



# Cloud Contact Centers:

A Competitive Differentiator

4 ways the cloud spurs business growth  
and innovation in the digital era

# CX forecast: The clouds are rolling in



## There are many benefits of a cloud contact center:

The flexibility. The cost savings. The ability to support customers from virtually anywhere. However, more companies are getting savvy about other unique advantages offered by cloud-based systems. As firms move from on-premise technology to the cloud, there are new opportunities to identify CX innovation and leverage best practices to enable value-based transformation.

This e-book offers tips on how to make the most of your move to the cloud.

### You'll learn:

- 1 Why forward-looking contact centers are moving to the cloud to create differentiated customer experiences.
- 2 Real-world examples of new ways that companies are realizing the benefits of cloud computing.
- 3 The essential steps to launching a value-based cloud transformation strategy.

THE GLOBAL CLOUD  
COMPUTING MARKET  
SIZE EXPECTED GROWTH

MarketsandMarkets

2018 **\$272B**

2023 **\$623.3B**

# Why companies are moving their contact centers to the cloud



## Flexibility

Cloud contact centers can scale up or down depending on customer traffic, eliminating long deployment times typical of on-premise contact centers.

## Shorter ramp times

The ability to easily integrate and implement digital solutions in cloud contact centers means shorter ramp times and faster scaling.

## Cost savings

With cloud contact centers, users only pay for the services that are used. Cloud contact centers also have lower overhead and maintenance costs than on-premise systems.

## Free up internal IT

A third-party provider can manage contact center applications and infrastructure, allowing a brand's IT team to focus on more strategic projects.

## More resources

Cloud contact centers provide access to software applications and tools that may be too costly or complex to integrate otherwise.

## More hiring options

The ability to train, on-board, and deploy employees from any location gives companies a much wider recruitment pool across countries and time zones.

FOUR WAYS

# Cloud Computing Transforms CX



**1. Unify**



**2. Deliver**



**3. Empower**



**4. Enable**



# 1. Unified data makes personalized service effortless

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Busy schedules influence the buying decisions of many of today's consumers. Delivering convenient and personalized service that consumers crave starts with the ability to capture and utilize relevant customer information. Cloud-based CX platforms enable companies to combine customers' transaction history and online behavior with demographic and psychographic data to provide relevant and effortless experiences.



**52% of consumers would pay more** for greater speed and efficiency.

**41% would pay more** for knowledgeable and helpful employees.

PwC

# Making personalized experiences possible



## CLIENT

A luxury vacation club that caters to high-end travelers was seeking an efficient way to capture and organize member preferences and travel histories to provide more personalized guest experiences.

## SOLUTION

TTEC designed and deployed a customized solution based on Salesforce.com's Service Cloud® CRM that captures information on trips, trip proposals, and member preferences. A detailed profile was created for each member that was accessible to personal vacation advisors and destination concierges – delivered via cloud solution to PC, tablets, or other mobile devices, allowing advisors to take a more active role in personalizing each touchpoint.

## RESULT

The system we implemented helped the club maintain a **96%** member retention rate and an NPS of nearly **70** throughout a complex merger. The system is now being used by the club to identify new destinations to add to its portfolio, with investments now targeted for success through a better understanding of what its members desire.



## 2. Deliver the right service at the right time

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Excellent customer care is about responsiveness, understanding customer concerns, and efficiency. That means contact centers should be able to handle inbound, outbound, and blended interactions seamlessly.

Advanced cloud application programming interfaces can be used to integrate applications and platforms and streamline customer interactions across channels. Robust self-service options, like IVR and chatbots for example, allow customers to complete most transactions without ever speaking with an associate. But should they need to, the associate already has a record of the customer's interactions with the company to provide frictionless support when the customer calls.



**59%** of consumers and **71%** of business buyers **say self-service availability impacts their loyalty.**

Salesforce

# Self-service and productivity improvements save \$2.5 million



## CLIENT

An outdoor specialty retailer knew its contact center platform needed an upgrade to meet its customers' expectations for self-service support and real-time features. Internally, its basic IVR and call routing system weren't enough. In addition, staffing issues couldn't keep up with rising call volume.

## SOLUTION

TTEC deployed a new Cloud Solution – Cisco® Powered (HCS/CCaaS) for its five contact centers and 450 concurrent associates to serve both the credit card and retail customer service operations. The new system now routes nearly two-thirds of inbound calls to the self-service IVR, with containment (calls sent through the IVR not routed to an associate) approaching the 65% mark. First contact resolution reached an impressive 85%, while average handle time improved 34 seconds in the first year for a \$675,000 annual savings.

## RESULT

Custom reporting provides detailed information to enable managers to optimize staff utilization, greatly reducing unproductive time and saving \$987,000 in the first year, while outbound collections routing saves the client about \$1,000 a day. At the end of the first year, the client saw a total cost savings of over **\$2.5 million**, all while improving both the customer and associate experience.



### 3. Empower greater flexibility and scalability

The next wave of cloud adoption will be marked by the adoption of multi- or hybrid clouds, according to industry experts.

The advantage of a hybrid cloud, which connects a mix of public cloud, private cloud, and on-premise infrastructure, is that it allows more flexibility for moving workloads and data between databases, providing more options for data deployment and use.

For example, with a hybrid cloud, an enterprise could host sensitive workloads on an on-premise private cloud while using a public cloud to host less-sensitive data and workloads. Hybrid clouds also enable firms to use a broader mix of IT services and applications.



By 2021, over **75% of midsize and large organizations will have adopted a multicloud and/or hybrid IT strategy.**

Gartner

# Cloud connects 74 offices and 8 centers to a centralized hub



## CLIENT

A large state governmental office wanted to make its contact center more efficient and accommodate fluctuating demand by expanding and contracting as needed.

## SOLUTION

TTEC partnered with a telco leader to deploy its telephony solution to 74 offices, including eight regional contact center facilities, utilizing our cloud platform and their SIP PSTN and MPLS WAN connectivity. Our cloud solution also included Unified Contact Center Enterprise Automatic Call Distributor, IVR, Dynamic Routing and Integrated Reporting. In addition, the solution utilized our proprietary Humanify Desktop for next-generation associate and supervisor desktop, together with Humanify Portal, which allows for the easy administration of contact center interactions.

## RESULT

As a result of the joint solution, the government agency's staff was able to focus more on providing better services to constituents instead of maintaining applications. The virtual state contact center also allows regions to back each other up for more effective utilization of governmental employees, providing **better coverage** of each agency overall while serving to **reduce personnel and training costs**.



## 4. Enable smarter and faster support with AI and digital technologies

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As cloud computing accelerates, organizations are increasingly focused on modernizing existing platforms and processes, and taking advantage of new capabilities that cloud computing has enabled.

As Dave Bartoletti, VP and principal analyst at Forrester puts it, cloud computing is the “foundation for enterprise digital transformation” which includes using “the incredible range of emerging technologies being pioneered in the cloud, from new databases to edge computing devices, Internet of Things, machine learning, and artificial intelligence.”



By 2022,  
public cloud  
services will be  
**essential for 90%**  
of business innovation.

Gartner

# Giving associates an AI-enabled assist



## CLIENT

Associates at a major auto manufacturer were manually entering information from callers while also navigating multiple screens to locate answers. The client needed a better way to match customer expectations for fast support.

## SOLUTION

We implemented TTEC's cloud-based Associate Assist solution, which enables associates using artificial intelligence and machine learning to monitor customer calls and in real time, populate a screen on the associate's desktop with a summary of the customer's intent or issue, a next-best-action recommendation, and/or a deep link to the exact location of the relevant information in the knowledge base.

## RESULT

Results include a **10.4%** reduction in average handle time and a **4.3%** increase in first contact resolution, as well as Net Promoter Score improvement of **4.4%**. The next step is to continue enhancing Associate Assist's human and AI partnership, allowing the client to cut out inefficiencies and deliver better services that exceed customer expectations.



## WHAT COMPANIES CAN DO TODAY

# Build a foundation for value-based transformation

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Leveraging the benefits of the cloud is about more than technology.

It is about proactive, value-based business transformation.

Cloud implementation and management is a challenge that IT and other departments must plan for. It's a solution that touches operations, HR, finance, customer care, and more. It is important to have an open dialogue about what's needed and to have all the business units aligned in the strategy.

The best cloud partners don't just deliver a "single stack" feature and functionality technology solution. They widen the scope with a complete end-to-end cloud ecosystem, which includes automation for assisting both customers and employees and comprehensive learning and performance to train users on the new technology, analytics to get the best ROI, and more.

# Getting your cloud strategy off the ground starts with:



- 1 Evaluating the ways that cloud computing could improve the customer experience and collecting customer feedback.
- 2 Assessing existing technologies and systems and identifying the contact center's needs and requirements for cloud adoption.
- 3 Evaluating resources and partners that can provide end-to-end support.
- 4 Defining success metrics and benchmarks.
- 5 Creating a change management plan to facilitate the implementation and deployment of the new technology.
- 6 Testing, measuring early wins, and iterating.

# TTEC Digital: The perfect cloud CX partner

TTEC Digital's contact center software and Humanify® Technology Platforms deliver enterprise-class solutions for omnichannel interactions. Drawing on our 20+ years of contact center expertise, we blend reliable platform services with industry leading hardware and software applications to deliver best-in-class customer experience solutions at any scale.

**For more information,**  
visit [ttec.com](https://ttec.com)  
and [ttecgov.com](https://ttecgov.com)  
or call 1-800-835-3832.



## ABOUT TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading digital global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 48,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](https://ttec.com).

