



# Why a Cloud Contact Centre?

Unlock higher levels of agility, flexibility, scalability, innovation, and customer success.

## Why is the transition to the cloud worth the effort?

Let's explore the benefits of a cloud contact centre.



### Improved agility

- Increased flexibility and scalability
- Faster deployment of new capabilities
- Decreased IT support



### Faster deployment of services

- Frequent updates to new capabilities
- No IT planning required
- No disruption to your employees



### Innovative cloud features

- Instant access to the latest features
- Faster access to emerging technologies
- Integration with major cloud apps



### IT efficiencies

- Reduced IT management
- Consolidate customer data for on-premises and cloud
- More time for strategic initiatives



### Reduced costs

- More predictable costs
- Reduced capital overlay
- More accurate budgeting



### Higher security

- Strict regulatory and legal compliance requirements
- Protect contact centre uptime and customer privacy
- Cisco-trusted security standards and investments

## What do you get when you embrace a Cloud Contact Centre?

1.

### Meet your customers where they are

Communicate with your customers the way they choose. All their interactions – voice, email or chat – arrive through a unified and seamless experience, making it easy for your agents and customers to engage in a variety of ways. You match the right channel to the best agent, and agents can handle



2.

### Know your customers better

A cloud solution provides a 360° view of your customers' journey. Consolidating cross-channel and cross-system data analytics in one secure place gives you valuable insight into the customer experience at each stage of the journey. With this knowledge, you can personalise their experience and optimise contact centre operations for customer loyalty, retention, and satisfaction.all channels from one place.

3.

### Predict your customers' needs and route them accordingly

Using big data analytics to understand your customer's journey, enables you to predict their needs based on the stage of their journey, match them with the best available agent to meet their current need, and deliver the best business outcome.



4.

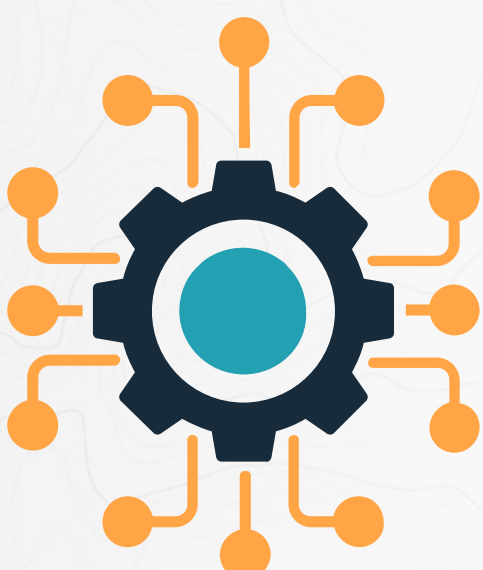
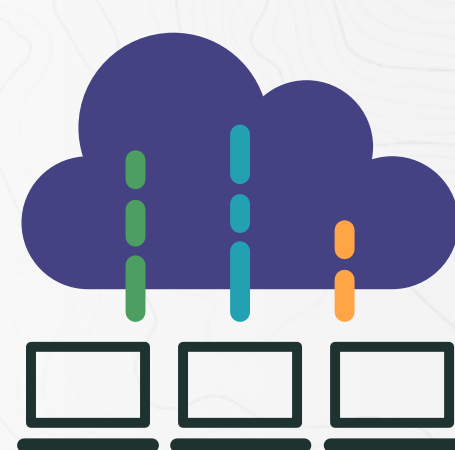
### Provide cognitive and intelligent experiences

BOT self-service capabilities help reduce agent workload by handling simple, repetitive, and specific requests that don't always require a human agent. This enhances your customer's experience and empowers agents to spend more quality time helping customers with more complex requests.

5.

### Extend your contact centre to the rest of your organisation

Agents can more easily collaborate with colleagues and subject matter experts via voice and chat right from within their agent desktop. There's no need to switch apps while your agents focus on solving those difficult customer issues, improving your first contact resolution rate, and making your customers happy.



6.

### Streamline your operations and work flows

The cloud enables you to easily manage, integrate, and consolidate multiple systems and applications connected to the contact centre, such as common business apps your agents use every day. In doing so, your agents have all your customer's information at their fingertips, and you maximise IT performance and efficiency.

7.

### Increased scalability

With a cloud contact centre, you can grow at your own pace. The cloud has a massive amount of precise resources on deck at all times, and you can leverage them at a moment's notice to maximise the performance of your contact centre.

