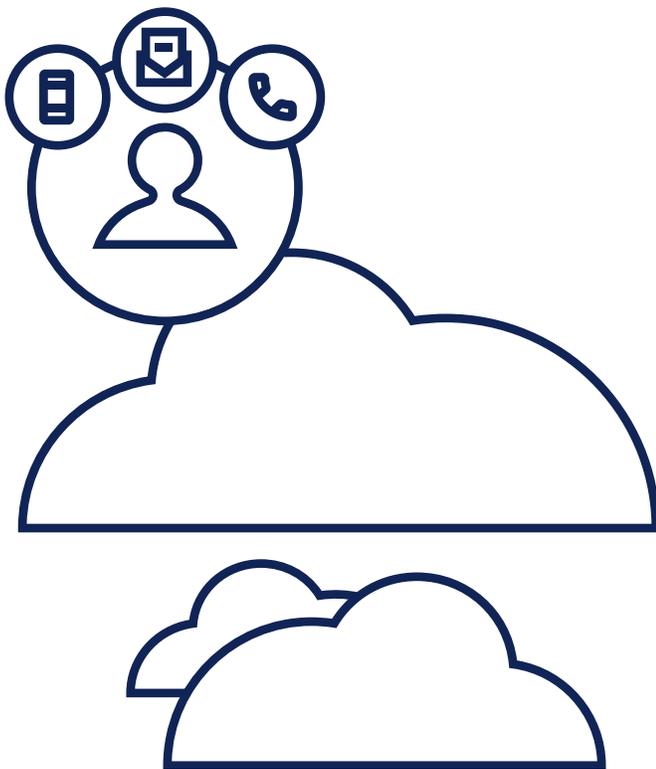


# Is It Time to Move Your Contact Center to the Cloud?

Contact Centers Professionals' Thoughts on the Biggest Benefits and Challenges of Migrating to the Cloud



## Introduction

Contact centers are experiencing a fundamental change as the cloud takes hold, becoming a compelling strategic option for businesses to transform how they address customer service. In fact, in a recent industry survey of 380 contact center professionals, it was found that 21% of contact centers are already using the cloud, and 38% are currently either in the planning stages or in the process of moving to the cloud.

However, even with the myriad of benefits offered by cloud computing, the contact center market still appears to be slower to adopt this transformative technology. We found that a surprising 41% still are not considering the move.

This report is intended to help contact center managers weigh their options about migrating to the cloud and outline misconceptions about barriers to adopting the cloud. We polled your peers about their beliefs on the cloud's reliability versus on-premises solutions, their perceptions regarding the cloud's greatest benefits, and their biggest concerns about migration. As you consider the cloud, we believe you'll find this feedback helpful in deciding if it is right for your contact center.

## Survey Background

The research results in this report are excerpted from the larger Call Centre Helper annual contact center survey, [\*What Contact Centers Are Doing Right Now\*](#).

These findings were gathered throughout October 2017 from Call Centre Helper readers who were invited to participate in a 39-question online survey. 380 readers participated, and it was conducted in partnership with sponsors Serenova, CallMiner, Genesys, NICE, Plantronics, and Sabio.

The full Call Centre Helper report focuses on diverse topics of interest to contact centers such as workforce management, omnichannel, interaction analytics, the customer journey, and headsets. [Download the Full Report](#).

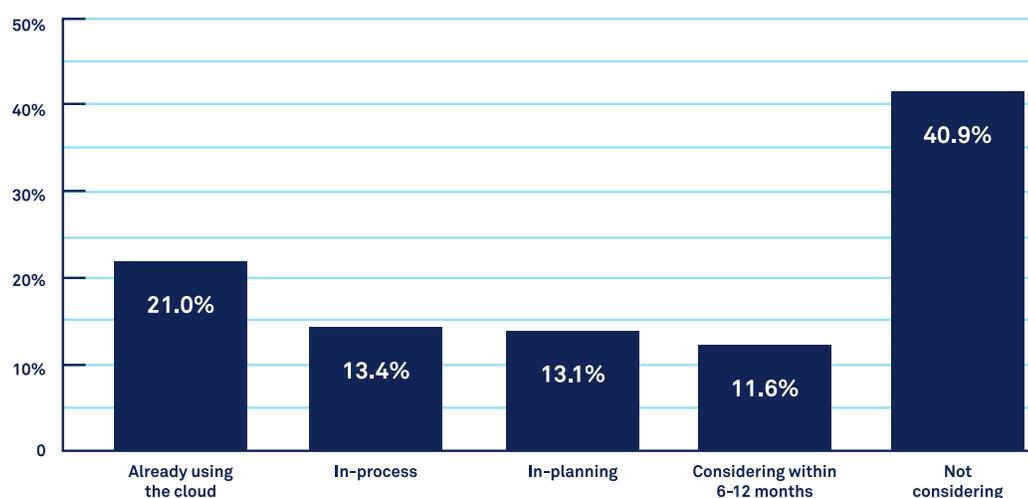


# How Would You Describe Your Plans for Moving to a Cloud Contact Center?

## Cloud Uptake Is Set to Rise Rapidly in the Near Future

While the graphic below shows that only 21.0% of those surveyed currently operate in a cloud contact center, this only tells half of the story.

How would you best describe your plans for moving to a cloud contact center?



In fact, more than a quarter (26.5%) have plans to implement cloud technology and are either in the planning stage or currently in the process of installing the technology. An additional 11.6% are reported to be considering the cloud within the next six to 12 months.

## Fewer Than Half of Contact Centers Are Not Considering the Cloud

Just 41% of contact centers are not considering the cloud and, instead, intend to continue using a legacy-based system. With this being the case, the number of contact centers moving to the cloud is expected to increase steadily by a factor of almost three in the coming years.

**Chat is where it's at. 40% say webchat is the next channel they plan to implement.**

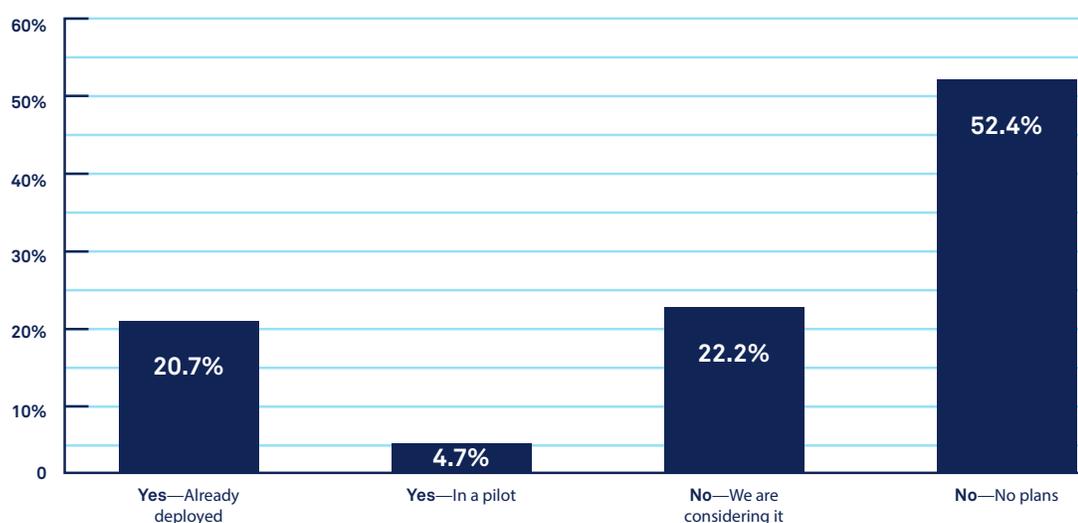
— [What Contact Centers Are Doing Right Now](#)



# What Are the Perceived Barriers of Moving to the Cloud? Do You Operate with Agents Working from Home?

As highlighted in the chart below, over 20% of contact centers allow agents to work from home with an additional 4.7% currently doing so in a pilot scheme.

**Do you operate with agents working from home?**



Remote-working is a benefit of cloud contact centers as all an agent needs to connect is an Internet connect. This can be useful in boosting employee retention rates, improving agents' work-life balance, and accessing a wider pool of applicants. However, many contact centers will be wary of doing so, because they may be concerned about endangering the sense of team spirit, risking business continuity, and failing to provide agents with effective support.

## Budget is Biggest Impediment

67% of contact centers say budget is the biggest barrier to creating the contact center of their dreams.

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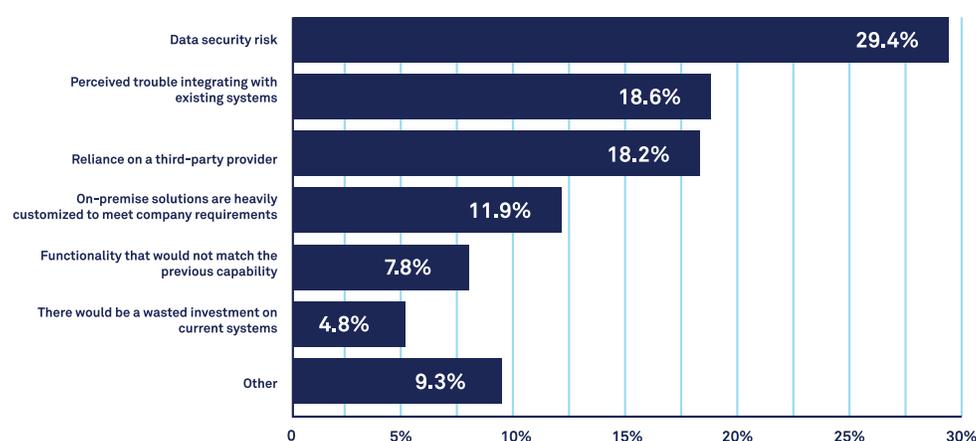


# Which of the Following Is/Was Your Biggest Concern About Moving to the Cloud?

## Data Security Risks Rank High

Despite the benefits of moving to the cloud, many contact centers do have concerns about adopting the technology with data security being the greatest worry.

Which of the following is/was your biggest concern about moving to the cloud



There is no doubt that contact center executives worry about security; therefore, putting sensitive customer data onto a cloud platform may seem less secure. In fact, our survey shows that 29.4% of industry professionals feel this way, perhaps believing that if the security can't be seen, it can't be trusted. There are additional issues around moving to the cloud including integration with existing systems (18.6%), reliance on a third-party provider (18.2%), and replacing existing customized equipment (11.9%). However, with thorough planning and a strong relationship with a trusted cloud provider, most of these issues can be overcome.

## Customers Expect Outstanding Service

80% say their customers have high expectations, and they continue to be more demanding.

## Contact Centers: Source of Insight or a Necessary Evil?

- 65% of contact centers say they're perceived as a source of customer insight by the rest of the business.
- 22% say they're seen as a "necessary evil."

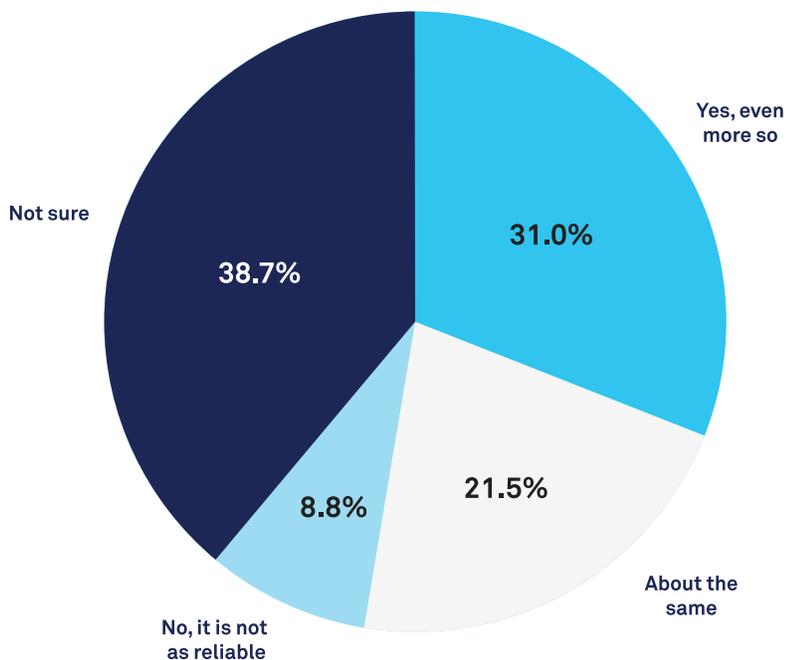
— [What Contact Centers Are Doing Right Now](#)



### Contact Centers Have Concerns about the Cloud's Reliability

An additional concern about migrating to the cloud includes concerns about reliability. 38.7% of contact centers professionals aren't sure that the cloud is as reliable as an on-premises solution.

#### Is the cloud as reliable as having the solution on premise?



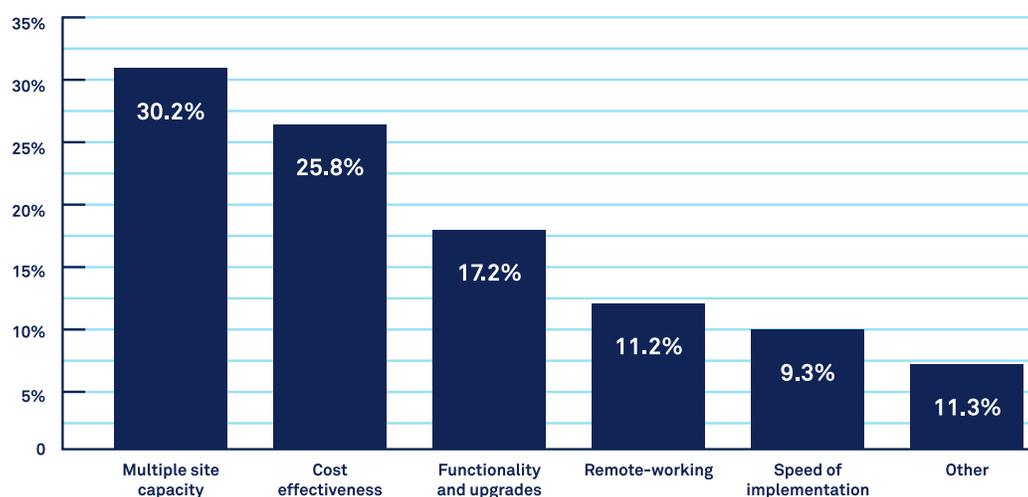
However, this is an erroneous misperception as on-premises systems are especially vulnerable to a myriad of possible mishaps and disasters that can bring down a contact center in an instant. Given that cloud-based solutions do not require any on-site hardware, they offer contact centers redundancy for disaster recovery. For example, if a flood, water damage, or other structural damage occurs, operations can simply be moved to another location so agents can log in the same way. The cloud also offers the flexibility to scale up or scale down to meet demand. For example, agents can switch channels if the contact center suffers from a different type of crisis – a sharp and rapid rise in contact volumes on a specific channel.

# What Is the Greatest Benefit of a Cloud-Based Contact Center?

## Multiple Site Capacity Is Viewed as the Biggest Benefit

Easily connecting all contact centers within an organization, regardless of geography, in order to share customer information and data is viewed as the greatest benefit by 30.2% of survey participants.

What is the greatest benefit of a cloud-based contact center?



This multi-site capacity is also useful so agents can work from home and, in emergency situations, enables a contact center to easily transfer their operations to another location. Other benefits noted by other industry professionals included cost-effectiveness (25.8%), functionality and upgrades (17.2%) as well as remote-working (11.2%).

## Scheduling Nightmare

The majority of contact centers (59%) still use spreadsheets to schedule staff rather than a workforce management solution. Nine percent use pen and paper and/or a whiteboard.

— [What Contact Centers Are Doing Right Now](#)

## Conclusion

Moving to the cloud has enormous benefits, but it's not a decision to be taken lightly. There's no doubt that the cloud's advantages are compelling, including no capital investment, lower startup-up and integration costs, and eliminating upgrade fees. The cloud also gives you more time and resources for optimizing other key business aspects of your contact center solution such as workforce management or omnichannel. Read the full Call Centre Helper research report to learn more about your peers' thoughts on the cloud, workforce management, omnichannel, and more. [Download Full Report.](#)

## About Serenova

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers and employees.

The world's most passionate, customer-focused brands achieve better interactions, deeper insights, and more meaningful outcomes with Serenova's contact center solutions. Headquartered in Austin, Texas, Serenova has operations in California, Canada, the United Kingdom and Australia.

[www.serenova.com](http://www.serenova.com)

