

# THE FOUR BIG WAVES OF CONTACT CENTER TECHNOLOGY

According to GARTNER  
**85%**  
of customer interactions will be without human interactions by 2020

Contact centers (CC) are critical touch-points for businesses and a rough wave of experience is enough to bring customer loyalty to a stand-still. With technology advancements and increasing customer demands, here's how contact center technology has been making waves over the years.

Markets & Markets predicts  
**3x**  
increase in cloud contact center industry is projected by 2021.




**FIRST WAVE**

Technology managed in-house by enterprise

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Enterprise owns facets of customer interaction, including deployment and staffing



**SECOND WAVE**

Technology outsourced to BPO and responsible for customer interaction, reporting, and staffing

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Enterprises managed design, MIS, and analytics of CC technology

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Result - Cost efficiencies but poor customer satisfaction



**THIRD WAVE**

CC technology specialists managed IVR and service ownership

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BPOs managed - Automatic Call Distributor, monitoring, reporting, and agent staffing due to inability to handle volumes

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Goal - Access superior IVR technologies and improve customer completion rate



**FOURTH WAVE**

Technology managed in-house with infrastructure managed through a service model

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Enterprises control CC technology function; skilled vendors manage customer interaction and reporting

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Result - Significant cost savings and superior customer experience

Are you ready to ride the wave of customer experience?

 **Download the white paper**

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