critical for realising ROI
- Partnering with an SI can accelerate time-to-value and help you navigate the rapidly evolving technology landscape.

At Route 101, we're seeing a clear trend towards more flexible, modular, and AI-enhanced solutions that can seamlessly integrate into existing tech stacks. This approach allows organisations to evolve their contact centre capabilities incrementally, maximising the value of their current investments while still staying ahead of customer expectations.

The key is finding the right balance between leveraging existing investments and introducing new capabilities that can drive significant improvements in customer experience and operational efficiency.

Showcase



186Kloud: Transforming Customer Experience and Communications for the Future

In today's dynamic digital environment, businesses require more than just standard technology solutions – they need cutting-edge tools that align seamlessly with their strategic vision. 186Kloud provides a full spectrum of technology sourcing and AI integration services, specialising in Customer Experience (CX) and Cloud Solutions. As a vendor-agnostic consultancy, we enable contact centres and businesses to access the industry's most up-to-date and comprehensive ecosystem of over 150 market-leading providers in Unified Communications as a Service (UCaaS), Contact Centre as a Service (CCaaS), and AI-driven solutions.

Our tailored approach helps businesses enhance customer interactions and improve operational efficiency. Services include cloud migration, infrastructure management, and security compliance, providing businesses with the confidence to scale. 186Kloud also offers a CX discovery workshop programme to assess existing systems, identify opportunities for improvement, and develop strategic roadmaps for implementing new technologies. From voice-first platforms to omnichannel communication, and assistance with identifying operational areas of potential AI automation for both agent support or customer self-service, our solutions ensure organisations stay ahead in delivering exceptional customer experiences while driving business growth.

In addition to our technology sourcing expertise, 186Kloud acts as our clients' advocate throughout the vendor engagement process. We leverage our extensive vendor network to ensure that our clients' needs are at the forefront of every discussion. By thoroughly understanding our clients' strategic goals and challenges, we identify and shortlist the most suitable market-leading vendors for evaluation. We provide support throughout the vendor evaluation phase, including facilitating product demonstrations and offering detailed assessments. Our expertise extends to contract negotiations, where we ensure optimal terms and long-term value from the chosen solution. Acting as both a business partner and advocate, 186Kloud ensures a strategic alignment between clients and vendors, fostering successful, future-proof partnerships.

For more information, visit [186Kloud](#) or contact us to explore how we can transform your technology ecosystem.

Client Case Study

A leading UK provider of medico-legal support and indemnity coverage was facing operational challenges with its legacy on-premise communications system.

The organization turned to 186Kloud to help migrate to a modern Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) platform. 186Kloud conducted a comprehensive discovery process, identifying key requirements such as scalability, integration, and analytics. They

developed a tailored Request for Proposal (RFP) and facilitated a thorough vendor evaluation, selecting an industry-leading platform. The new cloud-based solution significantly improved internal communication and customer service while offering advanced analytics for better decision-making. With ongoing support from 186Kloud, the organization streamlined operations, reduced costs, and enhanced service delivery, positioning itself for long-term success.

For more information, contact Stephen Hackett: stephen.hackett@186Kloud.com
T: 0203 997 1600 | www.186Kloud.com | www.linkedin.com/company/186kloud/

Showcase

• Exceptional Customer Contact

With a purpose-driven, people-led culture, IP Integration (IPI) is dedicated to delivering exceptional customer contact solutions. We empower our clients to provide outstanding experiences for their customers through innovative technology and personalised support, ensuring seamless, impactful interactions at every touchpoint.

IP Integration (IPI) sets itself apart by offering innovative, tailored contact centre solutions with Genesys, Avaya and Calabrio plus our own ElasticCX CCaaS platform. Built to be flexible and scalable, ElasticCX adapts seamlessly to your organisation's needs, whether enhancing customer experiences or ensuring operational resilience. Unlike one-size-fits-all solutions, ElasticCX supports custom workflows, empowering teams with intuitive tools, real-time analytics, and AI-driven insights that boost efficiency and service quality.

IPI also delivers robust connectivity solutions, including SIP and NGN services, designed to unify communications and improve reliability. Our connectivity ensures that your systems run smoothly, with fewer disruptions and superior call quality, backed by IPI's dedicated support.

With our expertise, clients achieve superior customer interactions, operational efficiency, and a technology edge that fuels growth. We combine decades of industry knowledge with leading-edge tools, allowing your organisation to focus on what matters: delivering exceptional customer service and driving success.

Client Case Study

Findel, a global educational resources supplier, partnered with IPI to implement the ElasticCX CCaaS solution, replacing its outdated contact centre system.

The project, initiated in February 2023, aimed to enhance customer service and operational flexibility. IPI's deep understanding of Findel's needs, developed since their partnership began in 2019, facilitated a smooth transition. The new system, featuring advanced automation, self-service options, and seamless integrations, was fully operational by March 2023.

Benefits included annual cost savings of almost £50,000, improved reporting efficiency, and consolidated communication channels. Findel maintained high customer satisfaction, evidenced by NPS scores over 80 and 'Excellent' Trustpilot ratings. The successful implementation was recognised at the UK Customer Experience Awards.

Looking ahead, Findel plans to explore additional features and collaborate with other IPI clients to further enhance its service offerings.

For more information, contact Jane Dance: jane.dance@ipintegration.com
T: 0118 918 4600 | www.ipintegration.com | www.linkedin.com/company/ipintegration/

About the CCMA

For more than 30 years, the CCMA has been absolutely dedicated to supporting contact centre professionals. We're constantly pushing ourselves to do more for our thriving community, which happens to be the largest community of contact centre professionals in the UK. The CCMA was founded with the goal of sharing best practice and networking to improve skills and knowledge in order to progress contact centre operations – and we live by that to this day.

We give those that work in contact centres the chance to discuss ideas and share experiences through member-only Special Interest Groups and online and in-person events.

Members are invited to become Accredited through the Contact Centre Standards Framework and get independent guidance on where to focus for improvements. There is also the opportunity to benchmark the operation against 25+ KPIs.

The CCMA Academy gives everyone a structured learning opportunity to support both personal and professional development for the benefit of their operation.

And of course, we celebrate the progress our industry is making through the UK National Contact Centres Awards. Those that win go on to share their stories through channels such as the UK National Contact Centre Conference, Best Practice Visits and CareerTalk. They are invited to input into the Special Interest Groups and other events.

www.ccma.org.uk

About Route 101

Route 101 is a provider of next generation, SaaS customer engagement platforms, offering award winning solutions from market leading vendors. The business delivers a full range of services to ensure clients get the maximum value from the solutions provided, which includes all associated consultancy, professional services, training, and support.

Offering a wide range of services and solutions that help organisations of all sizes to reduce operational costs, drive efficiency, and elevate their customer experience, Route 101's solutions span the cloud communications spectrum, including omnichannel contact centre, self-service, AI & automation, workforce engagement management, unified communications, outbound dialler, PCI DSS compliant payments, and much more.

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