WHY BUSINESSES SHOULD INVEST IN CONTACT CENTER TECHNOLOGY

Contact Center allows people to connect like never before and is an opportunity to bridge the gap between online businesses and products. This technology solution caters to the individual need of the user and is becoming more and more important as businesses grow their digital presence. We feature industry leading Contact Center as-a-Service (CCaaS) providers in our portfolio with top services and offerings to choose from.

The global contact center software market size was valued at $20.5 billion in 2020 and is expected to expand at a compound annual growth rate of 21.1% from 2021 to 2028 (Statista 2021).

Businesses That Benefit the Most from CCaaS:

- Companies that use omni-channel communications with their customers/patients, such as email, chat, text, and/or voice
- Companies operating Contact Centers (inbound/outbound)
- Companies currently operating an on-premise Contact Center solution looking to realize cost savings
- Companies that experienced an outage with on-premise Contact Center solution recently
- Companies wanting better insight into their business to help customize better customer experiences
- Companies wanting better workforce and quality management
- Companies that have shifted to a more remote workforce

Technology to Consider When Investing in a Contact Center Solution:

- **AI (Artificial Intelligence) –** The ability of a computer to mimic human cognitive skills, chatbot, etc.
- **CRM (Customer Relationship Management) –** Software that gives agents the 360° customer info they need to solve customer needs as quickly as possible
- **CTI (Computer Telephony Integration) –** Allows phone and computer to interact (i.e. screen pop)
- **Dialer –** Automates the process of making predetermine outbound calls
- **Gamification –** Application of elements of game playing (point scoring, competitions, etc.) to encourage engagement and improve agent morale
- **ICR (Intelligent Call Routing) –** Software routing that attempts to identify the caller and direct them to an appropriate agent
- **IVR (Interactive Voice Response) –** Prerecorded voice/speech prompts & menus, self-service
- **Omni-Channel –** Multiple channels to include Chat, Text/SMS, Email, Video
- **Reporting & Analytics –** Analyze inbound and outbound call metrics to improve conversions, including connection rates, number of contact attempts, processed leads, hold time, call duration, etc
- **Web RTC (Real Time Communication) –** Allows voice & video communication directly through a web browser (i.e. softphone, etc.)
- **WFO (Workforce Optimization) –** Suite of tools (WFM, Recordings, Quality Mgt, Analytics, Surveys)
- **ACD (Automatic Call Distribution) –** Evenly distributes calls
- **Basic Call Center —** Features agent and supervisor services for typical uses like monitor, barge, and whisper
- **Voice Biometrics & IVA (Intelligent Voice Automation) —** Voice self-service platform powered by artificial intelligence and capable of automating many of the requests that live agents handle today

Why Business Are Investing in CCaaS Now:

Improves the customer experience while reducing downtime and expenses

Enhances state of technology like Enhanced IVR, Omni-channel, AI & social media

Enables infrastructure reduction, leading to reduced maintenance charges

Enables multi-channel communication via a single cloud-based platform