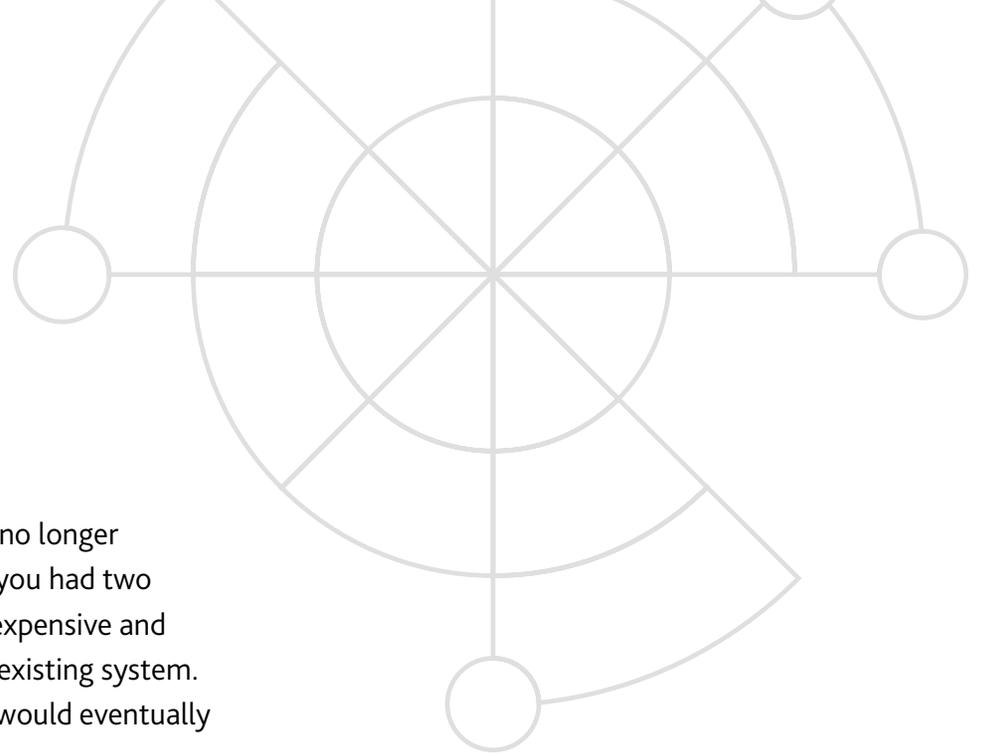




THE MANY BENEFITS OF MODERNIZING YOUR CONTACT CENTER





Introduction

Not long ago, if your contact center technology was out-of-date and no longer provided the experience your customers (and your agents) expected, you had two options. You either completely upgraded your system, which was an expensive and lengthy process. Or you made specific changes and additions to your existing system. This was a less expensive option, but it was only a temporary fix that would eventually lead to more service and compatibility issues down the road.

Today, you might face the same decision with older technology. The stakes are much higher, though, because customers are demanding flexibility in how and when they communicate with you. Thankfully, there is an option that provides all of the features and capabilities you need today while promising seamless and cost-effective upgrades in the future as technology continues to expand. This e-book explains the benefits of modernizing your contact center in the terms that are most important to you and your business—cost, customer experience and future expansion.

A Modern Contact Center Saves Your Business Money Over Time

As technology and its possibilities have erupted into consumers' lives, their expectations of your business have increased. They want to control when and how they connect with you. That could be through traditional voice channels, but consumer preference is quickly changing to email, chat, mobile and social. That means your contact center needs expanded capabilities around these channels. Of course, upgrading your system to accommodate all of these channels can get very expensive very fast with premise-based installations—not to mention the difficulties of channel integration and its effects on customer experience.

Cloud-based contact center solutions solve these challenges at a fraction of the cost. Obviously, these solutions can completely replace your current technology. But they can also run alongside existing systems to provide call routing software, customer relationship management systems, workforce management software and advanced IVR—without the expense of replacing your current equipment right away. Cloud-based contact center solutions also provide the necessary tools for the best customer experience possible, which increases your agents' and managers' productivity and job satisfaction, and decreases your attrition and training costs.



Nearly 50% of contact center managers say legacy equipment is preventing them from meeting KPIs.



More ways you can benefit from cloud-based contact center solutions:

- Flexible pricing models reduce capital expenditure and easily scale up or down with your business
- Reduced maintenance costs
- Access to a more advanced feature set
- Ability to roll out new features quickly
- Better service for multichannel customers
- Capability of extending contact centers across multiple locations

A Modern Contact Center Provides a Better Experience for Modern Customers

Today's consumers have a direct line to the world on their desks and in their pockets at all times. The constant connection they have between their friends, family and co-workers is expected of their customer service too. They want to interact with you at a time that's convenient for them. They want fast, accurate and personalized answers to their inquiries. And they want to use their preferred method of communication. That might be through voice, SMS, social media, chat or email.

While modern contact centers have always been attractive as a cost-effective option, they're also gaining a lot of momentum because they're the best option for reacting quickly to the needs of customers—regardless of their channel or device. Good cloud-based contact center solutions accommodate all channels. They also integrate customer data across all channels. This allows agents to see a customer's interaction history—regardless of channel—to provide them with the best customer experience possible while alleviating both customer and agent frustration.



More than 70% of decision-makers at contact centers are actively contemplating the adoption of cloud technology.



A modern contact center provides an enhanced customer experience by allowing customers to:

- Select their preferred method of contact, including voice, SMS, chat or email
- Talk to the right person at the right time through agent-based and geographical-based call routing
- Experience much shorter queue times

A Modern Contact Center Needs More Than Just Software

Cloud-based contact center solutions always keep an eye to the future. With the right partner, you can expand into new channels and offer your customers a better experience as new technology comes online. This phased integration is a tangible benefit of a good partner, but the best partners provide more—especially those who offer managed services instead of the Software as a Service (SaaS) model.

With SaaS, you're on your own from implementing the solution into your contact center environment to devising strategies that maximize the solution for your company. Managed services, however, provide an emphasis on service in addition to software.

Traditional contact center vendors sell you hardware and licenses and offer limited professional consulting as you begin to implement their products. A partner with managed services provides highly experienced contact center professionals who work with you throughout the life of a contract to ensure you're providing the best customer experience possible. A good partner also understands the peaks and valleys that are typical within a contact center environment, sometimes because they have firsthand experience with managing contact centers.

Partners providing managed services invest time with your team to create and implement personalized solutions as customer demand increases and your business grows. And they provide a nonsales contact who's an extension of your team and who fully understands

your business and helps you maximize the features and capabilities of their solution.

Can your company afford to shift resources from your other key initiatives to implement a new contact center solution? If you're like many contact centers, you need to implement a new system, but you don't have the resources to do that while also focusing on your day-to-day business. Allowing a trusted partner to install a new solution is only one of the advantages of managed services. There are many more, including:

- Strategic help in developing strategies based on your new system
- Product customization to help implement those strategies
- Dedicated staff with experience, knowledge and time
- Ongoing optimization
- Scalability in product and service
- Helping you with the full customer experience journey—including the journey outside of your contact center



Beware of the pitch-and-ditch. Find a partner that works to understand your business, offers you the support you need, and works with you to ensure you get the best out of your systems and provide a better customer experience.



To help modernize your contact center, West offers Cloud Contact Center. To learn more about our multichannel, cloud-based contact center solution that's available with managed services, simply go to www.west.com/interactive-services/cloud-contact-center.

Or to discuss how Cloud Contact Center can benefit your business, contact a West customer experience specialist by filling out [this form](#).



About West Interactive Services

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability with clients in health care, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services.

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