



Moving at the Speed of Business

The Agility of Cloud-Based Customer Service

MEETING THE EXPECTATIONS OF TODAY'S CONNECTED CUSTOMER REQUIRES AN AGILE AND RESPONSIVE APPROACH TO CUSTOMER SERVICE VIA THE CLOUD.

Business is moving at lightning speed. Busy, demanding customers are often the catalyst for that competitive rush. Customers today interact with companies through multiple channels, including voice, Web, email, chat, mobile, and social.

For companies to keep pace with customers and the changing business environment they need a contact center infrastructure that's flexible and agile enough to respond to customer requests across all touch points. Increasingly, organizations are turning to cloud computing platforms for affordability, accessibility, agility, simplicity, and reliability to stay in stride with customers' changing behaviors.

Technologies and services integrated and accessed through the cloud better help decision-makers understand customers at a personalized level and predict their future needs, behaviors, and value.

"Smart businesses aren't just keeping pace with their customers; they're staying a step ahead of them," says Cheryl Nolan, a director at Peppers &

Rogers Group. "Today it is practical, as well as possible, to engage customers with differentiated experiences and to know our customers on a one-to-one level."

THE FLEXIBILITY OF 'THE CLOUD'

Today's connected customers require companies to respond "real time" to their questions, comments, and issues. Cloud-based contact center services are proving to be a fundamental component necessary for bringing about these capabilities with speed and agility. Cloud platforms can enable companies to quickly synthesize, analyze, and act on customer insights from across an assortment of channels. In addition, cloud-based contact center services allow companies to make changes to customer service capabilities on the fly meeting fast-changing customer needs and preferences.

An increasing number of companies are also leveraging cloud services to rapidly ramp up cost-effective self-service applications so customers quickly resolve issues themselves. For example, decision-makers may discover through predictive analysis of contact center traffic that a high percentage of customers are suddenly calling in to pay their bills because of a glitch in the online bill-pay feature. The contact center can leverage cloud-based contact center services to rapidly develop capabilities for customers to pay their bills using self-service IVR or Web self service and avoid overloading live agents.

"The use of analytics in the contact center offers a great deal of promise because it can tell you why customers are calling and it can be tough to get that data from the reams of reports that are available," says Mariann McDonagh, Chief Marketing Officer at inContact. Such scenarios are effective because, as McDonagh notes, cloud contact center services offer far greater agility and flexibility for adding functionality on the fly than premise-based software systems.

Moving to cloud contact center solutions is a cost effective and efficient way to streamline contact center operations. A 10 point checklist provides a resource designed to help professionals determine which solution is best suited for their organization and make the shift to the Cloud. Don't be left in the dust – join the other leaders who have switched to a cloud-based service and reaped the benefits. ■

