



5

REASONS TO CONSIDER MANAGED SERVICES FOR CLOUD CONTACT CENTERS

In today's world where people are increasingly remote and situations are **very fluid, digital customer experience is** more important than ever.

Your digital self-service and contact center likewise need to be flexible so you can adapt quickly to change. To deliver a more resilient digital-first customer experience, companies are increasingly adopting cloud-based solutions.

Who would have predicted that in 2020, entire industries would need to semi-permanently transition to working from home—all in a matter of days? That rapid scaling is best addressed from the cloud.

Any new service—even a cloud-based one—comes with overhead that many organizations are not equipped to support. One option is for organizations to turn to managed CX technology service partners, which can help address the increasingly complex and fast-changing digital CX and technology landscape by providing expertise in strategy, design, operations, and technology.

Cloud-based solutions, combined with a managed services approach and a pay-for-use cost model, offer the advantages of superior elasticity and outcomes, while providing scalability to support both daily and seasonal business demands.



Reimagining the cloud-based digital **customer experience journey**

The adoption and success of cloud in enterprise IT and back-office operations has resulted in many enterprises accelerating adoption of cloud contact center solutions.

In the contact center, cloud platforms can reduce deployment time and overall time to market of services such as telephony, call routing, digital channels, and chat bots, by eliminating the need to set up the typical infrastructure associated with an on-premise IVR and contact center. In addition, organizations can migrate all or part of their operations to this model at their own pace. Existing operations and capabilities can be reimagined to meet today's new requirements and deployed in the cloud where they can be globally managed to ensure best practices are consistently applied to the customer and agent experience.

By deploying cloud-delivered contact center capabilities as a service, organizations can eliminate on-premise hardware and software, thus reducing capital costs and cutting operational and IT overhead normally associated with deploying physical contact centers at scale.

While you can make this journey to cloud-delivered solutions directly, you can also work with a technology managed services partner who can lend their expertise to expedite time to market, eliminate risk, and guarantee desired CX and business outcomes.





A holistic approach to design, delivery, and optimization

Managed technology services partners bring many benefits to organizations by focusing on their specific CX and business requirements, which will vary depending on your unique situation, business goals, and contact center plans. Combining a managed technology service with a comprehensive cloud-delivered solution is one way to achieve the highest level of resiliency, mitigate risk, and lower the total cost of ownership.

Five compelling **benefits** of cloud-delivered managed contact center solutions:

1

Reduced costs

Every new digital, CX, and contact center capability comes with an incredible investment of time and money to examine, deploy, and eventually operate. Expenses go above and beyond the initial software, hardware, and professional services investment. For example, an organization will need to recruit and train experts and staff to lead, manage change, and support ongoing operations, as well as monitor and maintain the underlying technologies, vendors, and system integrations behind each service.

A managed technology service can help eliminate heavy initial investments and dramatically reduce management and operations overhead, while freeing up in-house business, operations, and IT staff to focus on value-driven projects that provide more strategic differentiation.

2

Extensive digital CX and contact center expertise

The massive shift to digital first strategies, and in some industries “digital only” customer engagement, has further widened the digital skills gap in cloud, conversational AI, speech and text analytics, and user experience design.

Managed technology service partners can act as a bridge for job skill market shortages, providing organizations faster access to high-skilled, digital CX and contact center pros to handle rollout of new digital technologies like AI and cloud, as well as address challenging systems integration environments.

By deploying robust methodologies and proven best practices, dedicated managed technology services teams help organizations deliver new CX capabilities to market sooner, while ensuring optimal business continuity with minimal downtime.

3

Accelerated deployment and issue resolution cycles

Whether it's pivoting to work at home models to keep employees safe or adopting digital and low contact strategies to stay open and sustain revenue streams, velocity and time to market have never been more critical.

Tenured technology managed services partners have run and managed day-to-day CX operations for multiple clients across multiple systems for multiple years. They have in-depth knowledge of common CX and contact center issues that in-house teams may lack, particularly when it comes to adopting new technologies, processes, and best practices. And, they often also have experience with rarer issues based on extensive experience gained from working across geographies, industries, partner vendors, and systems, which makes them more adaptable and flexible. As a result, technology deployments can be faster and more cost-effective, regardless of the client's starting point or how far they want to go.



4

Complementary solutions and reduced investment risk

Managed technology services partners bring solutions and expertise in other areas, such as digital experience design, conversational AI, and new digital and social channels that complement cloud-delivered telephony and contact center offerings.

Organizations benefit from solutions expertise in these areas, as well as experience in workforce management, routing, call recording, and more. Additionally, established relationships with service providers offer possibilities for business outcomes-based discounts, incentives, and bundled offerings, ultimately helping to reduce risks in emerging technologies and lower the overall total cost of ownership.

5

A unique, cloud-delivered solution, purpose built for you

A key advantage of cloud contact centers as a service is the predictable pay-per-use operational expense (OPEX) model that enables organizations to effectively manage their future expansion plans.

How do you ensure you are optimized in your approach and driving the best outcomes for your business? Managed technology services partners can ensure your cloud-delivered digital CX and contact center solution is purpose built to your needs, as well as tune the required procedures, policies, reporting, and practices to ensure an optimal fit.

When selecting a provider, organizations need to look for those with comprehensive experience in CX strategy, design, technology, and analytics, both in traditional and new digital services, that ensures a more consistent cloud-delivered solution that provides the business and its customers the best outcomes.

EXTEND THE LIFE OF YOUR CX INVESTMENTS.

Digital transformation and cloud adoption are accelerating globally, and organizations must ensure that their cloud strategies encompass delivery of an exceptional customer experience, operations performance, and connectivity—not to mention security for contact center sites, remote and work at home agents, and end customers.

Cloud-delivered managed contact center solutions deliver tangible and intangible benefits, including reducing initial investments, ongoing costs, time to market, and investment risk, along with gaining significant digital customer experience expertise. These advantages make a compelling business case for moving from a traditional solution to a cloud-delivered managed contact center solution.

Concentrix delivers the end-to-end digital customer experience and contact center capabilities organizations need in a cloud architecture, designed for all traffic, applications, and users—no matter where they are located. Today, we offer Concentrix Experience Platform powered by Amazon Connect as a managed contact center as a service.

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