



**CUSTOMER
CONTACT WEEK**
DIGITAL

MARCH 2019



Contact Center Success In The Automation Age

2019 CCW Market Study

Sponsored by:



CCW Digital Market Study: Contact Center Success In The Automation Age

When the customer experience landscape changes, great contact centers change with it. Rather than fixating on what once was, they align their operation with what customers want right now – and will want in the months and years ahead.

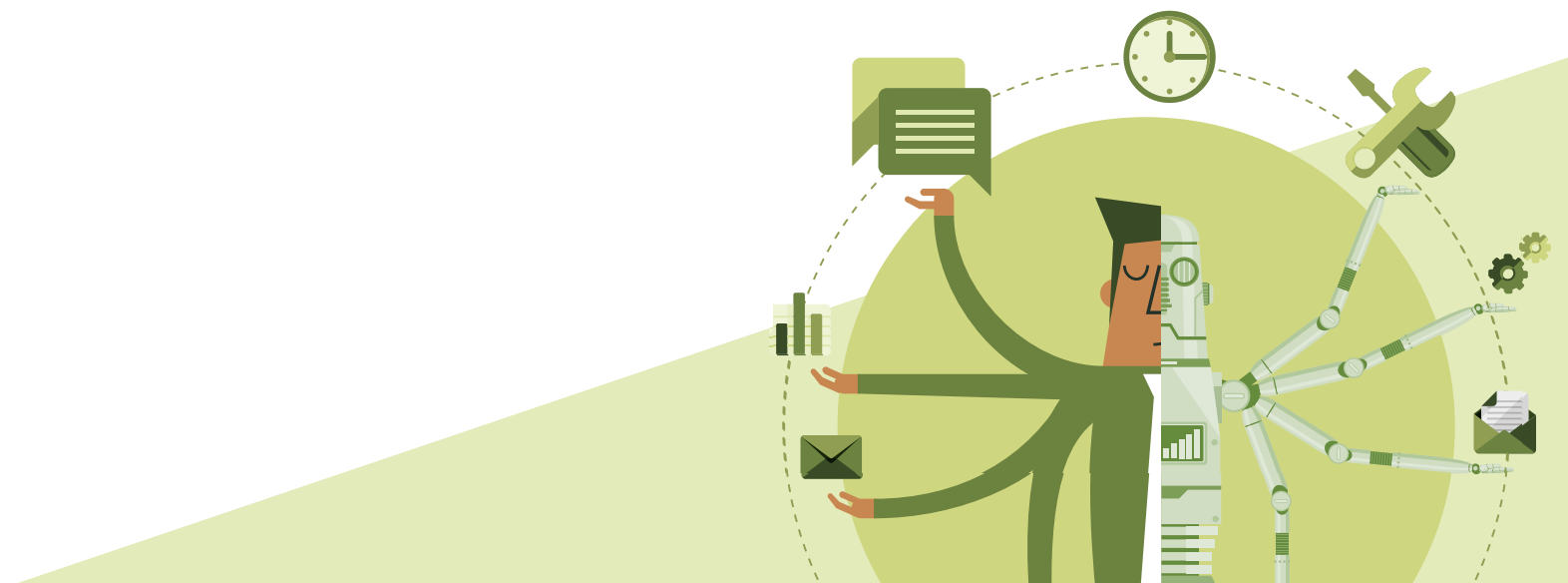
Earlier this century, the contact center objective changed from “supporting customers” into “connecting with customers.” Upon embracing the change, organizations recognized the inadequacy of “efficiency metrics.” They shifted attention from average handle time and call count to factors like customer satisfaction and loyalty. They, more importantly, adjusted their operational strategies to focus on connections rather than deflections.

Due to the rise of automation and the realization of the digital transformation, the customer contact landscape is undergoing another major evolution. What does this mean for contact center performance management? This market study provides answers.

Citing research from a comprehensive CCW Digital survey, it first reveals how organizations are redefining their customer contact objectives in the automation age. It subsequently details the factors inhibiting those objectives, the steps organizations will take to overcome the challenges, the most important signs of great performance, the top focuses for digital engagement, and the most useful metrics for scoring the contact center.

Far from a mere “research report,” the Market Study concludes with a thorough “practicality guide” detailing case studies for optimizing automation, improving digital capabilities, and redefining contact performance management.

Do not watch the ascension of automation and the evolution of digital engagement from afar. Let this report help you turn the new customer experience normal into a springboard for unprecedented results.



1 Today's contact centers have three key objectives for performance: improve self-service and digital engagement, eliminate friction and frustration, and empower agents



Demographics & Methodology

To collect data for the Market Study on Contact Center Success in the Automation Age, CCW Digital surveyed customer experience, contact center, marketing, customer care, IT, and operations professionals in January and February 2019.

Example respondent job titles include customer service director, senior vice president of customer experience, customer care manager, senior manager of customer experience, assistant vice president of contact centers, global customer experience manager, vice president of marketing, vice president of banking operations, vice president of customer success, senior director of customer support, and chief experience officer.

The respondent pool encompasses a wide range of organizations, including a substantial number of enterprise-level organizations. More than half of respondents say they employ over 100 contact center agents, and 63% confirm they have multiple contact center sites.

About The Author



Brian Cantor

Principal Analyst, CCW Digital

Customer Management Practice



Brian Cantor is the principal analyst and director for CCW Digital, the global online community and research hub for customer contact professionals. In his role, Brian leads all customer experience, contact center, technology and employee engagement research initiatives for CCW Digital's series of reports. CCW Digital's articles, special reports, commentaries, infographics, executive interviews, webinars and online events reach a community of over 150,000.

A passionate advocate for customer centricity, Brian regularly speaks on major CX conference agendas. He also advises organizations on customer experience and business development strategies.





Key Contact Center Priorities: A Refresher

In the simplest sense, an inquiry into contact center performance is an inquiry into whether an organization is achieving its customer contact goals and objectives. Through its strategies, investments, initiatives, policies, processes, and interactions, a successful contact center helps the organization realize its ultimate vision.

A firm understanding of that vision, consequently, represents the foundation of a great contact center performance strategy. What does an organization believe are the tenets of a great customer contact function? What are the organization's high-level priorities?

CCW Digital's recent Market Study on the Future of the Contact Center provided the answers.

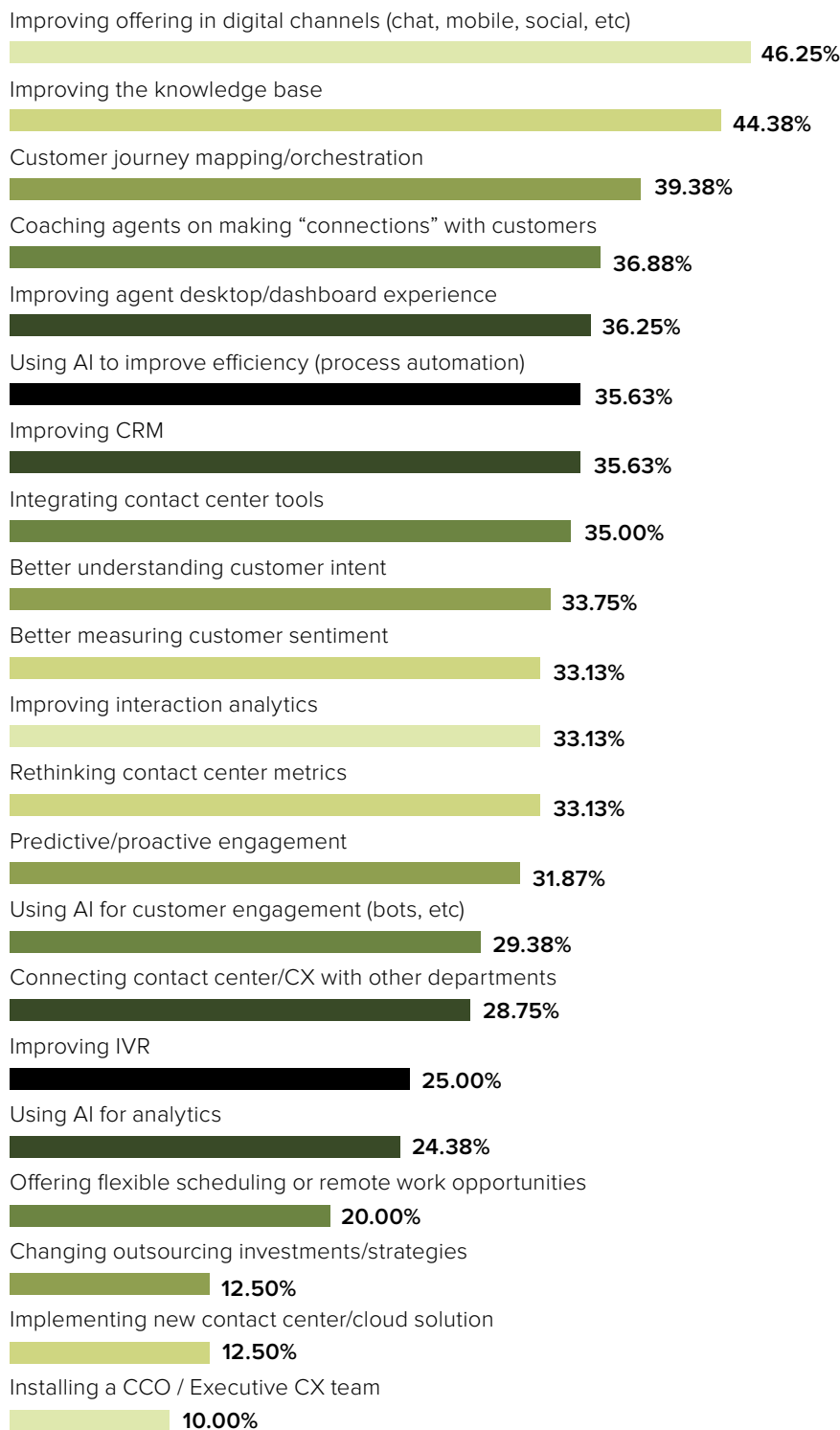
Organizations' "vision" for the future of the contact center most notably involves providing **easy access to live agents, using artificial intelligence to complement rather than replace agents, aligning all contact**

channels and engagement functions, leveraging self-service for transactional matters and agents for complex ones, and emphasizing speedy interactions.

Top executive priorities include **increasing digital capabilities, improving the knowledge base, employing customer journey mapping and orchestration, and better automating rote processes.**

Collectively, the vision and priorities provide a clear performance framework for today's customer contact functions.

Which of the following initiatives will be PRIORITIES for your contact center/CX team in 2019?





Improve Digital And Self-Service Performance:

With a stronger digital engagement framework, an organization can honor channel preference, provide faster service, improve agent productivity, eliminate experiential fracture points, and gather more actionable intelligence about customers sentiment and behavior. Stronger AI and self-service tools increase customer convenience and boost agent productivity.



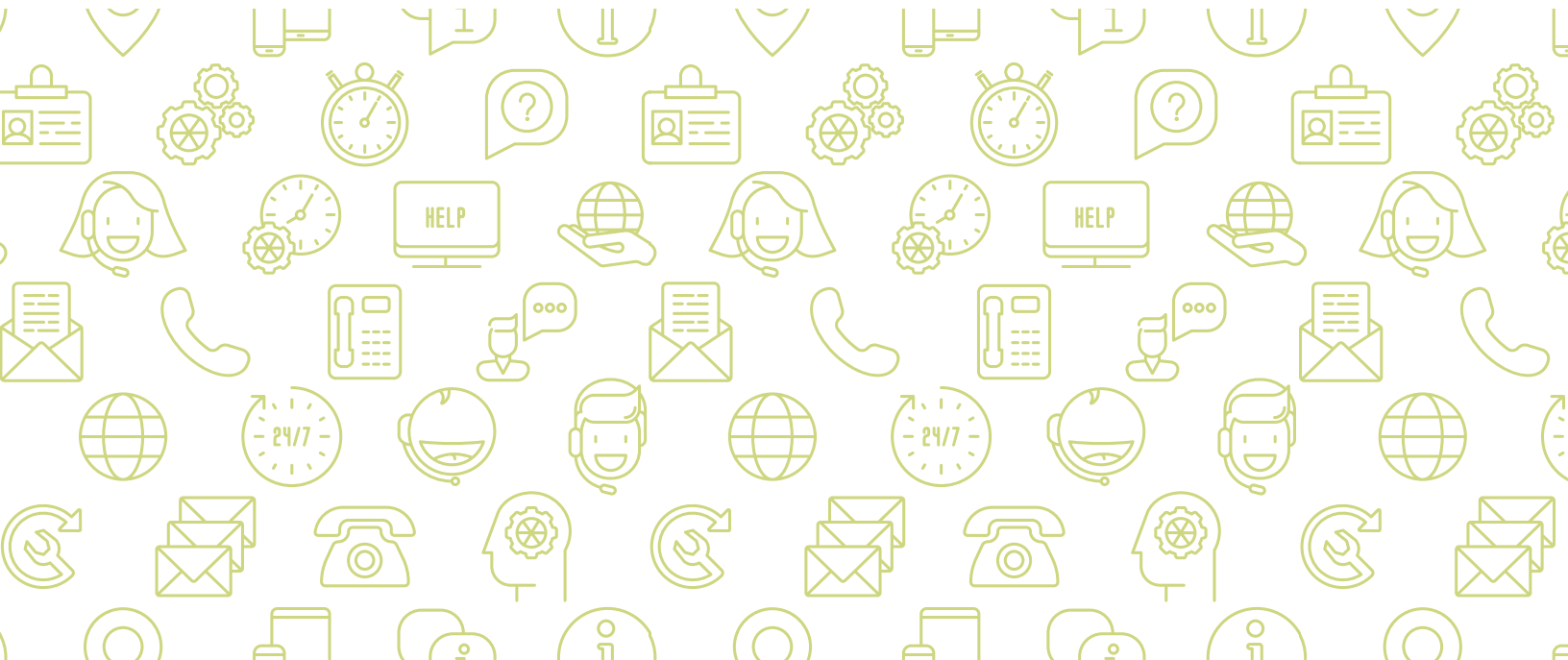
Reduce Effort And Pain Points:

Organizations recognize the importance of reducing friction for both customers *and* agents. Journey mapping will help identify customer pain points, while strategic orchestration (and more robust digital channels) will offer a remedy. Automating rote tasks and improving the knowledge base will meanwhile make life easier for *agents*.



Empower Agents To Make Connections:

By freeing them of transactional tasks, improving training, and leveraging tools to acquire more actionable intelligence, organizations will enable agents to more meaningfully interact with customers. They will not simply answer questions or provide support; they will make connections.





A Challenging Status Quo

The aforementioned priorities list more closely resembles an instruction manual than a dream board. Rather than an idealistic statement of what contact center leaders want to achieve, it is a reminder to begin by building the appropriate framework – and conquering the lingering challenges.

The reality is that a wide gap typically exists between what contact center leaders want to achieve and what they are actually delivering. While psychological factors like organizational inertia may play a role, much of the gap stems from tangible and significant limitations in the customer contact operation. The contact center simply cannot perform the tasks it needs to accomplish, which in turn prevents the organization from achieving the goals it wants to achieve.

One of the most universal – and crippling – challenges involves the day-to-day agent experience. A whopping 80% of organizations confirm that **agents typically have to access multiple screens and systems when engaging with customers.**

An encapsulation of the “silo,” “misalignment,” “friction,” and “fragmentation” complaints that have become so cliché in the business world, this agent experience issue proves immensely debilitating for today’s customer contact functions. If agents cannot easily access relevant information, they obviously cannot deliver fast, convenient, accurate experiences for customers.

They also cannot *connect* with customers. Agents who fumble through multiple screens cannot pay sufficient attention to the customers with whom they are interacting. They, moreover, cannot readily access the insights they need to *make* meaningful connections.

Which of the following issues are true for your customer contact/CX function?



Not simply a productivity and customer experience concern, a frustrating agent experience also has damaging long-term ramifications for employee satisfaction.

Other key contact center challenges include agents **spending too much time on rote tasks** (43%), **agents struggling to “recognize” customers who escalate from digital** (40%), **ineffective self-service tools** (33%), and **difficult knowledge bases** (31%).

Like the fragmentation issue, these challenges jointly undermine the customer and agent experiences. They

additionally provide context for the three core priorities: improving digital and self-service platforms, empowering agents to make connections, and reducing effort.

Many contact centers are not offering customers robust digital or self-service options. They are also failing to provide agents with necessary context for accurately and cordially resolving issues. They are consequently putting low ceilings on customer satisfaction, employee engagement, and operational productivity.



Establishing Performance Goals

Because every aspect of the contact center impacts the customer experience, savvy organizations will doubtfully *decline* opportunities for improvement.

Opting not to reject an opportunity is not, however, the same as enthusiastically pursuing it.

As organizations consider their clearest vision for the contact center, their most pivotal strategic priorities, and their most crippling challenges, they will make choices about the particular forms of improvement to pursue. These areas will consume the lion's share of their attention and resources. Performance in these areas will, consequently, determine whether the contact center is successful.

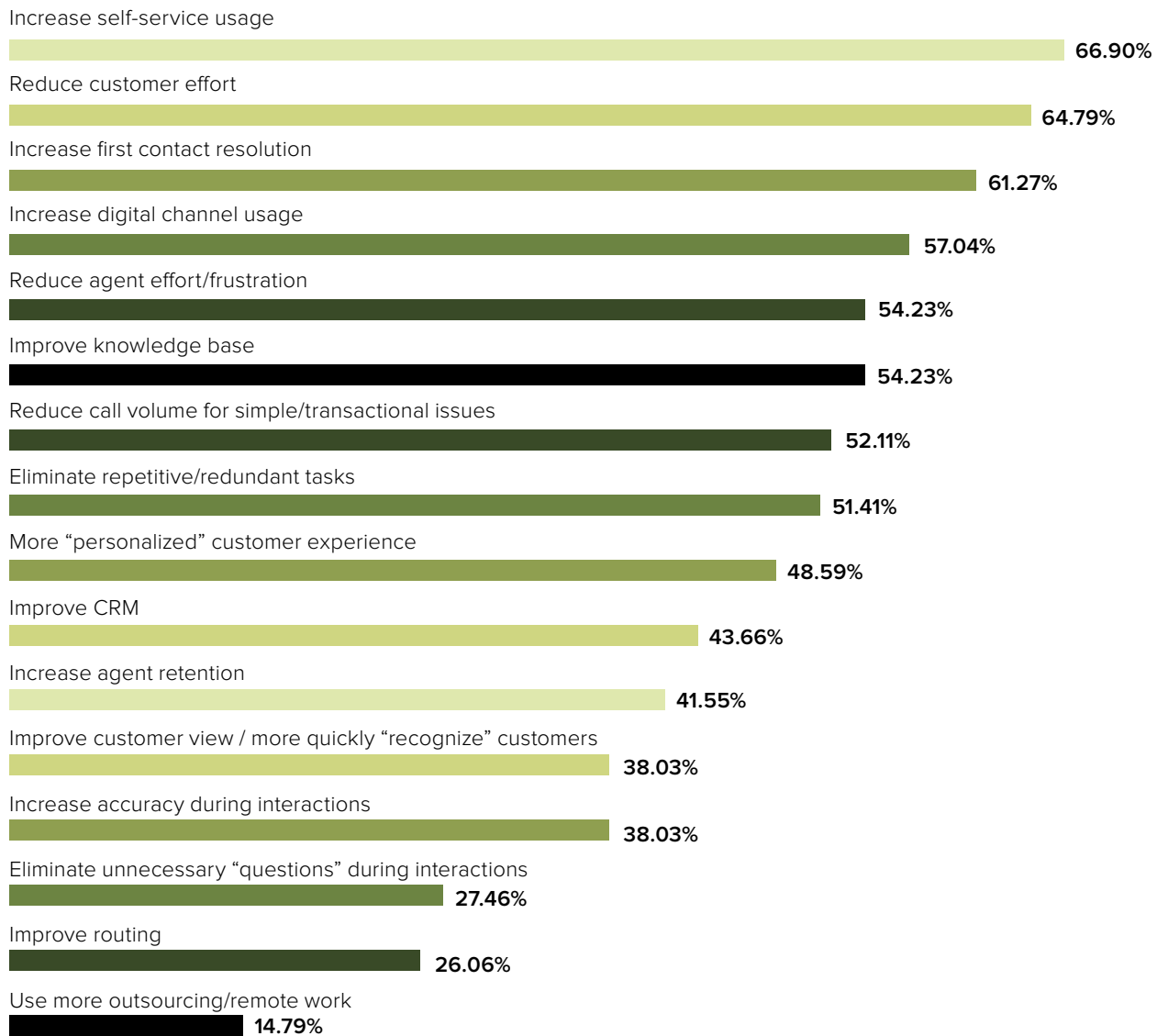
When the book is written on contact center strategy in 2019, self-service usage will play a pivotal role in grading success.

Nearly 67% identify **increasing self-service usage** as a serious performance priority, making it the most popular focus for today's contact centers.

An effective self-service platform is efficient for the organization and convenient for the customer. Those benefits, alone, explain why increasing self-service represents such a widespread priority.

An increase in self-service usage also yields broader performance benefits. By handling a greater percentage of transactional tasks, self-service platforms empower agents to focus more intently on higher-value engagement. More robust self-service tools will also capture more actionable information from customers and can thus provide agents with more context in the event customers do need to escalate.

Which represent serious performance priorities for your organization in 2019?



To put it simply, when the self-service platform is effective, customers and agents meaningfully benefit.

A serious priority for 65% of organizations, **reducing customer effort** represents the #2 performance goal.

Breaking from a recent trend, effort did not rank as a top executive priority in CCW Digital's Future of the Contact Center Market Study. This new survey data, however, confirms its ongoing role as a key performance benchmark. Reducing effort is no longer the hottest conversation topic for executives, but it remains a

fundamental tenet of contact center management. A difficult customer experience reflects unequivocally poorly on the contact center.

In CCW Digital's annual consumer preferences survey, actual customers confirmed **first contact resolution** as the leading sign of a great experience. Aiming to honor that demand, 61% of contact centers treat FCR as a serious priority. It is the #3 performance goal.

FCR is a simultaneous reflection of the experience the organization is offering *and* the customer contact function it is operating.

It, after all, often takes a quick, valuable, sustainable resolution to satisfy customers. If the organization cannot deliver on that cornerstone demand, the bells-and-whistles of its customer experience will largely be for naught.

FCR is, of course, the product of more than mere will. It takes robust knowledge bases, powerful desktop interfaces, actionable customer intelligence, customer-centric processes, and productive training to ensure agents can successfully resolve a customer's issue during the initial interaction. FCR therefore represents a simple way to grade the various elements of the operation.

FCR is also taking on renewed importance in the age of digital engagement. If organizations are serious about creating more robust digital and self-service options, they will commit to increasing resolution rates within these channels.

They will also reconsider the very definition of FCR. To achieve "first contact resolution," does the organization have to completely solve the problem in the initial channel? Or, are escalations permissible (as long as the solution comes during the initial "sitting")?

Organizations are resoundingly clear about plans to increase digital capabilities. To evaluate their efforts, they will consider customer usage.

Just over 57% of organizations view **digital channel utilization** as a serious priority, making it the #4 performance goal.

By specifically focusing on utilization, organizations establish accountability for their digital channels. They will provide meaningful engagement and support – not mere "communication" – in these increasingly popular media.

As customers feel more comfortable and trusting in these channels, they will more frequently use them. A sign of customer centricity, this endeavor will help reduce customer effort and reduce costly inbound call volume. When customers and agents do speak in the voice channel, it will be for high-value work that uniquely benefits from such a conversation.

Priorities for 54% of organizations, **reducing agent effort** and **improving the knowledge base** tie as the #5 performance goal.

As problematic knowledge bases represent a typically great source of agent effort, the goals are closely related. Improving the knowledge base *will* create more productive, less frustrated agents.

Each objective nonetheless runs deeper. The knowledge base will also feed into self-service tools; with organizations aiming to increase self-service usage, a strong knowledge platform becomes particularly important.

The goal of reducing agent effort, meanwhile, will account for all systems – communication tools, dashboards, CRM solutions, routing platforms, and more – that impact an agent's workflow. It will also include providing simpler, more empowering processes and more robust, more personalized training. It reminds contact center leaders that they must perform for their agents before agents can perform for their customers.





Considering Budgets

Contact center performance is not a game of “who can spend the most.” Breaking the bank is not a prerequisite for success.

As some organizations squander significant percentages of their budgets on misguided initiatives, convoluted processes and ineffective technologies, a case can be made that a great contact center strategy actually involves *saving* money.

The customer contact budget nonetheless carries symbolic importance. By continuing to allocate meaningful resources for the contact center, an organization confirms that it values the function. Further, it sends the message that it is not simply looking to streamline processes; it wants to *invest* in creating more value.

Based on their budgetary plans, organizations are definitely affirming the importance of the digital transformation.

Nearly 50% of organizations increased their **digital engagement budgets** in 2019, making it the most common improvement area. An additional 46% of organizations, meanwhile, say that they maintained their existing budgets in 2019. A mere 4% confirm reductions in allocation.

Other areas commanding substantial budgetary support include **voice of the customer** (49% increasing, 46% maintaining) and **contact center technology** (49% increasing, 44% maintaining).

While budgetary trends may reveal specific interest in digital engagement, customer intelligence and technology, they do not confirm a noteworthy *lack* of support for any particular initiative.

How did your budget for the following change this year?

■ Decrease ■ No Change ■ Increase

Salary for agents/CX employees



Outsourcing / remote work



CX/contact center technology



Digital engagement



AI for customers (bots, self-service, etc)



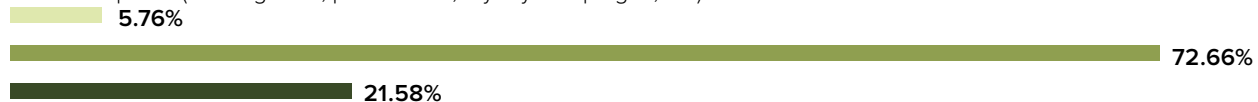
Internal AI (process automation, knowledge management, etc)



Voice of the customer (surveys, analytics, etc)



Customer perks (make-goods, promotions, loyalty campaigns, etc)



Outsourcing and remote investments may technically rank as the most common reduction area, but only 11% actually decreased budgets for those initiatives. That figure pales in comparison to the 20% who are *increasing* their outsourcing investments and 69% who are maintaining existing allocations.

To put it simply, today's contact centers are not immune from the budgetary challenge. They will still face

budgetary ceilings, and they will still endure the burden of "making the most" of their limited resources.

They are not, however, enduring marked *decreases* in budgets. Their organizations are generally standing behind the contact center, which means functional leaders have an opportunity to elevate their operations. They have an opportunity to perform.



Let's Get Digital

Increasing digital capabilities is the #1 executive priority for 2019. Improving self-service and digital channel usage are top performance priorities, and 96% of organizations are either increasing or maintaining their digital engagement budgets.

To put it simply, the digital transformation is a paramount focus for today's contact centers. They want to create more capable, more accessible digital channels.

They do, however, anticipate challenges on the road to a more robust digital engagement experience.

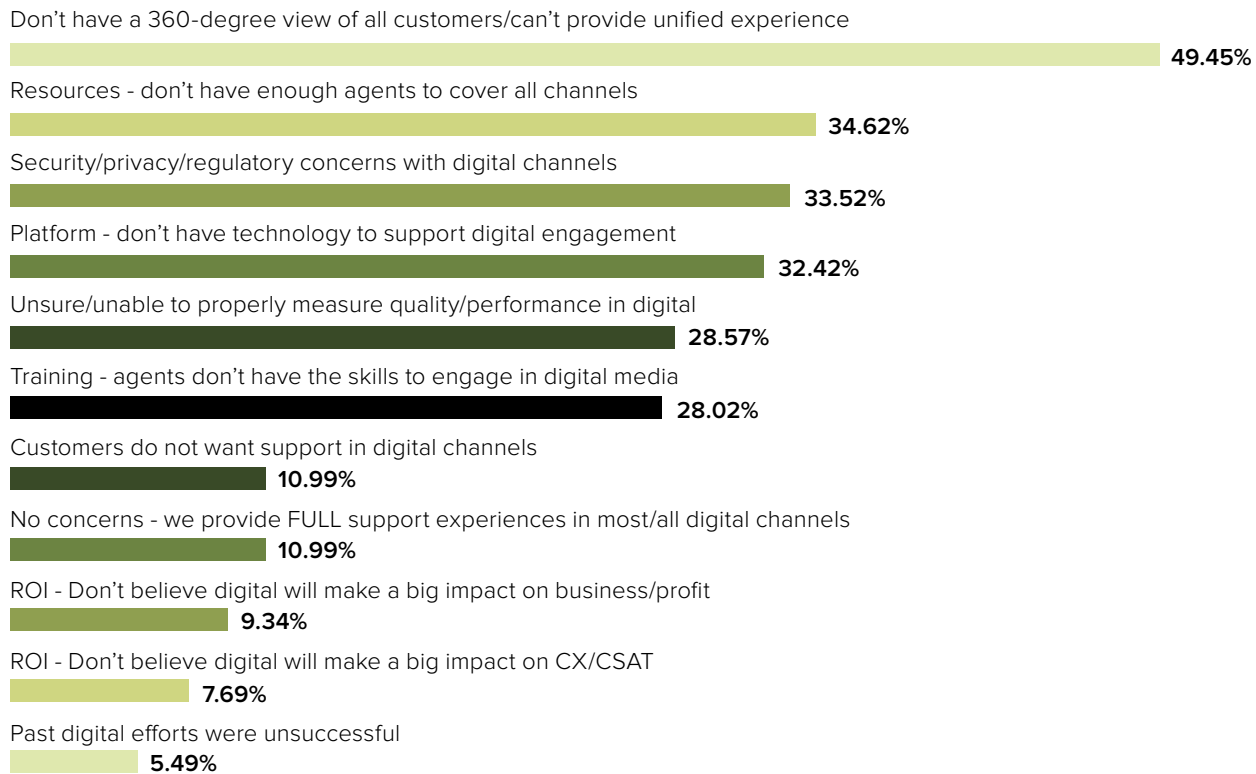
A pivotal concern for 49% of organizations, the biggest challenge involves **the lack of a 360-degree view of all customers**. Organizations and their agents are already feeling the hurt of disconnected systems and insufficient data about customers and their issues. Adding more channels to the mix will only exacerbate this challenge. Customers will endure more effort and frustration while moving between channels, while agents will have an even more difficult time acquiring the necessary context for each interaction.

Other digital engagement challenges include **concerns about resources** (35%), **data security and compliance** (34%), **platform** (32%), and **performance measurement** (29%).

Fewer than half of organizations are actively stressing about these challenges, which means the majority of contact centers believe they are ready to make the digital transformation. They are ready to pursue their biggest priority. Still, the concerns are widespread *enough* to question the overall community's propensity for success.

On the one hand, organizations are directly addressing the resource concern by maintaining or increasing their digital engagement budgets. On the other hand, many organizations lack expertise on how best to allocate digital resources. Fewer than 50% are providing a complete engagement in experience in any digital

Which are your biggest concerns about providing customer support in digital channels?



channel (let alone all of them), which means they lack clear insight into likely workflow needs.

A conversation topic for the broader contact center community, customer data carries particular relevance in a digital context. As some media lack the security attributes taken for granted in the voice channel, protecting customer data and privacy represents a clear challenge. The new, uncharted nature of digital channels also creates ambiguity about regulatory compliance. Organizations are right to wonder whether certain interactions are permissible in SMS or social media.

Security also carries significant ramifications for contact center performance. Inefficient, ineffective authentication practices create undue effort for customers and agents.

Creating an omnichannel experience requires more than a 360-degree view of the customer; it also requires a singular platform for seamlessly accessing

data and communicating with customers. Roughly one-third of organizations worry that they do not have the appropriate engagement tool.

An omnichannel experience involves *consistency* rather than uniformity across all channels. While customers should feel as if they are speaking to the same business with the same commitment to resolution, they will obviously not encounter the exact same experience in all channels. Chat conversations, after all, are fundamentally different than emails. Email interactions are fundamentally different than phone calls.

This reality creates a performance measurement challenge; it requires organizations to select metrics that simultaneously capture the nuance of each channel and the overarching commitment to customer centricity.

An additional concern involves volume distribution. As conversations shift from voice to chat or SMS, what will be the net impact on the operation?



Call Center Metrics Are Dead; Long Live Call Center Metrics

By virtue of their ubiquity, long-time contact center metrics provide organizations with a bragging right. Organizations and employees can quickly demonstrate their worth by trumpeting strong CSAT levels, Average Handle Times, or First Contact Resolution rates.

Not simply useful for pride purposes, these conventional metrics remain immensely relevant for organizations that are ultimately aiming to efficiently connect with customers. It *matters* when an organization greatly increases (or decreases) customer advocacy. It *matters* when an organization improves its retention rate.

The downside to these “outcome” metrics is their breadth. An increasing CSAT may paint a generally favorable picture of the contact center, but it does not precisely articulate which parts of the operation are moving the needle. It, accordingly, does not firmly reveal what the organization can do to maintain – and even grow – its success.

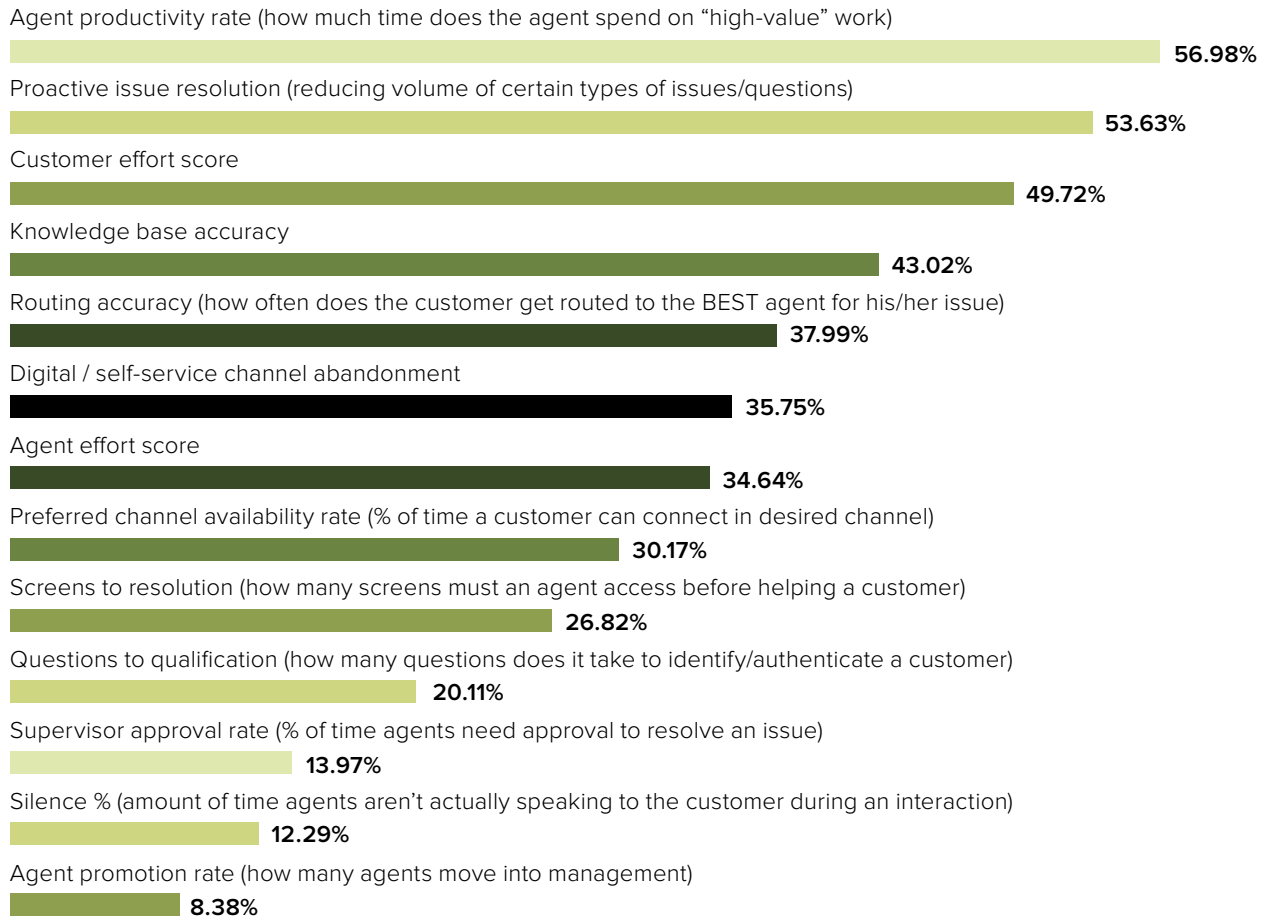
Since many of their performance priorities involve specific, day-to-day components of the contact center

operation, organizations require a new class of metrics. They require alternative metrics that better reveal whether the framework they are creating supports the outcomes they are desiring.

The most appealing “alternative” metric is “**agent productivity rate.**” A whopping 57% of organizations believe it is important to measure how much time agents spend on high-value work.

The enthusiasm for “agent productivity rate” perfectly aligns with how organizations are approaching performance in the automation age. By leveraging automation and eliminating frustrating processes and systems, organizations aim to minimize the time agents spend on rote, repetitive, transactional matters and maximize their availability for high-value engagement.

Which of the following metrics/scores/concepts are (or will be) important when evaluating the success of your customer contact/CX function?



Agent productivity scores this effort, thus allowing the organization to assess factors like return on automation investments, process efficiency, and agent frustration.

Other popular “alternative” metrics include **“proactive issue resolution”** (53%), **“customer effort score”**

(49%), **“knowledge base accuracy”** (43%), and **“routing accuracy”** (38%).

Collectively, these metrics robustly address key aspects of the contact center operation.



Effort Level:

Proactive issue resolution, more accurate routing, and more accurate knowledge bases reduce customer effort. Success in these three areas will yield a lower effort score, which will in turn contribute to factors like customer satisfaction, customer retention, and cost per interaction.



Agent ROI:

Organizations want their agents to focus on more productive tasks; these metrics reveal whether they are fostering that proactivity. By proactively resolving simple matters, they allow agents to focus on more complex interactions. By routing customers to the best agent, organizations allow employees to more thoroughly focus on the task at hand. Improving the knowledge base helps agents spend less time “searching” and more time “connecting.” Holistic efforts to reduce effort will minimize customer frustration, thus yielding more productive conversations.



Maximizing connections:

The metrics, ultimately, speak to the organization’s success in providing the right information to the customer at the right moment. In some cases, that effort will come in the form of proactive outreach. In others, it will entail quickly routing the customer to the best available agent – in the most convenient possible channel. It will always involve providing accurate, intuitive information.

Less appealing “alternative” metrics include **agent promotion rate** (8%), **silence percentage** (12%), and **supervisor approval rate** (14%).

Organizations are doubtfully *dismissing* the former two factors. Promotion rate addresses long-term career trajectories, which should be a natural concern for a function infamous for its high attrition. As “silence” occurs when the agent is *performing tasks* rather than *supporting customers*, it should be a logical concern for organizations emphasizing greater agent productivity.

The lack of support, more likely, stems from a lack of urgency around optimizing these factors. Agent promotion is an admirable long-term goal, but simply

addressing day-to-day sources of agent frustration and inefficiency will lead to more immediate improvements in performance. This reduction of agent effort will likely result in greater agent longevity anyway.

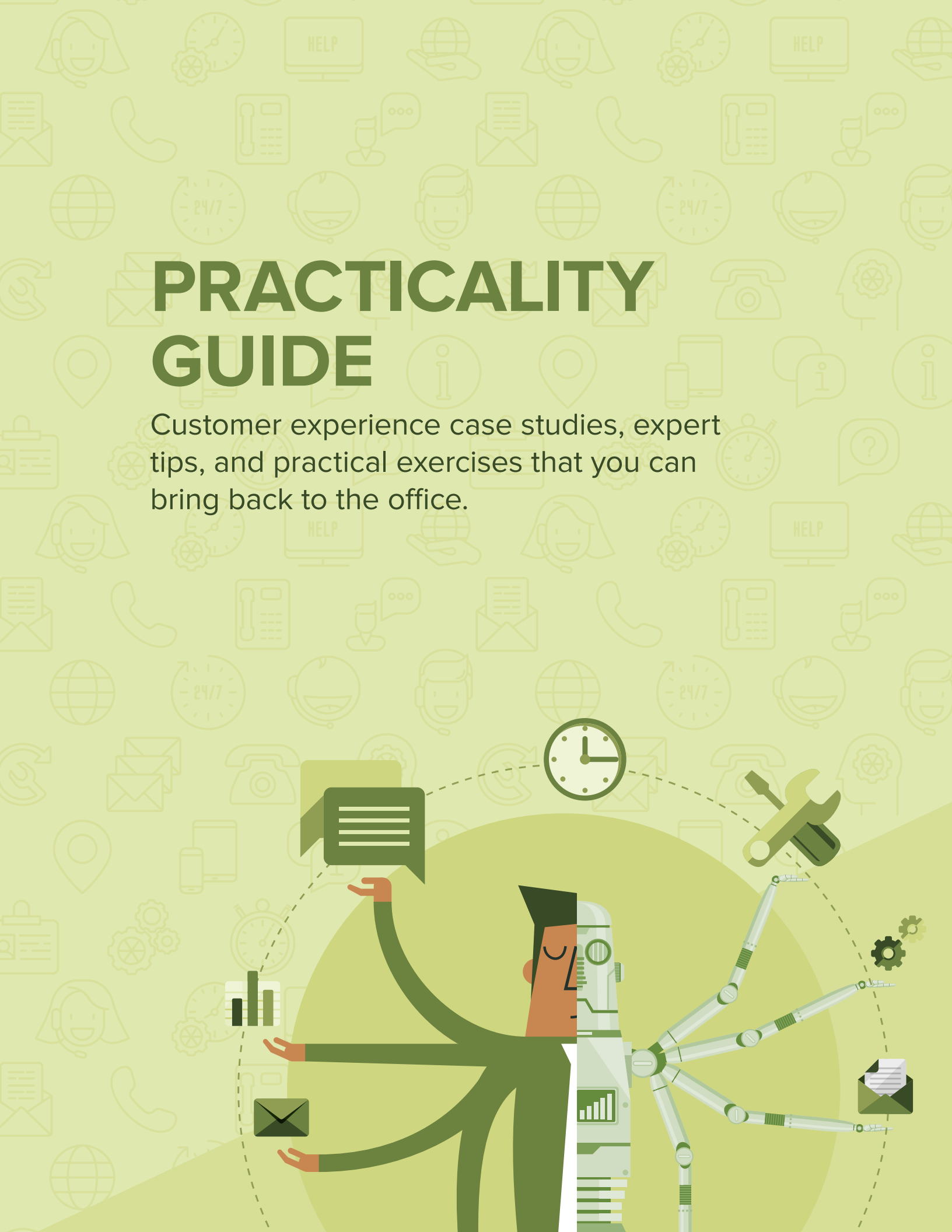
Similarly, why prioritize measuring “silence” over eliminating the inefficient processes, training curricula, and technologies that create the silence?

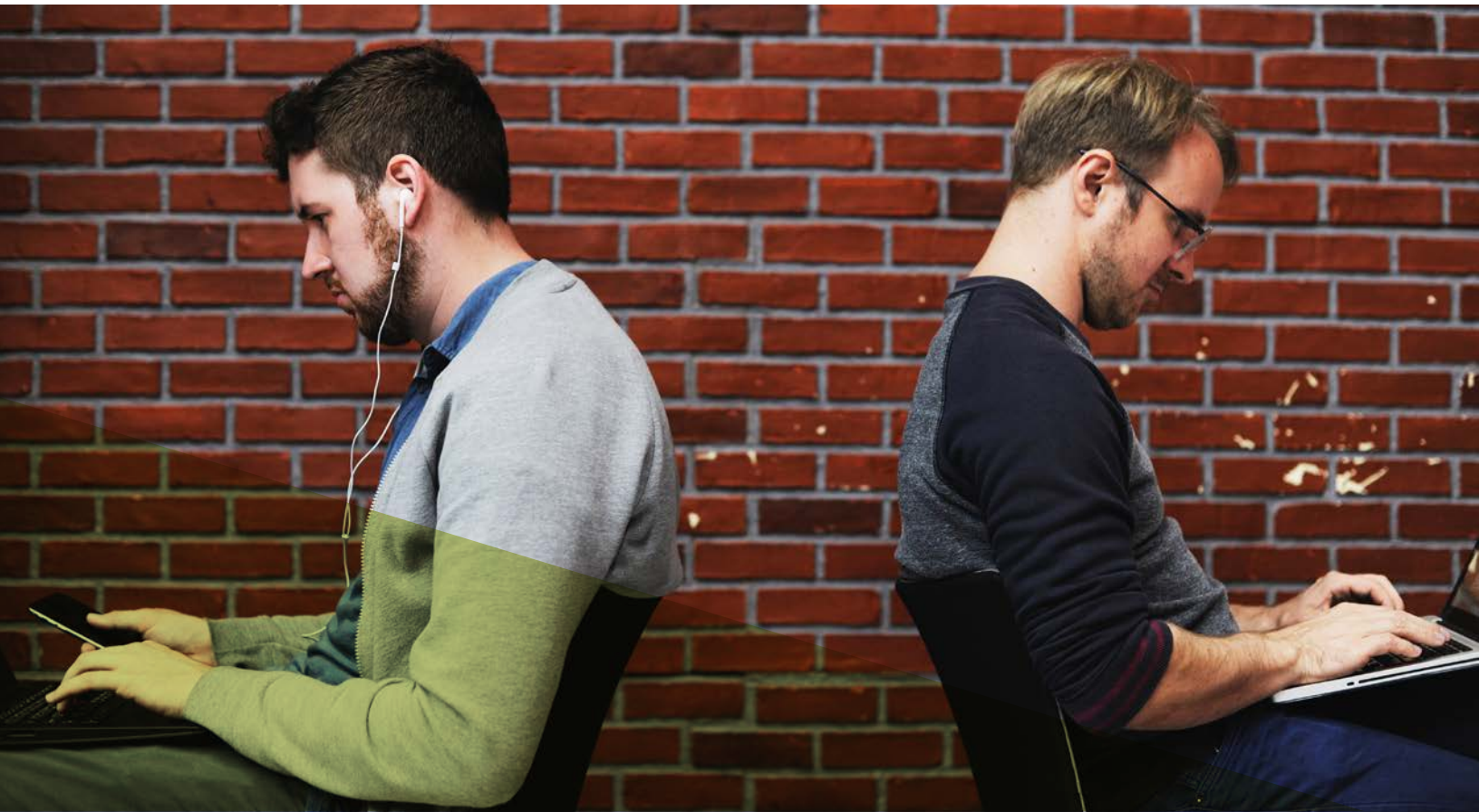
As only 15% of organizations say agents typically need approval to break from scripts, that form of empowerment is not a major challenge for today’s contact centers. Leaders thus see little reason to emphasize a “supervisor approval rate” metric.



PRACTICALITY GUIDE

Customer experience case studies, expert tips, and practical exercises that you can bring back to the office.





Digital Transformation and the Contact Center

How the right cloud migration strategies cut costs and improve flexibility

The following is an excerpt from our ebook 'Digital Transformation and the Contact Center: Creating an omni-channel CX strategy'. [Read the whole report here.](#)

Digital transformation (DX) has created huge opportunities for better customer experiences (CX). In 2019, communication remains a **top 3 cost center for IT managers** but DX is bringing about a shift in the role of IT, and communication has the potential to become a profit center for forward-thinking enterprises. No longer are CIOs and IT managers solely concerned by keeping operating costs of communication channels to a minimum. Instead, they are pushed by product,

marketing and sales teams to deliver cutting edge communications to the edge of their network, enabling:

- **New revenue generating opportunities** from the engagement of prospects and customers in the channels that are most convenient for them.
- **Omni-channel marketing initiatives** that enable the creation of a 360-degree view of customers by aggregating interactions from every channel.

- **New functionality for products and services** through embedding of native communications, such as number masking as a feature of Facebook Marketplace. In these instances, communications are becoming a core competency for products and services.

As a result of these reconfigured priorities, IT departments are tasked with seeking out constructive solutions to three core communications objectives:

1. Reducing cost by increasing operational efficiency
2. Increasing solution flexibility
3. Effectively leveraging communications across the entire organization

Bringing The Contact Center Into The Digital Age

Even though most contact centers are incorporating channels beyond voice, the humble phone call remains the **customer service channel of choice in the US**, ahead of bricks and mortar, email, SMS, live chat, social media, community forums and chatbots. Voxbone's own **2019 survey of US consumers** shows two-thirds still prefer voice calls to text for customer support.

IT's focus shouldn't be trying to move past voice to chase the most cutting-edge digital channels, but identifying new opportunities to supplement core voice services only when it is appropriate and effective to do so. In other words, the impetus is on bringing the contact center into the digital age, not throwing out the fundamentals of what still works. And the best way to do this is by moving the core infrastructure of your voice and messaging services into the cloud.

The Pillars Of Cloud Voice And Messaging Integration

While communication is viewed as an IT cost center, CIOs will always be tasked with finding innovative ways to increase operational efficiencies at the same time as making it easier for business functions to scale. This won't change. But what is changing is how communication is used throughout organizations, particularly when it comes to customer interactions.

Voice isn't going anywhere, but a continued reliance on the PSTN and traditional carriers will make it incredibly

difficult for businesses to scale effectively, particularly when the time comes to enter new markets. Another development is how contact centers themselves are increasingly staffed, with more organizations opting to hire virtual customer support staff, situated in remote locations.

By migrating to a cloud model that delivers communications as a service (CaaS) and integrates voice directly into your contact center platform of choice (including in-house builds) via a modern protocol such as SIP, you can ensure reduced costs, improved efficiency and greater flexibility.

Reduce Costs

- ✓ **Save an average of 45%** on the cost of communications by moving delivery of service from the PSTN to SIP
- ✓ Reduce by as much as 63% **the operating expense** of your communications platforms by connecting them to your own cloud SIP trunks from a dedicated provider instead of bundling service
- ✓ Interconnect with the PSTN through a single cloud SIP connection instead of separate connections in every country to optimize downstream network architecture and reduce your SBC footprint

Improve Efficiency

- ✓ Consolidate vendors across multiple locations via a single SIP connection to a global provider
- ✓ Centralize resource and compliance management via online tools or APIs
- ✓ Provision and manage services in real time via web & API

Increase Flexibility

- ✓ Avoid the need to forecast or manage capacity with scalable, elastic services
- ✓ Get set up in minutes without the need for expensive hardware. All you need to get to get started is an identifiable endpoint to and from which your call traffic will be routed
- ✓ Enjoy new features and services as they become available with the 'as-a-service' cloud model



Things To Consider When Setting Up A Cloud Contact Center

There used to be a time when a business could strategically position a couple of desks, plug in a phone or two, and they had themselves a contact center. Not anymore. Now, even the most basic contact center requires communications infrastructure, hardware, software and agents.

When considering communications infrastructure, there are several options for setting up a contact center:

- ✓ **Premise-based:** On-site hardware & legacy carrier agreements
- ✓ **Hybrid:** A mix of premise and cloud-based systems
- ✓ **Communications as a Service (CaaS):** Cloud infrastructure integrated with a separate CC platform
- ✓ **Contact Center as a Service (CCaaS):** CC platform hosted in the cloud that bundles infrastructure

Companies running legacy systems are faced with the huge task of setting up and managing their infrastructure in every country they operate, meaning separate contracts with national or regional providers, complicated billing and inflexible management of on-site hardware in all their locations.

Moving to a cloud solution brings with it many benefits, including increased flexibility and operational efficiencies, opening doors to system integrations and rapid security/feature upgrades. But decoupling your platform from your infrastructure allows you to unlock even greater cost savings and efficiencies, particularly as your operations scale. This is also the most effective way of ensuring you fully replicate the functionality of your legacy systems and the PSTN in the cloud.

Migration To The Cloud

Unless you are a digital-native business, chances are you are going to have some sort of legacy systems in place. The shift to cloud communications has been a major cornerstone of DX initiatives. One of the strengths of a CaaS approach is that this voice infrastructure can be easily run alongside your legacy systems.

The benefit of CaaS is that it enables you to migrate your communications to the cloud at the right speed for your business. You can mitigate risk by running small-scale trials of SIP-based communications, then gradually move over your communications one location or platform at a time.

Best Practices For Setting Up A Contact Center

When setting up a communications infrastructure for a cloud contact center, the key requirement is for stable, long-term guaranteed quality and availability of service. Security is also a major consideration. This requires the use of fully-compliant communications services that are built on top of a robust, reliable global backbone, with interconnections to the PSTN in every country where you have customers.

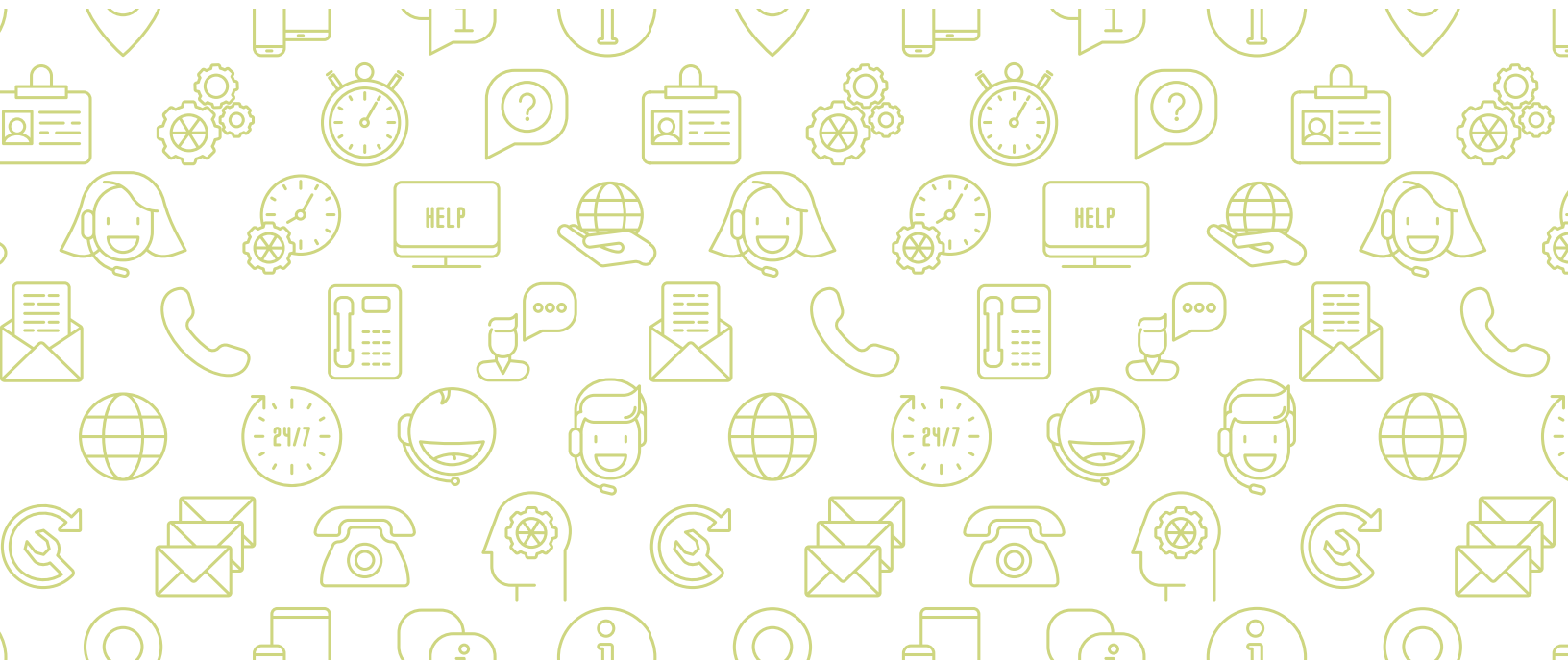
When choosing a CaaS provider to integrate with your contact center platform, you're likely to be thinking about connectivity, network presence, security and reliability, coverage, quality and cost.

Vendor Consolidation

IT is under constant pressure to improve communications efficiencies while lowering costs, which is why the vendor consolidation promised by cloud communications is so alluring to businesses. Contact centers operating across multiple regions or countries can massively cut their billing footprint, freeing up significant resources in legal and finance teams. The ability to manage cloud communications infrastructure remotely also means that one engineer can do from a single site what several dedicated remote teams would need to do with legacy systems.

It's no surprise, then, that you can **save as much as 45%** on the cost of your communications by moving from the PSTN to cloud SIP trunks.

If your business is undertaking a digital transformation initiative and you're considering moving your contact center to the cloud, **speak to Voxbone** today or read our **full ebook here**.



Appendix



The CIO's Quest for Compliance

CIOs have a lot on their minds, from managing teams and implementing new technologies to strategic planning and process improvements.

So with all this on the go, how can they keep compliance as a top priority in order to avoid the regulatory pitfalls of corporate communication? [Learn more.](#)

Scaling Business Communications for a Better Global Presence

Migrating legacy communications to a cloud-based solution can be a full-time headache for CIOs and IT managers if they aren't fully prepared. But doing it properly can unlock significant operational efficiency gains and greater scale.

What regulatory, infrastructure and channel obstacles is your business likely to face? And how best do you cost-effectively navigate them? [Learn more.](#)

2019 Editorial Calendar

MARCH

Market Study: Contact Center Success for the Automation Age

March 25, 2019



MAY

CCW Online: Contact Center Success for the Automation Age

May 21-22, 2019 at 12PM ET

Register for FREE ▶

AUGUST

Market Study: Trends in Customer Experience Design & Strategy

August 12, 2019

Coming Soon

SEPTEMBER

CCW Online: Trends in Customer Experience Design & Strategy

September 17-18, 2019

NOVEMBER

Market Study: Contact Center 2025 – A Roadmap

November 4, 2019

Coming Soon

DECEMBER

CCW Online: Contact Center 2025 – A Roadmap

December 3-4, 2019

Meet the Team



Brian Cantor

Principal Analyst, Director

CCW Digital

E: Brian.Cantor@customermanagementpractice.com



Simon Copcutt

Head of Strategic Accounts

CCW Digital

E: Simon.Copcutt@customermanagementpractice.com



Nicole Leong

Digital Marketing Manager

CCW Digital

E: Nicole.Leong@customermanagementpractice.com



Kindra Cooper

Staff Writer

CCW Digital

E: Kindra.Cooper@customermanagementpractice.com



Andy Kuang

Digital Marketing Assistant

CCW Digital

E: Andy.Kuang@customermanagementpractice.com