

# The case for cloud contact centers

A cloud-based contact center can help your organization unlock higher levels of agility, flexibility, scalability, innovation, and customer success.

## Why is the transition to the cloud worth the effort?

Let's explore the benefits of a cloud contact center.

### Improved agility

- Increased flexibility and scalability
- Faster deployment of new capabilities
- Decreased IT support

### Innovative cloud features

- Instant access to the latest features
- Faster access to emerging technologies
- Integration with major cloud apps

### Reduced costs

- More predictable costs
- Reduced capital overlay
- More accurate budgeting

### Faster deployment of services

- Frequent updates to new capabilities
- No IT planning required
- No disruption to your employees

### IT efficiencies

- Reduced IT management
- Migrate data to the cloud now for easier cloud transition later
- More time for strategic initiatives

### Higher security

- Strict regulatory and legal compliance requirements
- Protect contact center uptime and customer privacy
- Cisco-trusted security standards and investments

## What you get when you choose a cloud contact center



### Meet your customers where they are

Communicate with your customers the way they choose. All their interactions – voice, email, chat, SMS, or social – arrive through a unified and seamless experience, making it easy for your agents and customers to engage in a variety of ways. You match the right channel to the best agent, and agents can handle all channels from one place.



### Know your customers better

A cloud solution can provide a 360° view of your customers' journeys. Consolidating cross-channel and cross-system data analytics in one secure place gives you valuable insight into the customer experience at each stage of the journey. With this knowledge, you can personalize their experiences and optimize your workflows for customer loyalty, retention, and satisfaction.



### Predict and anticipate your customers' needs

Using data analytics and AI to understand your customers' journeys enables you to predict their needs based on the stage of their journeys, and make changes that will deliver the best financial metrics and business outcomes.



### Provide cognitive and intelligent experiences

Voice and chat bot self-service capabilities help reduce agent workload by handling simple, repetitive, and specific requests that don't always require a human agent. This enhances your customers' experiences and empowers agents to spend more quality time helping customers with more complex requests.



### Work-from-home agents

Because it's in the cloud, your contact center agents can work from home, regardless of endpoints or physical location—without a VPN connection. All they need is a home or smartphone that can be dialed directly, and a computer with a browser and internet connection. This ensures they stay fully productive and connected to customers and the rest of your business.



### Streamline your operations and workflows

The cloud enables you to easily integrate systems and applications connected to your contact center, such as common business apps your agents use every day. In doing so, your agents have all your customers' information at their fingertips, and you maximize IT performance and efficiency.



### Increased scalability

With a cloud contact center, you can grow at your own pace. The cloud has a massive amount of precise resources on deck at all times, and you can leverage them at a moment's notice to maximize the performance of your contact center.

Now is the ideal time for a cloud-based contact center. Let Webex lead the way.

Learn more about Webex Cloud Contact Center solutions.

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