



Connect With More Clients Better and Faster

A smarter way for SMBs to increase sales using a cloud contact center

For any sales team, maintaining open channels of communication is essential to acquiring and retaining customers. In an era when sales teams can connect with potential new customers and existing customers through email and virtual visits, there's still something to be said for the human contact of a good, old-fashioned phone call.

For small businesses and sales teams within large corporations, a phone call can go a long way in building the personal relationships that are so critical in business. But phone calls are only effective if you can efficiently reach the people with whom you're trying to make a connection. Every voicemail, busy signal, or gap between calls stands in the way of reaching your goals.

What if you could avoid annoying busy signals and wasted outbound dialing time? The right cloud contact center can supercharge sales teams by allowing them to make more connections faster through automated outbound dialing, and by letting them focus on personally serving clients rather than going through the mechanics of dialing.

Thanks to cloud technology, modern-day cloud contact centers offer intelligent, easy to use solutions for small organizations looking for big features without the cost, complexity, or need for IT. And these centers are built to handle both outbound and inbound calls.

In other words, the right cloud contact center can drive, rather than hinder, productivity, and make a direct impact on your bottom line.

This naturally leads to the important question: Which cloud-based contact center is right for your sales team?

This white paper can help you answer this question by outlining the benefits of deploying a cloud contact center. The content provided looks at specific features and benefits, so you're able to determine the best kind of call center solution for improving your organization.



1. The Sales Benefits of a Cloud-Based Contact Center

A majority of small and medium-size enterprises are already transitioning from on-premises contact center models to cloud-based models.¹ In fact, 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 2021.¹ What's the attraction? Let's explore some key benefits.

MAXIMIZE CUSTOMER REACH

With a cloud contact center, sales reps can connect to a list of prospects significantly faster than with manual dialing. Features like automatic, predictive dialing can dial several numbers simultaneously to maximize talk time. Moreover, modern cloud contact center technology can improve contact rates through auto-detect features that skip voicemail answers, so sales people can reach more live people.

INCREASED PRODUCTIVITY

By automating calls, a cloud contact center lets sales reps remove "no answers" and voicemails, and routes live conversations immediately to available reps. Downtime between calls can be virtually eliminated by queuing up the next call once the previous one ends.

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LOW COST OF OWNERSHIP

Contact centers built around cloud-based technology remove the need for costly onsite equipment, which also lessens the burden on your already-strained IT department. An on-premises contact center requires a large amount of capital to establish and operate, as well as resources for monitoring the effectiveness and efficiency of agents. With cloud contact centers, organizations can immediately shift contact center expenses from Capex to Opex to save on the costs of software licenses, matching resources with actual need.

Organizations can also utilize advanced contact center technologies like speech analytics, and implement new features without bearing the hardware investment, increased complexity, and additional costs of managing an on-premise solution.

EASE OF IMPLEMENTATION

Cloud contact centers offer quick set up and management through a simple interface designed to be used by non-technical end users. These users can work through a friendly interface connected to the internet instead of working directly with the equipment.

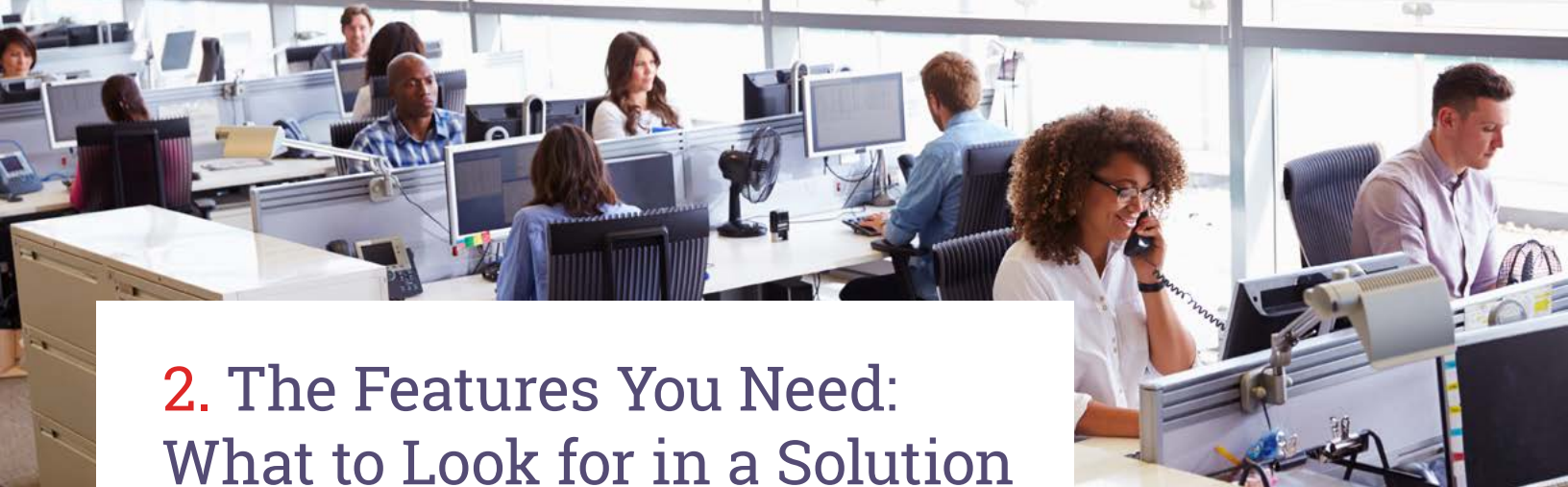
A cloud-based contact center also offers the flexibility of intelligent call-monitoring features, allowing agents to be more adaptable with how they handle calls and avoid falling into the routine of manual dialing.

IMPROVED CUSTOMER ENGAGEMENT

Contact centers built to be integrated with platforms such as Salesforce, Zendesk, Netsuite and Dynamics, put customer information at your sales team's fingertips. Sales reps can use details pulled from your CRM system to decide whether and how best to engage the prospect, allowing more customer-centric phone calls.

Key Advantages of Cloud-Based Contact Centers

- Automatic dialing features for improved contact rates
- Inbound calling (skills-based routing and automated workflows)
- Email, webchat and social channels for digital engagement
- Ability to record every interaction
- Callback option so customers do not have to wait on hold
- Agent coaching module to ensure high quality interactions
- Quick deployment
- No hardware investment
- Built-in scalability and flexibility
- Web-based interface allows users to work from anywhere
- Enhanced business continuity and disaster recovery
- Real-time reporting on efficiency, targeting and development
- Easy-to-use, intuitive interfaces
- Analytics for the visibility to optimize processes and identify trouble
- Cost effective speech transcription to understand the voice of the customer
- Automatic software updates free you from maintaining the system
- Reduced in-house administrative burden



2. The Features You Need: What to Look for in a Solution

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

SCALABILITY AND FLEXIBILITY

Cloud contact centers for organizations such as collection agencies, financial firms, insurance agents, and real estate agencies have an operating load based directly on the number of contracts being fulfilled. That number tends to fluctuate over time and, as a result, the size of the staff fluctuates accordingly. A cloud-based system allows companies to staff at necessary levels and easily add more licenses as their business grows.

EASE OF SETUP

Easy setup allows you to get your contact center up and running quickly with zero or minimal effort from the IT team, so you can start seeing a return on investment faster. Web-based configuration tools are designed for non-technical staff to perform most administration tasks.

EASY ADMINISTRATION

After setting up the system, administration should be simple enough so that nearly anyone can maintain and manage the system with little to no training.

POWERFUL MANAGEMENT TOOLS

Management tools allow organizations to gain better insight into customer engagement, helping to create the custom agent workflow and customer experience you need.

COMBINED INBOUND AND OUTBOUND CALLING

By implementing inbound and outbound calling capabilities in one solution, you can save money, streamline administration, and make best use of your contact center resources.

EMAIL, WECHAT, SOCIAL MEDIA INTERACTIONS

In addition to voice, many customers like to interact with businesses through digital channels. A single multi-channel solution ensures that customers receive consistently excellent support regardless of which channel they select.

PREDICTIVE DIALING

This feature enables instantaneous, automatic dialing, eliminating dial time and maximizing talk time for agents. Predictive dialing results in more calls per agent per day, increasing the likelihood of turning leads into new business.

CONTACT CENTER MONITORING

Look for a real-time 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.

CALL MONITORING

Look for features that allow you to listen to calls as they happen, enabling supervisors to provide one-to-one assistance when needed.

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.

QUALITY MANAGEMENT

A quality management solution allows you to review and score individual interactions and engage in productive coaching sessions with agents. This ensures consistently high quality of service and improves agent engagement, while lowering attrition.

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.

SPEECH ANALYTICS

Supervisors can access complete call transcriptions enabling 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. Building Customer Trust, One Call at a Time

In today's ultra-connected world, sales staff can communicate with prospects and customers in a variety of ways. But hearing an actual voice remains a simple, proven way to build and reinforce those relationships. Conversation makes impersonal transactions more personal, and builds the customer trust necessary for business success.

Cloud-based contact center solutions can help. While setting up a traditional, on-premises contact center might require more resources than a small organization can spare, a contact center built on cloud-based technology offers everything a small organization needs at a fraction of the cost—while delivering increased productivity. A cloud-based solution also eliminates the headaches and unknowns of managing a contact system by providing easy-to-use 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.

Best of all, 8x8 incorporates both outbound calling for sales and inbound calling for customer service, while providing the tools required to ensure your customers are connected to the right agent, right away. Outbound calling capacity includes preview, progressive, or predictive dialing to maximize agent productivity and sales, while inbound calls can be customized and routed with an intuitive, easy-to-use, IVR system and advanced skills-based routing.

Ready to increase your sales?

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://www.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, or follow 8x8 on LinkedIn, Twitter, and Facebook.



Source:

¹ "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>