

HOW
MASSIVELY
SUCCESSFUL
BUSINESSES
ARE WINNING
WITH **CCAAS**



 **SERVION**
Crafting CX Solutions



Successful organizations understand the criticality of migrating their contact center to the cloud, and they have figured out their perfect strategy for doing so. Now, they're delivering faster and more intuitive customer experiences with seamless omnichannel, automated self-service, and AI-powered capabilities. Their agents are working smarter with unified customer data and simplified task management - anywhere, across different devices. Their managers are pulling ahead faster with the ability to rapidly innovate, scale on a dime, and plan ahead without restrictive contracts or commitments - all while reducing operational costs.

These companies created a comprehensive organizational and technical strategy that meets their overall business goals, likely bringing in some form of trusted intelligence and experience to help advise on their plan and oversee the migration process. While every organization has a different situation, this plan is generally centered on seven key priorities that today's top performers are knocking out of the park:



01

THEY CLEARLY ESTABLISH **CONTACT CENTER SUCCESS CRITERIA**

How do you determine the success of your contact center? Moving to the cloud is an opportunity to revisit these criteria and dig deeper as you expand your contact center platform to new capabilities and advantages of the cloud. This is the time to assess your current customer experience and reimagine what it should look like tomorrow, next year, and years into the future. Focus on business outcomes first, then technical improvements. For example:

- Enhance CSAT by meeting customers where they are across the channels of their choice, connecting them to the best available resource across your organization to provide answers and information fast.
- Improve agent performance with personalized, one-on-one coaching driven by robust, adaptive insights.
- Deliver a level of service personalization

unlike anything customers have seen by creating an effective enterprise-wide data integration strategy.

From here, you must determine the best way to begin moving to the cloud. On one end of the spectrum is the “lift and shift” approach (moving a workload to the cloud with no changes or refactoring). On the other hand is rebuilding (completely redesigning to make a cloud-native application). There is a range of options in the middle, from slight optimizations that involve minimal effort to significant configuration changes to impact performance and behavior.

There’s no right or wrong answer here. More importantly, there’s no “one and done” solution. A partner like Servion can help you determine what’s best for your organization’s specific needs and create a personalized blueprint in alignment with your contact center success criteria.



02

THEY UNDERSTAND THE DIFFERENCE BETWEEN “TOUCHPOINTS” AND A CONNECTED CUSTOMER JOURNEY

Research shows that most customers aren't fed up with any one service interaction. What causes them to leave is something that many organizations fail to grasp: a customer's cumulative experience throughout the end-to-end service journey, across all touchpoints and channels. Organizations need to go beyond simply supporting customers in the channels of their choice. They must integrate all channels to ensure a unified and effortless service experience across the enterprise.

Consider a customer who is looking to buy a new car:

- The customer begins their research online, visiting third-party and OEM sites to look at cars and compare different options. They briefly engage with a virtual agent via web chat.
- They call the OEM's customer support line to ask more specific questions about the difference between two different models.
- With a better idea of the model they like, they return to the web and start looking at what cars are available near them. They fill out an information form via a third-party site to learn more about a vehicle of interest.

- The dealership receives the inquiry and follows up via email to confirm a time and date for a showroom visit. If the customer doesn't answer within 48 hours, a rep will follow up with a call.
- The customer reviews the email and follows up with a call to discuss inventory and vehicle specifics. A date is set to visit the dealership in-person.
- The customer meets a sales rep to do a test drive, but needs more time to weigh their options.
- The dealership follows up with a call and sends an insert in the mail with a special offer.

For 60% of car buyers, this process can take six months or more. An excellent customer experience must last this entire journey, with organizations strategically leveraging data to identify key moments of opportunity that take service to the next level. It can take a long time to identify journeys and redesign the service experience, which is why a holistic technology specialist like Servion is crucial.

THEY HAVE OPTIMIZED THEIR ACD, IVR, AND WFO SOLUTIONS.

When customers reach out to a contact center, they want two simple things: to quickly get to a person who can help them, and for that person to have the best expertise to help them. Automatic call distribution (ACD), Interactive voice response (IVR) and workforce optimization (WFO) solutions are all vital for ensuring these needs are met. Today's top performers have a comprehensive, analytics-driven approach that helps them deliver customer experiences that surpass that of their competitors:

- They have moved beyond traditional IVR by embedding conversational AI to automatically capture and process self-service voice interactions. This modernized IVR solution can recognize callers faster, listen and provide more natural, conversational responses (with support for multiple languages), and even monitor customer sentiment to personalize messages and menus.
- They're combining CRM and ACD capabilities to more intuitively

understand customer intentions and route them to the best-suited resource across the enterprise.

- They're applying analytics to interactions to help prepare agents for customer conversations across all channels - both physical and digital.
- They're using interaction analytics to identify where agents are struggling with things like limitations in applications, procedures, policies or anything else holding them back from delivering amazing service - all based on words or phrases spoken in customer conversations.
- They're using AI-powered agent assist solutions that deliver more complete information and can advise agents on the next best action to take for a particular customer.

A partner like Servion can help you maximize the use of advanced analytics and workforce engagement capabilities to constantly stay ahead of the curve.



THEY'RE TAKING ADVANTAGE OF A FLEXIBLE SUBSCRIPTION MODEL.



There has been explosive growth in the number of organizations shifting from on-premises license software to a subscription consumption model, accelerated further by the COVID-19 pandemic. By 2022, it's estimated that [53% of all software revenue](#) will be generated from a subscription model.

A subscription model is a low-risk, cost-efficient first step for businesses to gain the value of new cloud contact center services like conversational AI and agent assist without the headaches, hassles, or high costs. While your business benefits from the flexible nature of cloud services, your cloud service provider takes on the IT tasks that prevent you from focusing on higher valued-added activities (a partner like Servion can help end-to-end, acting as an advisor during the move to a subscription model as well as the managed service provider who handles

hardware maintenance, software patching, and updates behind the scenes).

At the same time, you'll only ever pay for the cloud contact center services you use. Large upfront costs are replaced by smaller and more manageable payments, handled on a monthly or annual basis. You'll be able to streamline payments with better price predictability and control, and you'll never have to worry about spare hardware capacity or licenses again. With a subscription model, you can also turn the system off ahead of planned events or in response to unforeseen circumstances.

Today's most successful organizations understand the advantages of a subscription model for cloud contact center services, and it's helping them win the customer experience battle.

THEY UNDERSTAND THE IMPORTANCE OF NETWORK INFRASTRUCTURE AND CONNECTIVITY.

About half of organizations [identify cloud networking challenges](#) as a primary inhibitor to cloud adoption. In the rush to move to cloud services, many organizations become so focused on building their cloud platform that they deprioritize critical aspects of network connectivity like capacity management, change control, and network management. In the cloud-based world, network infrastructure is one of if not *the* most important element to organizational success.

With critical servers and data hosted in the cloud, network traffic will only increase. We're now seeing this at explosive new levels with the vast majority of employees still working from home, accessing data and using bandwidth-intensive collaboration applications like video conferencing

([more than 300 million](#) people now participate on Zoom calls daily, up from 10 million in December 2019).

COVID-19 also acted as a cloud security catalyst. The pandemic drove a [350% increase in phishing activity](#), preying on widespread fear and uncertainty (at the onset of the pandemic, this estimate was [as high as 667%](#)). Moving to the cloud introduces new attack surfaces that make organizations more vulnerable to cyber intrusion, where sensitive personal and professional information hold significant value to criminals. Today's most successful organizations understand what needs to be done and are acting appropriately.



THEY MEET ALL COMPLIANCE AND SECURITY REQUIREMENTS.

Organizations are dealing with more scrutiny than ever as a result of the various compliance regulations they must meet. Today's top performers have a comprehensive compliance plan that helps them remove legal concerns and improve business operations, security, and public trust. This plan includes:

- **Payment Card Industry Data Security Standard (PCI-DSS) compliance:** Every contact center is forbidden from recording CVV2 numbers and other sensitive data (i.e., magnetic strip data, PIN numbers). Your contact center must automatically stop call recordings when agents are collecting sensitive information from a customer, and then resume recordings when they're finished. You also need to assign a unique ID to each agent so that in the case of a leak, stealth, or tampering of information, specific employees can be traced.
 - **Getting consent from both agents and customers to record their conversations:** In the U.S., most states require a contact center to get consent from both parties (customer and agent) to record communications between them with the option to opt-out of the call before recording starts should someone refuse to be recorded. Call recording laws vary by state (some states require that only one party be aware and give consent). If you operate your business in the U.S., you'll need to be aware of your state's laws.
 - **Healthcare Insurance Portability and Accountability Act (HIPAA) compliance:** Your contact center must safeguard the security and privacy of patient health information. HIPAA compliance includes technical safeguards (implementing a means of access control, mechanisms to authenticate electronic protected health information, tools for encryption and decryption), physical safeguards (facility access controls, policies for the use of workstations, policies and procedures for mobile devices), and administrative safeguards (conducting risk assessments, creating a risk management policy, developing a contingency plan).
- Businesses must also ensure continual agent training on the regulations issued by HIPAA, PCI DSS, and other industry-specific organizations.

THEY'RE USING CPAAS AS A CCAAS MAXIMIZER.

CCaaS allows businesses to experiment in a relatively risk-free environment to push boundaries and innovate delivery of service. Communications Platform-as-a-Service (CPaaS) takes this to an entirely new level. It's the driving force behind organizations that are challenging the norm and finding new ways to delight customers. Using Application Programming Interfaces (APIs), businesses can develop custom communication-enabled apps that make things easier and enable more intelligent, relevant, personalized customer experiences. By 2023, [Gartner predicts that 90% of global enterprises](#) will leverage API-enabled CPaaS offerings to enhance their digital competitiveness - up from 20% in 2020.

CPaaS enables organizations to add real-time communication features to their own business applications, connecting things in some clever ways:

- Use a voice API to embed outgoing

calling into your communications stack. Easily scale up and down based on your business' needs, and get new phone numbers and calling features almost instantly.

- Enable real-time communication in web browsers and mobile apps using WebRTC, with the ability to add additional features like recording, encryption, call queues, and conferencing.
- Build text and multi-media messaging into your software so you can send notifications, alerts, and more - all from your business number.

Many businesses adopt CPaaS for a particular use case, then other business units build their own use cases as they become aware of the CPaaS capabilities. Today's top-performers have partnered with a CPaaS provider (or better yet, a CCaaS provider who offers CPaaS) to make service easier and more exciting for customers.



LEVERAGE CCAAS WITH CONFIDENCE

There's a lot to consider when migrating your contact center to the cloud. In addition to these seven priorities, today's top performers all share something in common: they leverage the trusted advice and expertise of a holistic technology specialist in contact center and customer experience systems integration.

Servion is the world's only end-to-end, consulting-led specialist in contact center and customer experience systems integration, as well as managed services. For more than 25 years, we have been a trusted partner by leading organizations for architecting, implementing, and managing contact centers and customer experience solutions. Our 1100 CX professionals apply their deep domain expertise to the entire build-run-optimize solution lifecycle. We deliver custom-tailored solutions for businesses to innovate and digitally transform, using the best available technologies while maximizing their existing investments.

Here's how our customers are benefiting:

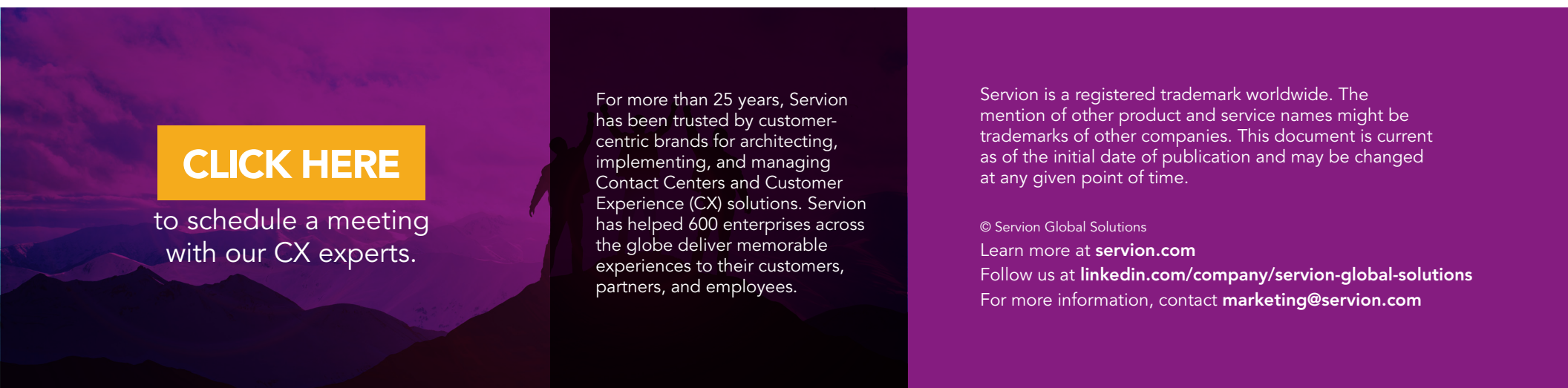
[The world's leading manufacturer and distributor of healthcare products](#) chose Servion to migrate from its on-premises contact center to Amazon Connect to seamlessly enable work-from-home and gain

agility, flexibility, and scalable customer experience solutions in a secure environment.

Servion helped a [leading U.S.-based mental health platform](#) redesign and implement a HIPAA compliant online mental health assessment platform with a rich and user-friendly interface.

A [leading chemical company turned to Servion during COVID-19](#) to adapt its existing private cloud contact center by setting up a public cloud solution that would enable agents to immediately start working from the safety of their homes with full desktop functionality. The end-to-end transition was completed in five days.

Organizations everywhere understand how crucial cloud contact center migration is for the future of customer and employee experience (research predicted nearly [70% of businesses](#) would move their contact center technology to the cloud in 2020, and that was before the pandemic hit). Today's top performers are made that much more successful by leveraging the services of an end-to-end consultative technology specialist who can help them intelligently manage strategic planning and complex infrastructure initiatives.



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to schedule a meeting
with our CX experts.

For more than 25 years, Servion has been trusted by customer-centric brands for architecting, implementing, and managing Contact Centers and Customer Experience (CX) solutions. Servion has helped 600 enterprises across the globe deliver memorable experiences to their customers, partners, and employees.

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