

What Contact Centers Want Most from Cloud Technology Providers

Contact centers are buying cloud-based contact center infrastructure solutions – ACDs, dialers, IVR, recording, QA, WFM, and more – at a rapid rate that continues to increase. The value proposition and total cost of ownership for cloud-based contact center solutions are so positive that companies of all sizes are moving to the cloud. Here are the top 12 benefits that contact center managers are looking for when they buy a cloud-based solution:

System Performance

1. **High service level uptime** – minimal acceptable is 99.99%; larger organizations are seeking 99.999%, which is typically better than their internal IT department can deliver
2. **Disaster recovery/business continuity** – a standard component of the solution
3. **Security** – highly secure environment that uses the best and most effective technology to minimize service disruptions

Service and Support

4. **Single point of contact** – immediate access to a person who is responsible for ensuring the ongoing success of their environment and who can address any issue
5. **Fast response and issue resolution** – immediate response to questions or to make an operational change
6. **Ease of scaling up and down** – ability to place a single call or access a portal to add or delete seats or functionality, without paperwork and within 24 business hours
7. **Managed support services** – service provider handles all day-to-day contact center operations, in addition to providing a standard cloud-based offering and infrastructure

Expertise

8. **Contact center best practices** – access to contact center experts with experience in their vertical, who can share operational and technical best practices
9. **Contact center professional services** – access to contact center consultants who are familiar with their operating environment and can help improve its performance
10. **Integration services** – skilled resources to build integrations between the cloud-based contact center infrastructure solution and the end user's operating system
11. **Contact center reports** – reports and dashboards that are easy to create and understand
12. **Easy contracting** – simple and brief contract that lays out all the terms of service and the vendor's and end user's responsibilities

A top reason why end users move to the cloud is to simplify their contact center operating environment and to reduce their dependence on their internal IT department. Cloud-based contact center service providers who meet all of the needs described above are going to emerge as winners in the market.

