

IGNITING
IDEAS

How to **secure** **buy-in** for **cloud** **migration**

Combat cloud
migration hesitancy



Contact Center cloud technology has come a long way and there is a plethora of solutions available to drive operational efficiencies and provide an exceptional customer experience. CX leaders know that embracing technology improves operational efficiencies, drives customer satisfaction, and provides the agility needed to stay on pace with changing market and customer needs. However, many organizations still hesitate to move to the cloud despite the many benefits.

Here are 3 concerns we often hear from clients and responses to ensure your organization is eager to get their head in the cloud!



#1 Security for business and customers

Moving to the cloud can seem scary when data and privacy are at stake. Make sure your solution provider has the compliance certifications needed to protect your data. There are many security protocols and certifications designed to protect information such as: HIPPA, PCI, SOC2, and more. Your vendor should also help you create a comprehensive security plan to address protocols for data breaches and continual security updates.



#2 Cost and complexity of migration

This is a big one – changing out systems feels like a heavy lift, and often there are questions about additional costs down the line. Make sure your solution partner has a clear and concise pricing model that outlines all up front and recurring costs.

Migrating with a seasoned vendor who has a proven plan means they will walk you through each step and provide the necessary support to ensure the transition is smooth and easy. Be sure to identify all the stakeholders and have your vendor help you determine how each department will be affected by the migration.



Primary departments impacted:

- **Finance** – contract negotiation, procurement
- **IT** – minimizing interference with other initiatives
- **DevOps** – infrastructure validation, minimizing impact to customers
- **Security** – ensuring compliance
- **Engineering** – release and maintenance to customers
- **Marketing and Sales** – planning to minimize the impact of overlapping campaigns

Minimizing impact:

- Define the needs of each group
- Identify where there is overlap and conflict with priorities
- Prioritize how critical each group
- needs are to the success of the project

A vendor with a clear migration plan will address each of these areas and ensure the ripple affect is addressed along with potential pitfalls.

#3 Control over data and operations

No one likes to lose control – the fear of the unknown is great. Will I still have access to my data? Will I be able to customize my solution if my organization or customer needs change? Today's software technology can provide more insight and information than ever before. Organizations who embrace integrated cloud technology across their entire organization have visibility into their operations and customer journey in ways never seen.



Accessibility gaps



Customer engagement gaps



Customer sentiment



Operational inefficiencies

+ And More!



These are just a few information areas that can be accessed quickly and easily through cloud contact center solutions. Cloud-based solutions actually give the organization more control over the features, functions, and operational tools and give the flexibility and scalability businesses need to quickly respond to customer needs and changing market trends.

Ready to talk to someone about migrating your contact center to the cloud? Concentrix has the experience and expertise needed to help you identify the path forward, increase efficiencies, and build a personalized and integrated customer experience.

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