10-POINT CHECKLIST: CHOOSING THE RIGHT CLOUD CONTACT CENTER

Ask the Tough Questions to Compare Different Vendors

Not all cloud contact centers are alike—make sure you **understand the real differences**. Go beyond features to get answers about technology, vendor positioning and customer sentiment. Look for a strategic partnership with a proven leader in cloud technology. It's all about **proof in the cloud**.

TECHNOLOGY

1. **Unified Platform**: Is it a complete end-to-end solution? Can you manage the customer experience from beginning to end? Does the solution help consolidate infrastructure and connectivity into one?

2. **Multichannel**: What channels are supported and are they integrated? How flexible is the platform to add channels and make on-the-fly changes to self-service and routing?

3. **Maturity**: How long has the cloud solution been deployed? How many instances and how many agents are supported?

4. **Reliability and scalability**: Is there a published uptime guarantee? What are the failover and redundancy features in place in the cloud?

VENDOR POSITIONING

5. Cloud **expertise** and experience: Is the solution 100% cloud focused?

6. **Strategy** for cloud contact centers: Is there a long-term view of changing customer expectations? Is there a vision for best-in-class customer engagement?

7. **Services**: How strong are the vendor's professional services and support teams? How experienced are they in cloud contact center implementation and best practices?

8. **Partnerships**: What technology and business partnerships validate the vendor's cloud solution?

CUSTOMER SENTIMENT

9. Cloud **customer** sentiment: Who are the current customers using the cloud and what has been their experience? How well does the provider listen to customers?

10. Cloud market **share**: Across the cloud contact center market, what share does the vendor claim? How many sites? How many agents? Are the contact centers similar to yours? How many interactions are supported annually?

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