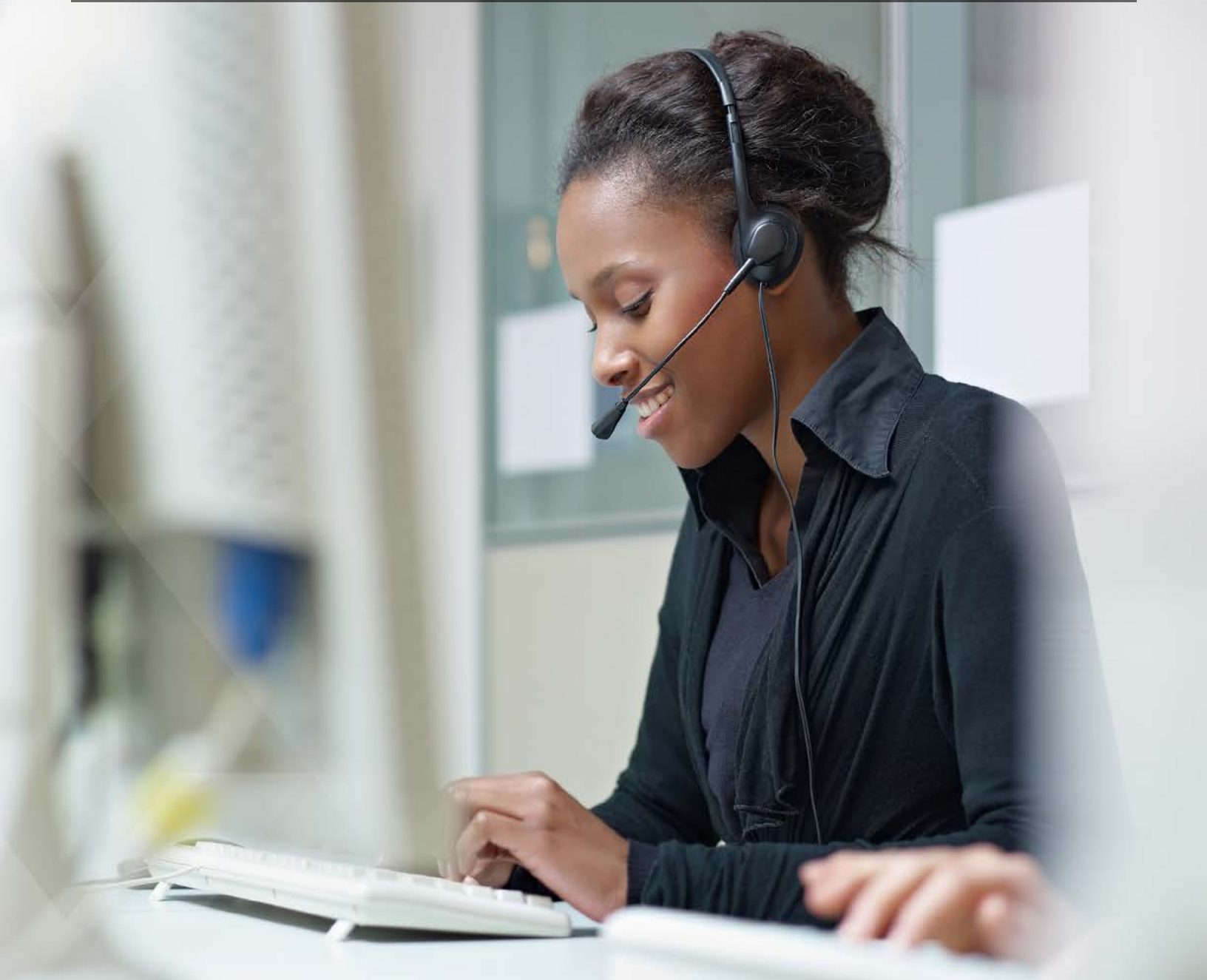


# Empower Your Customer Service Organization

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How small and mid-sized businesses can create stronger customer engagement using a cloud contact center



For customer service and sales, handling customer communications is critical to the organization. The way your team handles interactions and the experience the customer has on the phone or through digital channels can have a major impact on how customers perceive your company. It can make the difference between a successful company and one that struggles.

Whether you're taking product orders over the phone, solving customer problems, or fielding inbound webchats and emails, it's critical that every interaction gets routed to the right customer service representative (or agent) quickly and efficiently. Today's customers are less patient than ever. Agents must have the capabilities they need to provide the best possible customer experience at every opportunity. If all agents are currently busy, best practice dictates that customers are offered a callback option.

A modern contact center can help companies of all sizes deliver fast, efficient service, creating delightful customer experiences that differentiate your business from the competition. And modern contact centers are not exclusive to large enterprises. Thanks to the cloud, small businesses and small teams now have new, easy-to-use, and affordable options when it comes to deploying a superior contact center.

Consider the benefits of no longer having to contend with the complexity and capital costs of deploying on-premises contact center systems. Look for ways to eliminate the headaches and operating costs of maintaining legacy systems, or the unpredictable, or worse, negative customer experience of an outsourced contact center.

The right cloud-based contact center solution can have a measurable impact on your bottom line by reducing your costs, maximizing employee productivity, and providing an exceptional customer service experience. For companies that have never considered a contact center before, it is now an easier and more affordable than ever to get started. This white paper outlines the benefits of a cloud-based contact center and explores the features your company or team should look for in a solution.



# 1. The Benefits of a Cloud-Based Contact Center for Customer Service

A cloud-based contact center can be a game changer for small businesses and teams. In fact, the majority of small and medium-size companies are transitioning from on-premises contact center models to cloud-based models.<sup>1</sup> According to a recent study, the cloud-based contact center market is projected to grow from \$5.4 billion in 2016 to over \$15 billion by 2021.<sup>1</sup> That's because the benefits of a cloud-based solution outshine most other options.

## **CUSTOMER SATISFACTION**

With a cloud-based contact center solution, agents can satisfy more customers in less time. Smart routing can help connect customers to the right agent more quickly, improving customer satisfaction and helping to drive revenue. Providing easy access to subject matter experts for your agents allows calls to be resolved the first time, eliminating the time and frustration of required callbacks.

## **AGENT PRODUCTIVITY**

By equipping agents with the right tools, a cloud-based contact center solution can boost performance. Agents can make, receive, or transfer calls and communicate with your customers effectively across any channel. Call monitoring and reporting options help organizations quickly address training problems and drive performance improvement. A cloud-based contact center solution makes agent coaching applications more affordable and practical for smaller companies.

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## **FLEXIBILITY AND SCALABILITY**

With some cloud-based contact center solutions, you can add a few users to staff as necessary now, and easily add users as your business grows. Gone are the days of buying perpetual licenses. Cloud-based contact centers enable your business to instantly scale to support more agents as business speeds up or slows down, with little to no incremental professional services costs.

## **CUSTOMER CONTEXT**

Cloud-based contact centers that provide built-in integration with customer relationship management (CRM) and customer service systems such as Salesforce, Zendesk, Microsoft Dynamics, and Netsuite put customer information at your team's fingertips. Agents can use details pulled from your CRM system to help provide context for the call and facilitate problem solving and other customer service activities.

## **LOW COST OF OWNERSHIP**

A cloud-based contact center removes the need for costly onsite equipment and reduces or even eliminates the burden on your IT department. Organizations can immediately shift contact center expenses from Capex to Opex to save on the costs of software licenses, matching resources with actual need.

## **EASE OF IMPLEMENTATION**

Cloud-based contact center solutions can offer quick setup and management through web-based interfaces. Organizations can also utilize advanced contact center technologies and implement new features along the way without bearing the overhead, complexity, and operational disruptions typically associated with onsite upgrades.

## **REAL-TIME ANALYTICS**

Real-time data provides the ability to gain insights into how agents are performing. With real-time reporting, a company can improve agent performance as well as overall interaction results. With real-time and historical data at your fingertips, you can transform your contact center into a customer service center of excellence. Advanced speech analytics are now much easier to deploy and more cost effective than with premise-based deployments. You can gain insights into the voice of your customers with speech transcriptions, auto-categorization of calls, and keyword and phrase trending.

## **Features of Cloud-Based Contact Centers**

- Inbound calling (with skills-based routing and automated workflows)
- Webchat, email and social interactions
- Customizable interactive voice response (IVR)
- CRM integrations that provide customer context
- Scalability and flexibility
- Ability to record every interaction
- Quality Management and Speech Analytics
- Web interface that allows work-anywhere flexibility for remote workers
- Outbound calling
- Options for seamlessly transitioning between inbound and outbound calling
- Easy-to-use, intuitive interfaces
- Quick deployment
- No hardware investment
- Easy feature upgrades
- Enhanced business continuity and disaster recovery
- Reduced in-house IT burden



## 2. What to Look for in a Solution

The right cloud-based contact center solution depends on the specific features your organization needs. Here are some features to consider.

### **EASE OF SETUP**

Simple setup will allow you to get your contact center up and running quickly and with minimal or no effort from the IT team, so you can start seeing a faster return on investment.

### **EASY ADMINISTRATION**

After setting up the system, easy administration means that nearly anyone can maintain and manage the system with little or minimal training, saving valuable time.

### **ADVANCED INTERACTION ROUTING**

A cloud-based contact center solution should allow you to implement customized, advanced interaction routing so your customers reach the right agent quickly and easily, helping to drive customer satisfaction and revenue.

### **POWERFUL MANAGEMENT TOOLS**

Management tools allow organizations to improve customer engagement, helping to create the exact agent workflow to deliver an exceptional customer experience.

### **COMBINED INBOUND AND OUTBOUND CALLING**

Combining inbound and outbound calling capabilities in one solution saves money, streamlines administration, and makes best use of your contact center resources.

### **REAL-TIME REPORTING AND MONITORING**

Any solution should provide a real-time, customizable dashboard with status reports, alerts, and other critical information that can be accessed from any device, so you'll always have your finger on the pulse of your contact center.

### **SCALABILITY AND FLEXIBILITY**

Contact centers often have variable call loads that fluctuate over time depending on seasonality or business activities. Your cloud-based solution should make it easy to add additional capacity, allowing you to scale up or down to expand your business based on customer demand.



### **CALL RECORDING**

Call recording, and cloud storage of those recordings, means you'll have a copy of every call, whether for training purposes or for troubleshooting if a problem arises.

### **REAL-TIME ANALYTICS**

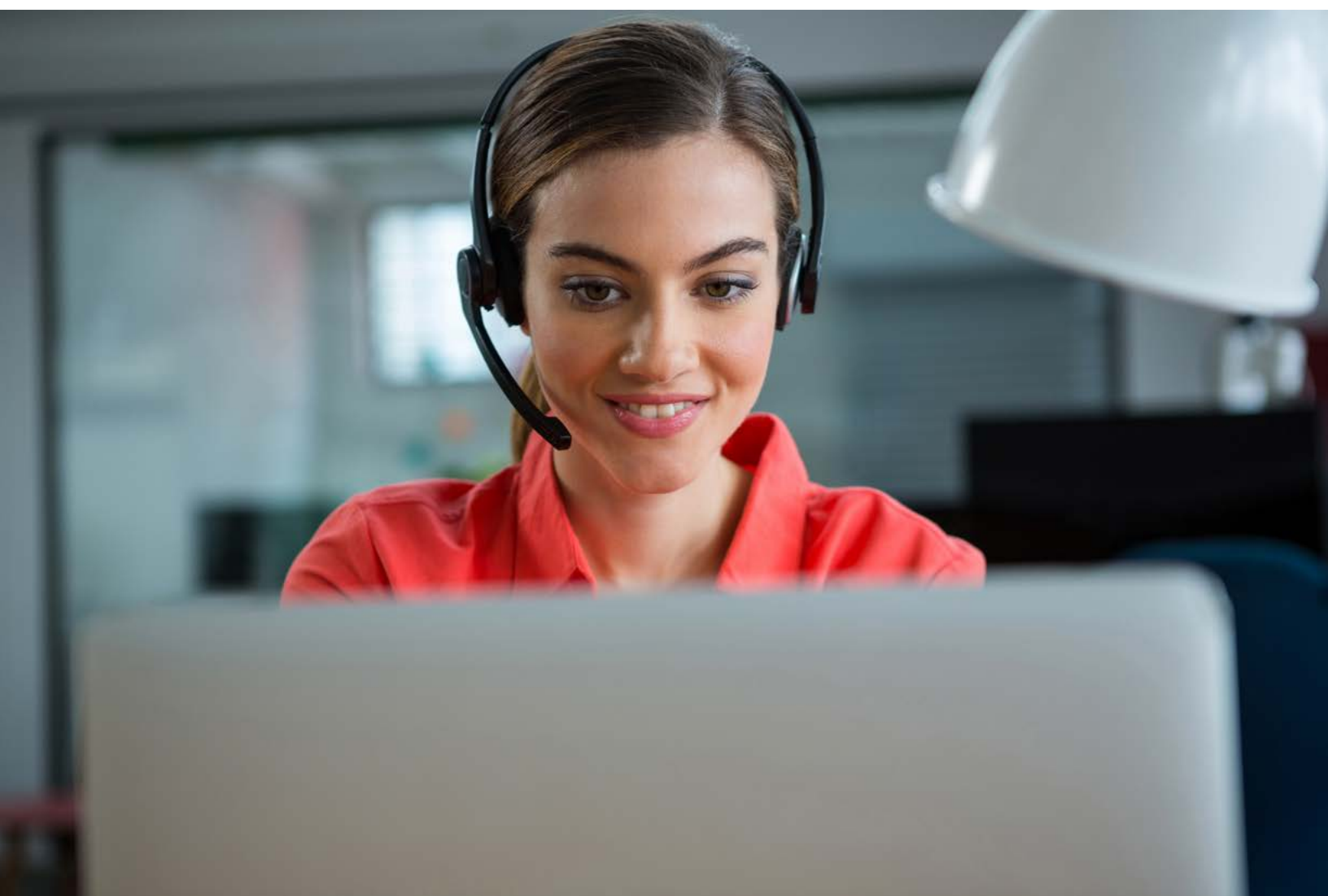
Instant access to customer information, call activity, and agent performance enables you to make better decisions about how to allocate resources for your contact center. Cloud-based contact centers monitor your activity levels and agent productivity, ensuring you have the resources to meet increased call traffic and that every call exceeds customer expectations.

### **CALL MONITORING**

Call monitoring allows you to listen to calls as they happen, enabling supervisors to provide one-to-one assistance and formal coaching when needed.

### **SPEECH ANALYTICS**

Complete call transcriptions provide supervisors with faster and more productive research and analysis. Trending information and automatic categorization allows supervisors to only review the most relevant calls for their business.





### 3. Enterprise Technology That's Built for Small and Medium Businesses

In today's ultra-connected world, customer service staff can communicate with your customers in a number of impersonal ways. But hearing an actual voice is an easy, proven way to build and reinforce those relationships, and create the customer trust that's necessary for business success.

Effective contact centers can be a powerful customer service solution. A contact center built on cloud-based technology offers everything a smaller organization needs at a fraction of the cost—while increasing productivity and driving revenue. And a cloud-based solution eliminates the headaches and unknowns of managing a contact system by providing easy-to-use management tools as well as visibility into contact center activities.



## 8x8: An All-Inclusive Solution

Are you ready to boost your customer sales team's productivity without burdening IT? 8x8 provides a scalable cloud platform that provides all of the features discussed in this white paper—and more—so your contact center will meet the specific needs of your business. The 8x8 solution enables a variety of easy-to-use and fully customizable tools to launch a contact center right from your browser, exactly the way you want it. Getting started is fast and easy. Just add agents, set up queues, and import customer data— then you're ready to go.

With 8x8, you get a flexible IVR and advanced skills-based routing that enable quick and powerful customer engagement. You also get an intuitive, easy-to-use web interface that increases agent productivity and improves key performance indicators as well as a robust dashboard and reporting engine that provides critical insights into employee and contact center activity.

## Ready to Take Your Call Center to the Next Level?

Contact a Solutions Expert to learn more about how one system of engagement that integrates phone, meetings, team messaging and contact center capabilities can lower costs and improve customer service.

**Call 1.866.879.8647 or visit [8x8.com](https://8x8.com).**



8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact center solutions with over a million business users worldwide. 8x8 helps enterprises engage at the speed of employee and customer expectations by putting the collective intelligence of the organization in the hands of every employee. For additional information, visit [www.8x8.com](https://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.



**Source:**

<sup>1</sup> "Cloud-Based Contact Center Market by Solution (Dialers, Reporting, and analytics), Service (Professional and Managed), Application, Deployment Model, Organization size, Industry vertical, and Region - Global Forecast to 2021," *MarketsandMarkets*, November 2016. <http://www.marketsandmarkets.com/Market-Reports/cloud-based-contact-center-market-160166082.html>