



INDUSTRY  
INSIGHTS

# LEVERAGE THE CLOUD: REIMAGINE YOUR CONTACT CENTER CX

**EVERYTHING YOU NEED TO  
KNOW ABOUT CLOUD CONTACT  
CENTER TECHNOLOGY**



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# INTRODUCTION

## THE NEW STANDARD FOR CUSTOMER EXPERIENCE

Customers, employees, and businesspeople have discovered a new landscape for working and doing business; and many are struggling to adapt. Before COVID, work-from-home scenarios were rare in the customer service industry because most solutions don't facilitate remote work.

Contact center managers spend a lot of money to ship and set up equipment, with device security being an afterthought.

Some on-premises infrastructure solutions route phone calls to private phone lines, requiring a virtual private network, advisors training and assistance, office equipment, and strong internet connections to support customers remotely.

To compete, your organization needs a new kind of contact center, one with technologies that meet those heightened

customer expectations with seamless, scalable, effortless, and affordable experiences. Delivering those exceptional customer experiences requires a contact center that's affordable, easy to set up, and easy to manage. To deliver next-generation experiences, a contact center must incorporate the agility and scalability of a cloud-based solution. It should also draw on the power of artificial intelligence (AI), machine learning (ML), and natural language understanding (NLU) capabilities. These create natural conversations and empower staff with information at their fingertips.

Without enterprise-size budgets and large teams of people, most smaller businesses need solutions that help them deliver better customer experiences with fewer resources while empowering advisors to be effective from anywhere.

In this eBook, we'll share how it's now possible, and even simple, for businesses of any size to:

- **Cost-effectively and quickly launch an omnichannel contact center** to meet and exceed heightened customer expectations
- **Empower advisors** to work seamlessly from anywhere, with minimal training
- **Leverage AI and ML** to raise the bar on every customer interaction
- **Gain expert contact center migration support and technology integrations**
- **Evolve and scale with the business**

# COST-EFFECTIVELY LAUNCHING AN OMNICHANNEL CONTACT CENTER

Customers expect easy experiences. Throughout their day it takes just a click or two to pay a bill, get information, manage shipments, set appointments and so much more. Cloud-based contact center technology empowers businesses to provide these low effort experiences while also enjoying substantial operational cost savings.

Traditional contact centers lack modern capabilities like self-service configuration, dynamic contact flows that intelligently adjust responses in real time, and the ability to converse with customers using natural language.

A well-appointed cloud-based contact center solution provides the tools needed to ensure a natural and easy conversation between business and customer.

Businesses of any size can enjoy affordable, agile, and enterprise level capabilities with cloud technology with:



**No facilities upkeep** or overhead to pay for



**No complex, expensive licensing models** — payment required only for what you use



**No long-term commitments** or heavy upfront costs



**No equipment to buy** (beyond headsets and laptops)



**No new code to write**



**Frequent product enhancements** — no need to wait for updates to seamlessly add new features



Cloud contact center technology improves business resiliency by empowering contact center employees to deliver a seamless customer experience—from anywhere. It takes only minutes rather than months to deploy a pilot or launch an entirely new contact center.

With cloud-based technology, organizations can eliminate the complexity, expense, and manual configuration of the traditional contact center. That can save up to 80% compared to traditional contact center solutions. Partnering with an experienced contact center solution provider will ensure on-going success and sustainability.

Concentrix provides the technology, deployment, and talent needed to effectively run a next-gen omnichannel contact center. Our long history, running the second largest contact center in the world provides us a unique perspective in what it takes to be successful. Our team of experts will ensure swift deployment with on-going solution management so you can focus on providing exceptional service to your customers.



## LAUNCH A WORLD-CLASS CONTACT CENTER IN MINUTES

What you can expect with a cloud-based contact center:

- Support anywhere from **ten to tens of thousands** of advisors with instant scalability
- Serve **millions of customers** daily
- **Save 80%** over traditional contact center solutions
- **Integrate easily** with third-party solutions including CRM, helpdesk, outbound, and more



# WORK FROM ANYWHERE

A cloud-based contact center solution allows advisors to work from anywhere with an Internet connection and an HTML5 browser (like Google Chrome or Mozilla Firefox), and a headset. They can be quickly equipped and connected to everything required to address the immediate needs of customers. Setting up inbound numbers, skills-based routing, queuing, analytics, and management tools for advisors can be quickly handled by Concentrix.

Cloud-based contact center can provide advisors with a simple interface that enables them to receive calls, chat with contacts, transfer them to other advisors, and put them on hold. This is all supported in the background by sophisticated telephony, analytics, and call-management services

Benefits of cloud architecture include being able to quickly scale for seasonal or event-driven changes to support a few, dozens, hundreds, or even thousands of advisors, helping millions of customers. The ability to train remote advisors on the system fast accelerates an organization's capacity to scale rapidly and allows for remote advisors to get up to speed quickly.

Your business will no longer be constrained by staff geography or outdated hardware. Breaking free from legacy on-prem provides the flexibility and scalability needed to ensure your organization can adapt and change to any unexpected.



Cloud-based contact center solutions provide advisors an intuitive, user-friendly, graphical interface for voice and chat that's all in a single place, so they don't need to learn multiple tools. It gives them an easily learned tool that provides powerful capabilities such as:

- **Real-time caller authentication** using machine learning to make voice interactions faster and more secure
- **A single user interface** for the creation and completion of voice calls and chats
- **Fast full-text search on all transcripts** and real-time, detailed analytics and sentiment analysis that allows supervisors to quickly understand the trends of customer conversations
- **A more unified view of a customer's profile** with the most up-to-date information
- **Centralized knowledge-based access** to help advisors quickly navigate and search multiple sources of information based on phrases and questions exactly as the customer would ask them

Your contact center solution should empower staff with the tools and features needed to quickly resolve customer issues while providing customers the seamless and easy experience they expect from their preferred businesses. Cloud-based technology ensures these goals are met while keeping operational costs low – that's a win-win for everyone!



# LEVERAGE ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TO IMPROVE EVERY INTERACTION

The role of AI and ML has changed the overall customer experience. Conversational technology empowers advisors to understand customer needs more quickly and to improve their performance. Conversational AI and ML ensures a consistent customer experience using detailed analytics and sentiment analysis to discover customer insights. Using Natural Language Processing (NLP) and speech-to-text analytics, your cloud solutions can:

- **Helps advisors resolve questions faster** with real-time analytics, prompts and guided scripts.
- **Monitors calls for customer issues** and automatically alerts supervisors when an advisor needs assistance. Other benefits include analyzing call transcripts, sentiment, and conversation characteristics to detect issues and customer trends.
- **Flags any customer-experience issues and places them in categories** based on keyword and phrase matching.

Your cloud contact center solution should integrate with today's most powerful technologies to bring together customer information from multiple applications into a unified customer profile. This allows small businesses to do more with less—leveraging AI for small and medium-sized business so they can keep up with the fast-advancing marketplace.

AI capabilities allow advisors to anticipate customer needs and proactively offer resolutions, personalizing the customer experience through voice and chat.





No cloud contact center solution is complete without insights that enable better customer experiences with fewer resources and lower cost. Armed with the full picture wherever they are, advisors can create a more positive, personalized experience.

Through intelligent, natural-language virtual assistants, AI also enhances the automated experience. AI-powered voice and chatbots can improve efficiency while delivering positive customer experiences, such as:

- Assisting a large number of customers 24x7, without needing a human presence
- Handling a variety of time-consuming manual tasks, such as changing passwords, requesting balances, or scheduling appointments, without the need to speak to an advisor
- Troubleshooting quickly
- Delivering essential data to potential customers efficiently
- Helping advisors and managers understand actual customer needs and identify complex problems
- Proactively start a conversation with customers

## THE POWER OF NATURAL INTERACTIVE VOICE RESPONSE

Natural interactive voice response (IVR) and interactive chatbots make engagement fast and easy for customers. When IVR is powered by Conversational AI, it empowers both live advisors and chatbots to deliver more relevant messages by integrating with CRM systems, creating a positive feedback loop. It also uses automation to track customer sentiment through real-time analytics. This way, with asynchronous chat, customers are free to start on one chat session, then return to another without losing historical context.



# GROW AND OPTIMIZE WITH CONCENTRIX

We know contact centers, and we understand the complexities involved to ensure smooth operations and exceptional CX. Concentrix delivers optimization services that enable customers to leverage the latest innovations and capabilities available on the market today. We provide services for CX journey consulting and analytics, voice of the customer, business messaging, staff augmentation with skilled CX advisors, as well as experience design and engineering via Concentrix Catalyst. We offer third party integrations for IVR, CRM, WFM/WFO, EMR, web, and mobile applications.



XP Contact Center cloud-based contact center solution empowers businesses to reimagine the customer experience with seamless and low effort interactions while ensuring advisors have everything they need in a single-pane of glass.



Voice of the Customer for Amazon Connect empowers brands to collect feedback from customers post-conversations, giving both Concentrix and your company perspective that can be used to improve CX.

REIMAGINE EVERYTHING CX



Ready to learn how Concentrix can help you transform your customer journey?

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