The NobelBiz Guide on

How to choose a CCaaS Solution in 2022?

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Contact Center Technology

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Introduction

The Internet, social media, smartphones, and other new digital communication channels have drastically altered the world of consumer interactions. Customers no longer want to contact businesses just over the telephone. Instead, they choose to interact with businesses via their preferred communication methods.

They may request further information before, during, or after the transaction. Furthermore, they expect prompt and reasonable answers. Faced with these new and numerous inbound interactions, businesses must communicate and respond to every query as soon and as effectively as feasible.

In other words, the goal for contact centers is straightforward yet broad: <u>provide a personalized and seamless client experience</u>. To achieve this, contact centers must install an cloud-based contact center solution, often known as Contact Center as a Service (CCaaS).

The typical term of a contact center solution usage ranges between 4 and 10 years, depending on how long it takes to digest the implementation, adapt to its use, and recognize its limitations. Given the time and effort required to install a solution (between 3 and 6 months), changing a contact center tool is no minor issue. This necessitates careful consideration because it will touch the everyday life of agents and mobilize teams for many weeks.

However, it is apparent that after 5 years, the majority of contact centers are beginning to feel a bit suffocated in their contact center software and overwhelmed with the rising demands of clients. Raising the question: How to pick a CCaaS solution in 2022?

That is why, in this ebook, we will offer you the main components to consider if you are considering switching your contact center solution to a Contact Center as a Service Solution (CCaaS).

Contact Center Technologies: Past Vs. Present

The first instinct is to update your current technologies, especially if the solution is suitable and the contact center solution publisher routinely enhances its technology.

In this instance, it is vital to meet with your software provider at least once a year to discuss the current shortcomings and to provide them with some perspective on the customer relations plan that must be adopted (e.g., more self-care, opening up new channels, making customer paths more fluid, etc.).

As a result, outdated solutions that have not developed adequately show their limits and seldom adapt to these fundamental changes.

Older contact center systems are sometimes incapable of managing interactions in an omnichannel manner, i.e. managing all client contacts from within the solution. However, if you want to provide an excellent client experience, you must provide your customer service workers with the necessary tools.

In truth, you should not ignore market feedback, especially if your solution is "on-premise," i.e., placed on your servers or if you are dissatisfied with the present tool.
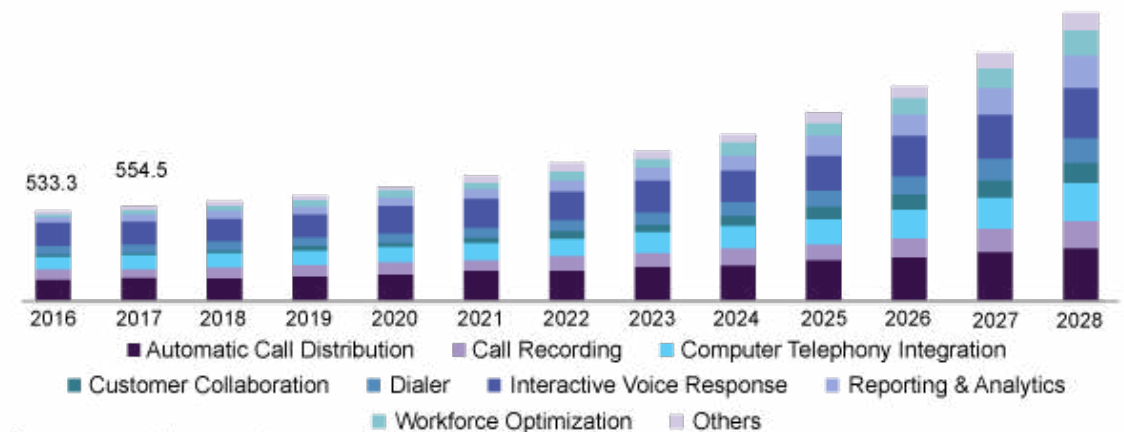
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There are various causes for this, but the most important is:

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• The expense of replacing and improving an outdated on-premise technology is sometimes too high (and sometimes you will be better off to change the solution completely).

• And let's not forget that on-premise technologies are frequently less scalable than cloud versions, which means you won't be able to reap the full benefits of all the product's new features.

The global CCaaS Software market is projected to grow from USD 13.45 billion in 2020 to USD 56.37 billion in 2027, at a CAGR of 22.7% in the 2020-2027 period.

The research provides a comprehensive evaluation of supply-demand and manufacturing scenarios based on a detailed examination of the industry's major dynamics and segmental performance. The research provides accurate and up-to-date information on every segment of the worldwide CCaaS Software market, including market size, growth, recent developments, revenue value, demand, kinds, and application of the specific product.

U.S. CCaaS market size, by solution, 2016 - 2028 (USD Milion)

533.3   554.5

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028

■ Automatic Call Distribution   ■ Call Recording   ■ Computer Telephony Integration
■ Customer Collaboration   ■ Dialer   ■ Interactive Voice Response   ■ Reporting & Analytics
■ Workforce Optimization   ■ Others

Source: www.grandviewresearch.com

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Advantages of Cloud Contact Center Solution (CCaaS)

A CCaaS is distinguished because it is dematerialized and delivered on the cloud. As a result, your staff merely need a computer terminal and a reliable Internet connection to access it. Here are some of the benefits of using a CaaS solution on an organizational level:
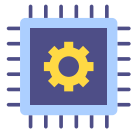
Fewer pieces of hardware: Thanks to VoIP technology, there is no requirement for a wired telephone network. Modern VoIP systems also include softphones that can be accessed through a PC or the web and smartphone apps that link to the company's contact center solution. This means you'll save money on pricey and inconvenient on-premise solutions. A headset or earpiece can readily replace these.
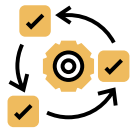
More flexibility and freedom: It's no secret that remote work is here to stay. Companies have little option but to adapt to telecommuting demands, whether they are driven by health concerns or employee convenience. And, thankfully, many corporate executives have recognized this and are well aware of their employees' desires. Every agent in a CCaaS contact center, regardless of location, may reply to inquiries in real-time through their app or laptop. This flexibility increases satisfaction for both the employee, who is trusted and given the necessary tools, and the client, who receives optimal service at all times. In addition, this leads to a definite increase in both overall satisfaction and productivity.

For a long time, contact centers were viewed as a necessary expenditure for companies since they generated little or no return. However, the market has become increasingly competitive, changing how businesses serve their clients. As a result, the customer interaction process, from the initial sale until the delivery of the product, is also changing. It's about "customer experience" rather than "customer service." With an emphasis on improving the customer experience, contact centers are increasingly viewed as a revenue-generating tool for client acquisition and retention.

That is why a CCaaS solution helps you maintain agent and customer experience excellence.

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Tools that will persuade you to choose a Cloud Contact Center Solution (CCaaS)

When transitioning from an old contact center solution to a new CCaaS solution, you should not just take over the current functional scope; you should also take advantage of the chance to add new features and reorganize your contact center.
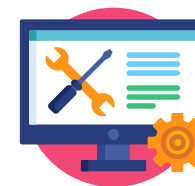
Here are the primary components that might help you stand out in the market:

Customer relationship management across several channels (phone, chat, email, social media...) or simply Omnichannel: This not only helps you to increase the quality of your service, but it also allows you to satisfy consumer expectations by offering them access to their preferred channels based on their context or the urgency of their request.

CRM Integration: Interactions between CRMs and contact center systems must become more integrated to decrease friction and make advisers' jobs more manageable (no more juggling three or four open applications simultaneously). Furthermore, the CRM's integration of client interactions gives a 360° view of all connections.

Self-care: This addresses the increased need of customers to solve their problems without calling customer support.

If your target audience is young and seeking new communication channels, **consider messaging tools** (e.g., WhatsApp or Telegram).

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The enhanced contact center agent (internal FAQ, live transcription of conversations, etc.) is designed to assist agents in managing their everyday assignments. For example, video chat or remote video can be used for remote troubleshooting, remote expertise, and so on.

Outbound Dialing optimization: (voice messages on answering machines, outbound calls with predictive mode, etc.).

WFM - Workforce management: for more efficient contact center teams (timetables, amount of agent's present vs. call projections, taking into account agents' preferences about schedules, and so on).

These tools allow contact center agents to handle low-value inquiries as well as the most important requests in a much more efficient manner.

However, keep in mind the "customer experience" factor and avoid focusing the project too heavily on efficiency increases. Otherwise, you risk a disappointing result!

CCaaS can help businesses stay competitive in an ever-changing business market, but this requires some expectation management. In the end, it comes down to compatibility between the software solution and your contact center.

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# CCaaS: A bridge between customer and agent experience

A CcaaS Solution is, first and foremost, a piece of software that improves customer service efficiency. A multi-channel cloud-based contact center system assists major organizations in enhancing the customer experience.

1. Greater adaptability
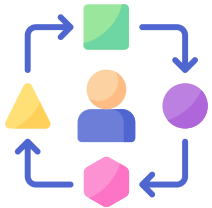
The rise of CCaaS coincides with the digital transformation that businesses have been undergoing for some years. A CCaaS system, in addition to providing the same capabilities as a typical contact center, offers real-time analytics and reporting from any device to enhance your customer relationship management. Companies consider this next-generation software an excellent method to improve the consumer experience through greater personalization.

Finally, remote work has become the standard for 2020, 2021 and will continue in 2022. Generally, people are more appreciative of this new environment of work. You may use a CCaaS to completely remote your staff. This is a wonderful strategy to ensure that you don't lose out on the greatest talent. You will not have to reject away a new employee because they live on the opposite side of the country or around the world. The benefit of dematerialization is that a CCaaS solution may be accessible from anywhere.

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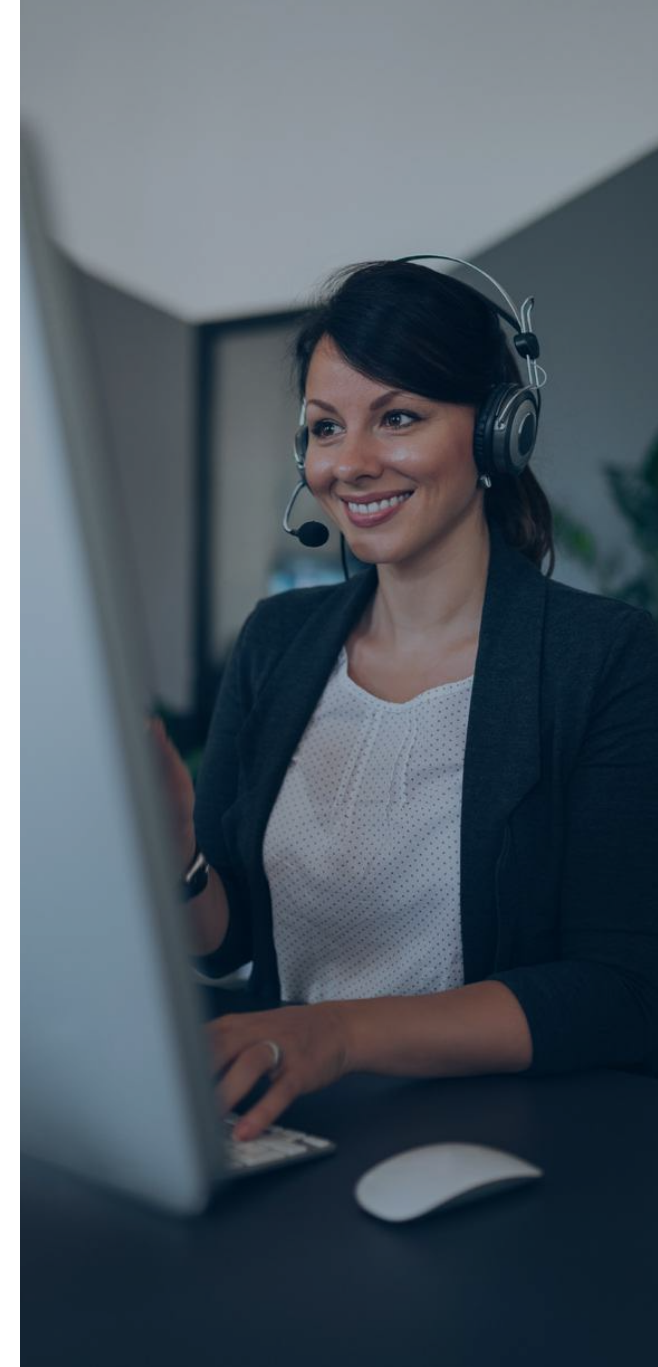
2. Increasing your presence across all communication channels

Sure, phone calls are the most common way for consumers to communicate. But they don't have to be their only choice. With the emergence of Generations Y and Z, client interactions are shifting away from voice to social media, online chats, and email. CCaaS software greatly simplifies communication across multiple channels. With Real-time dashboards that can assist agents in determining which channels consumers prefer. And Reports that may be created to track performance across all of these channels.

Using a CCaaS to provide multi-channel communication is not only handy for your consumers but is also advantageous for your agents. They will be able to fulfill client requests more effectively by using the preferred means of communication of the customer. As a result, your agents will be able to keep up with consumer demands across all channels.

3. Displaying customer history

Contact center agents aren't always in the best of situations. Not only are they attempting to give a high-quality client experience, but they are also having difficulty locating up-to-date consumer information. It's not an easy task. Customers' patience and, in some situations, their calm can be tested. That's where a CCaaS solution comes in handy.

While communicating with a client, a CCaaS solution allows you to check their product and order history.
Accessing the customer's account-specific information makes it simpler for your agents to answer personal queries and direct consumers to the best solution. Agents can give immediate help to your consumers since you have quick access to product and order history.

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4. Data and KPIs:

You won't get to answer customer complaints and ensure customer satisfaction if you spend all of your time reading through many data pages. A CCaaS provides you with automated reports and analyses. The software will monitor crucial call center KPIs like:

• Agents Availability   • Unavailability   • AWT – Average Waiting Times   • Call abandonment rate

This data has the potential to improve the overall operational effectiveness of your contact center and your customer interaction. If you notice a significant rise in missed calls, for example, you may need to consider if you have enough agents to keep up during peak hours.

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5. WFH – Work From Home capabilities

The pandemic resulted in many businesses now working from home, office, or both. In this regard, cloud contact centers provide unparalleled flexibility. Everyone is always connected, no matter where they are. Supervisors and contact center owners may stay in touch with agents no matter where they work.

Cloud-based contact centers are designed to interact with a wide range of devices and operating systems. They also offer real-time information to improve transparency, productivity, and customer experience.

A survey conducted by PWC in 2021 with 133 US executives and 1200 office workers showed impressive results regarding the **success of the remote work model**.

Remote work has been a success

■ Successful   ■ Mixed results   ■ Unsuccessful

6%
11%
83%
Employers

6%
23%
71%
Employees
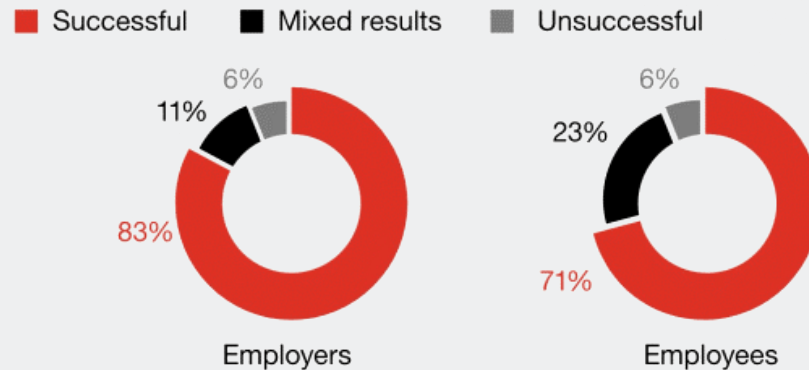
Q: How successful would you say the shift to remote work because of COVID-19 has been for your company? (Responding 'successful' and 'very successful')
Source: PwC US Remote Work Survey
January 12, 2021. Base: 133 US executives, 1200 US office workers

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6. Omnichannel capabilities for Contact Centers

In recent years, older call center systems have only given rudimentary customer support functions. Your clients will not have to wait indefinitely to be connected to a competent person when using a CCaaS. Through skill-based routing, agents have the most effective tools for swiftly answering calls and resolving customer concerns.

And, as previously said, client expectations have shifted. CCaaS solutions are designed to help you react to these new demands, especially when it comes to social media interactions.

Putting the client first entails:
• Being present on the preferred communication channel of the consumer.
• The ability to switch from one communication channel to another.
• Thorough monitoring of all touchpoints and client history.

Interesting fact regarding social media: There were 4.80 billion internet users worldwide in July 2021, accounting for over 61% of the world's total population. And 31.3% of them use it for business-related research.

Keep in mind that as client happiness skyrockets, so will the performance of your agents. Working with the greatest tools to be more productive and capable of problem-solving is energizing. What could be more satisfying than having your reputation boosted by the gratitude of your users?

Now that you have a general understanding of the factors to consider when selecting a CCaaS solution and its benefits, the final piece of the puzzle is deciding on a CCaaS provider.
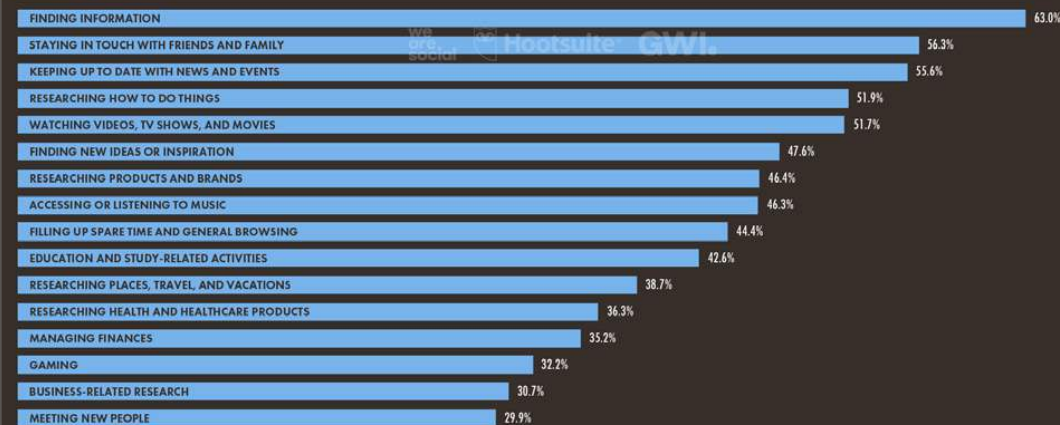
Customers are digital-first, and that is non-negotiable. They want to be informed, like to be the first to hear about breaking news and value real-time interactions. They want brands to communicate in their language and through their preferred platforms. This may be a tremendous difficulty or a fantastic opportunity to build a unique customer. experience.

JAN 2021 — REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY GLOBAL INTERNET USERS AGED 16 TO 64 USE THE INTERNET

Reason	%
FINDING INFORMATION	63.0%
STAYING IN TOUCH WITH FRIENDS AND FAMILY	56.3%
KEEPING UP TO DATE WITH NEWS AND EVENTS	55.6%
RESEARCHING HOW TO DO THINGS	51.9%
WATCHING VIDEOS, TV SHOWS, AND MOVIES	51.7%
FINDING NEW IDEAS OR INSPIRATION	47.6%
RESEARCHING PRODUCTS AND BRANDS	46.4%
ACCESSING OR LISTENING TO MUSIC	46.3%
FILLING UP SPARE TIME AND GENERAL BROWSING	44.4%
EDUCATION AND STUDY-RELATED ACTIVITIES	42.6%
RESEARCHING PLACES, TRAVEL, AND VACATIONS	38.7%
RESEARCHING HEALTH AND HEALTHCARE PRODUCTS	36.3%
MANAGING FINANCES	35.2%
GAMING	32.2%
BUSINESS-RELATED RESEARCH	30.7%
MEETING NEW PEOPLE	29.9%

48 SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

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How to choose your CCaaS provider?

Contact Center as a Service (CCaaS) providers must now present efficient offerings that meet their customers' demands. Still, more importantly, they must become genuine partners with experience, offering linked services, security for their data while also accompanying your contact center throughout their project. To do so, it is critical not to overlook either the qualitative or quantitative aspects of your CCaaS Provider.

> **According to new data, CCaaS currently accounts for more than $3 billion in global sales. Furthermore, some forecasts project that _sales will reach $10.5 billion by 2027_.**

Today, the real difficulty of any technology migration endeavor rests in the companies' capacity to institutionalize new habits and applications. The obstacles that CCaaS solution providers face in 2022 will be the same as they have been in the past, namely:

• Obtaining employee support for the solution and its surroundings

• Using the solution to increase operational efficiency and to deliver better service to the end consumer.

1. Functions and Reliability

First, make a list of the features and functionality that are vital to your business. Do you, for example, need to be able to collect omnichannel analytics in order to examine all of your social media interactions? Do you require particular performance management capabilities such as collaborative tools? Do you require the CCaaS provider to interface with existing solutions?

Gather all of this information so that you may be prepared to offer a no-compromise checklist of your requirements to any vendor you work with. Any provider worth your time should be able to give you at least 3 – 5 credible client references that indicate the company's effectiveness in helping organizations like yours satisfy particular business goals with their solution. Request both public and private references, since some businesses are unwilling to be extensively mentioned but are prepared to jump on reference calls.

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2. Security

Considering the security challenges that supporting a WFH call center entails, any good CCaaS provider must demonstrate their ability to maintain the most stringent levels of security in handling sensitive customer data, with special attention paid to best practices for securing data in multi-tenant environments. What obligations are covered by the provider, and what liabilities are your organization's responsibility?

On the other hand, you should be aware that a CCaaS provider's infrastructure approach will have a significant impact on the availability, scalability, security standards, and other aspects of their system. Inquire whether their solution is hosted in a public, private, or hybrid cloud provider. If they must rely on a single public cloud provider, which one? What type of connections and expertise do they have with that provider? These are all crucial questions you must ask your provider.

3. Integrations

Your contact center most certainly relies on specific solutions – such as customer relationship management (CRM) systems – to track, manage, reach, visualize, and engage with your client base at scale.

Ask any CCaaS provider you are considering how their software interacts and connects with some of the apps you use and how these integrations might improve current procedures. If you have a specific integration that will be crucial for your business, ask them for a custom sample that shows the effective integration of their solution with the software you use.

The geographical location of a CCaaS vendor's service nodes can have an effect on latency, network resilience, and availability. Request a breakdown of service node locations from suppliers, as well as any extra information they can supply about each site.

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# 4. Establishing expectations with a custom demo
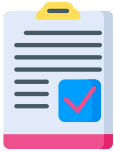
It is common to believe that all technologies are the same, but rarely is the case! The devil is in the details when it comes to contact centers providers. This is why you should always ask for a solution demonstration first.

A contact center custom demo must include a number of important features that indicates:

• The setting and the objectives

• Your specific needs and limits

• The existing situation

• The current scope of your contact center

• The project administration

• The anticipated outcomes and timetable for completion

• Evaluation tools and indicators

It is also crucial to go into depth about essential components such as the number of agents and supervisors, phone numbers, communication channels, the number of minutes of incoming/outgoing communication each year, the type of organization, internal processes, etc.

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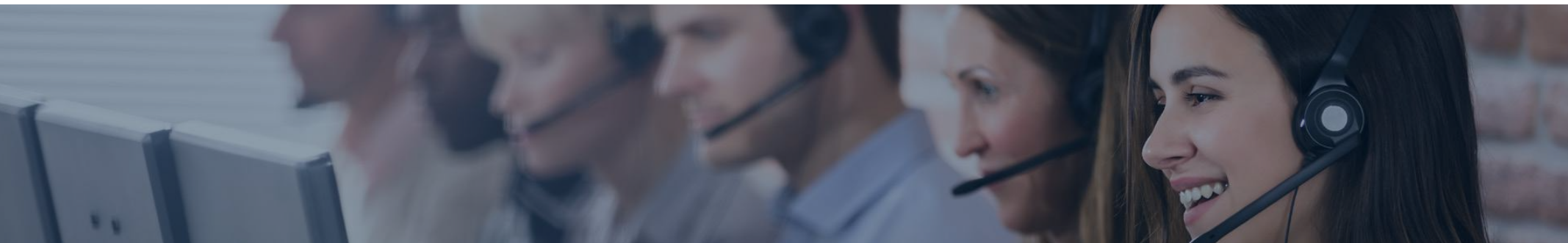
The intended features must be clearly stated from the get-go to prevent creating an absurd outcome and allow the provider to validate the accuracy of their offer.

Some of your organization's specifications to include in the requirement list:

• The agents' essential features

• The channels of communication (telephone, chat, etc.)

• The call scenarios

• Conversation recording

• Call forwarding

• Withdrawal / inaccessible mode

Examples for your agents and supervisor:

• Supervisory/administrative features

• The introduction of IVR flash messages

• Call back (automatic call back via ticket creation)

• Agent skill management for call direction

• Call campaigns setup tools

• To teach agents, use whispering or double listening mode

• Agent and customer service availability calendars

• Agent activity tracking Sending bulk SMS

And also, optional or "futuristic" features that can be added into the mix:

• Various languages

• A tool for workforce management

• Quality control

• Telephone conversation analysis

• Telework administration

• Conversational semantic analysis

• Real-time call center management using wallboards

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5. Data management for Contact Centers

It is vital to thoroughly examine the data created by the use of the solution. This information might be of several types and concerns:

- The quality of client interactions (by type of channel)

- The customer's voice (i.e., their ability to express their expectations).

Improving customer relations necessitates quantitative and qualitative data analysis (words, voice, interactions, etc.) to better understand their expectations and develop new use cases for the solution and new ways of working and pivoting.

The purpose of CCaaS providers is to assist customers in institutionalizing this approach to enable continual progress. Trends and goods offered to end consumers (banking, fundraising, healthcare, etc.) continuously develop. In consequence, the CCaaS solution needs to adapt accordingly.

Here's a basic observation: data only has value if it is known, useable, and controllable by as many people as possible. It is only by adding depth to customers' data while using the solution that it is feasible to alert them to future growth benefits.

A competent CCaaS solution provider should strive to improve the product to be "data and user friendly". And that the data created is easily exploitable by agents and supervisors.

This data is an asset that must remain the customer's property. As a result, it is critical to select a data-driven solution that ensures the information is complete, readily available, and intelligible according to market standards so that it can be fed back into a rich ecosystem.

In the age of big data, the industry moves from the call center to the contact center paradigm. As a result, data management becomes one of the most critical tactical business components. In an unpredictable environment, *having an elastic and scalable technological infrastructure is perhaps one of the most critical tactical decisions a contact center can make.*

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6. The value of a promise

A promise is a declaration of assurance. It's your provider telling you what you can expect when purchasing their CCaaS solution and delivering on those expectations. The promise is the heart of a personified company; it's the emotion that drives that provider to deliver the best and memorable experience for your contact center.

Like your customers, you are more likely to act as a company when you feel an emotional connection with a product, person, or company. The promise of a great brand can help establish that critical connection by creating expectations and inspiring.

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NobelBiz: The Promise Keepers of the Industry

NobelBiz, with over 20 years of expertise in the Contact Center industry, helps contact centers all over the world to reach their full productivity potential. We accomplish this by providing the only telecom carrier built from the ground up to meet the demands of heavy call-center-specific traffic, paired with an industry-leading omnichannel cloud contact center software and unique customer-centric support procedures that distinguish us as the industry's promise keepers.

NobelBiz delivers comprehensive, tailored solutions for contact centers all around the world. Our services and technological solutions can satisfy the demands of any contact center, regardless of size, industry, or activity (Inbound, Outbound, or Mixed).

With years of expertise in the CCaaS business, we've created a structure, process, and technique for installing Contact Center technology that maximizes ROI while minimizing risk.

> **We are the industry's promise keepers. And we create tailored, high-quality contact center solutions that will exceed your expectations.**

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Empower your agents and supervisors with NobelBiz Omni+

With our **CCaaS Solution NobelBiz Omni+**, your contact center will deliver an intuitive, cross-channel and efficient experience for all your clients.

By allowing your agents to interact with your customers on their preferred communication channels (voice, webchat, email, SMS, and social media), you can anticipate your customers' needs and bring customer experience excellence from the first interaction.

## Here's what you can expect from NobelBiz Omni+:

A friendly user interface for your agents: NobelBiz OMNI+ is one of the most agent-friendly interfaces on the market, blending easy call and operational interactions with a clean and precise customer data flow. Omni+ also blends seamlessly any communication channel: Voice calls, Facebook Messenger, Twitter, WhatsApp, Telegram, SMS, email, Live Chat, Webchat, voice mail.
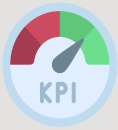
Enhanced Remote Work: NobelBiz OMNI+ allows you to relocate whole teams of agents to a remote environment and back to the office in a matter of days without disrupting the workflow. Your agents only need a laptop, a headset, and an Internet connection.

NobelBiz Omni+ Agent Interface
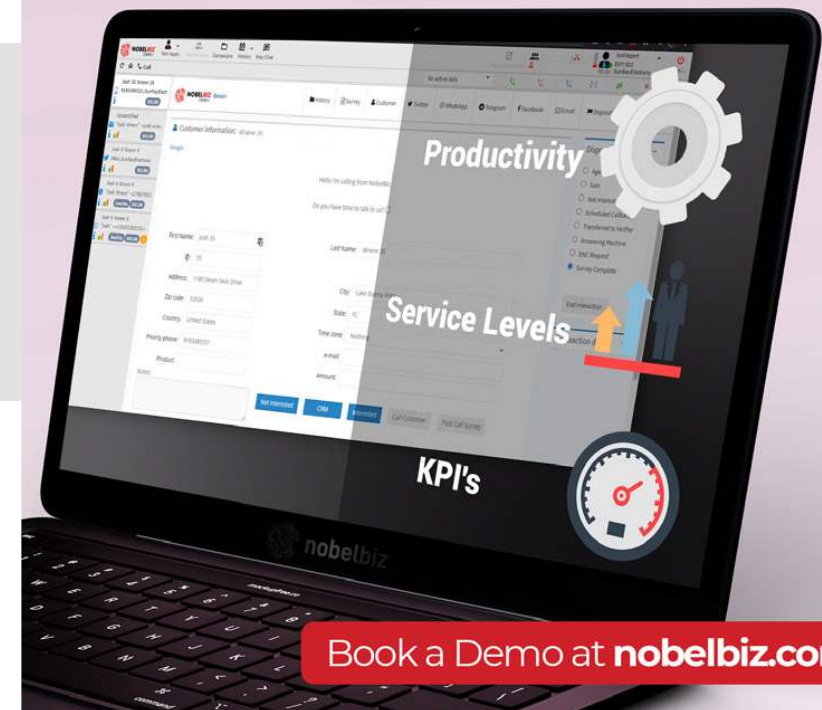
Book a Demo at **nobelbiz.com**

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Accurate data and KPIs: With the OMNI+ custom reporting engine, you can harness the power of data. Get reliable data from various analytics and reporting solutions that deliver real-time and historical data that you can tweak to produce complete performance reports.

Empowered omnichannel: It's one thing to launch individual initiatives across numerous platforms, but it's quite a different thing to create and coordinate all of those activities from a single dashboard. Setting up campaigns with NobelBiz OMNI+ is as simple as dragging and dropping.

A lengthy list of integrations: NobelBiz OMNI+ is built with a high level of flexibility and scalability in mind. Our development and engineering teams are ready to design the next integration depending on your contact center needs, in addition to our already great list of integrations.

Workload Tracking System: NobelBiz OMNI+'s integrated activity tracking technology will enable managers and owners to design a genuinely fair and equitable performance incentive system, offering more motivation for agents to achieve their best for themselves and the firm.

Here's how NobelBiz Omni+ Functions
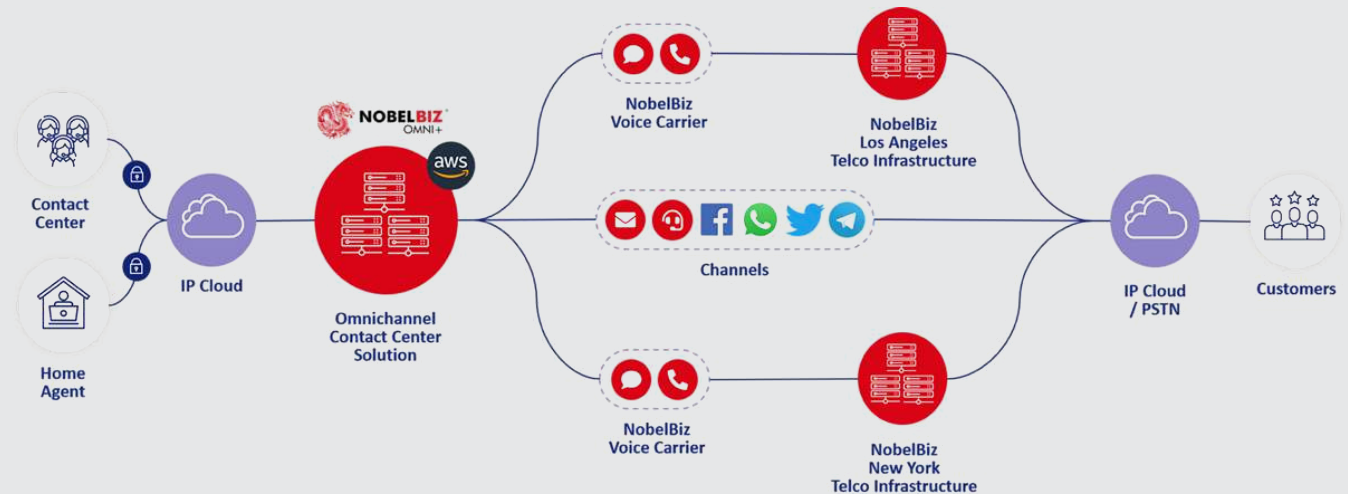
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Boost your Telco performances like never before with the NoblBiz Voice Carrier Network

The **NobelBiz Voice Carrier network** was designed to enhance the telco metrics of contact centers while virtually reducing the downtime to zero. Our voice carrier network is purpose-built for call center traffic, offering the best quality calls, the lowest rates, regulatory safety, and expert support.

Reliable: A carrier explicitly designed for contact centers, with redundant servers located worldwide, ensuring 99.99% uptime.

Cost-effective: Because of our unique infrastructure, we can provide you with the most inexpensive pricing in the contact center market.

Supportive: The industry's most responsive, proactive, and reactive customer service, with a first-call resolution rate of more than 90%.

Flexible: There are no long-term commitments, early termination penalties, or minimum spending requirements. Designed to service an unlimited number of agents.

Powerful: We've partnered with some of the greatest organizations to ensure compliance and security for your calls, allowing you to sit back and focus on what your contact center does best.

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About NobelBiz

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-around compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.
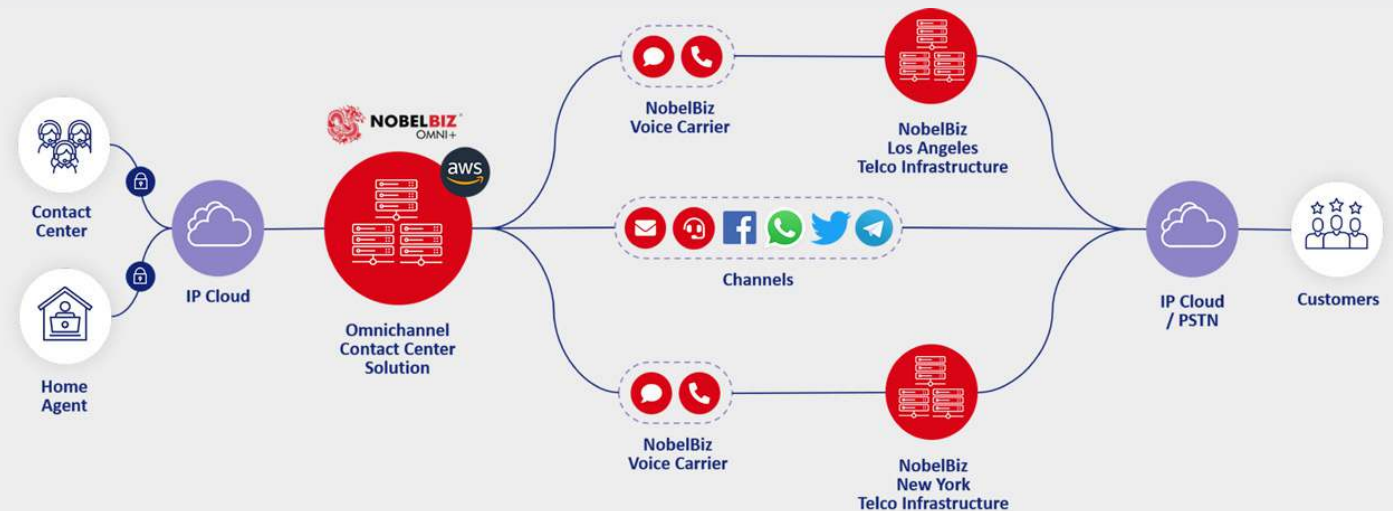
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If you have questions or concerns about the items we outlined, NobelBiz can definitely help you with this.
Get in touch with one of our experts!

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