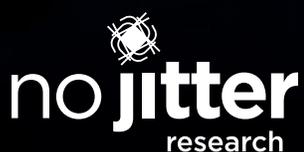




# CLOUD CONTACT CENTER: DELIVERING AN ALL-IN-ONE CUSTOMER EXPERIENCE

*A No Jitter Industry Insights Report*

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## Executive Summary

In a recent survey of 205 enterprise IT professionals, No Jitter found that nearly 60% of respondent organizations use cloud communications, with more than half of those respondents doing so for both business users and contact center agents. Nearly 40% of respondents already use unified communications-as-a-service (UCaaS), with almost another quarter anticipating doing so within the next 12 months. Contact center-as-a-service (CCaaS) is growing in popularity as well, with more than one-third of companies already using or planning to use CCaaS in the next 12 months. What's more, the survey revealed that nearly 20% of respondent organizations already had been using communications application programming interfaces (APIs) or communications platform-as-a-service (CPaaS) in 2017, with another 18% of respondents whose organizations hadn't used programmable communications last year saying they would do so within the next 12 months. Many enterprises are clearly starting to orient themselves around an operating strategy built on the integration of cloud UC and contact center communications, topped off with programmable communications delivered via the cloud for competitive differentiation.

## Enterprise Adoption Trends for Cloud Communications

Forward-looking enterprises are changing the way they view communications, breaking down the silos and enabling seamless conversations among all types of business users and with their customers, whether they are toiling away at desktops in their office cubicles, out and about with mobile devices in-hand, or manning the service desk within a contact center. Three converging trends are giving shape to the transformation: the steady growth of UCaaS and CCaaS use within the enterprise; the communications API movement; and the desire to enable multichannel customer experiences.

Results from a recent No Jitter cloud communications survey tell part of the story. For example, roughly 60% of the survey's 205 enterprise IT respondents said their companies relied on some cloud communications services in 2017. More importantly, slightly more than 70% of all respondents — and 75% of those at companies with 1,000 or more employees — anticipate bringing more communications services into their cloud mixes within the next 12 months.

UCaaS & CCaaS: See How They Grow			
	2017	2016	2015
PBX/call control/telephony	32%	28%	20%
ACD/call center/contact center	23%	22%	20%
UC	37%	35%	*

\* Data not collected for 2015

A closer look at the numbers shows the biggest jump is for UCaaS, with 37% of 2017 respondents using cloud UC applications. While this percentage is up just slightly from 2016, more revealing of the upward trend is that another 22% of respondents whose organizations haven't been using cloud UC services said they plan to do so in the next 12 months.

### 3 TRENDS FUELING TRANSFORMATION

1 > 2 > 3

UCaaS and  
CCaaS growth

Rise of  
communications APIs

Multichannel  
customer experience

The storyline is similar for CCaaS. Historical No Jitter survey data shows a slight uptick in cloud contact center deployments from 2015 to 2016, but flat usage year over year from 2016 to 2017 (at about 23%). However, 16% of respondents said they'd be adding CCaaS within the next 12 months. Overall, this means more than one-third of companies already are using or are planning to use CCaaS in the next 12 months. And while 2016-to-2017 growth was modest, the number of agents supported by these services is growing. In 2017, for example, 41% of respondents said their organizations supported 1,000 or more contact center agents, compared to the 28% indicating the same in 2016.

## Achieving Agility Via the Cloud Model

For some enterprises, cloud communications isn't just about consuming UC, contact center, and other applications in the as-a-service delivery model. It's also about the flexibility gained in being able to use software to customize communications functions and features to suit their specific needs. Whether commissioning hands-on developers to finesse these customizations using communications APIs or relying on pre-packaged programmable communications building blocks from cloud-based CPaaS offerings, many enterprises are now taking advantage of the agility that comes with being able to add communications features and functions to their contact center workflows in the exact manner they would like, helping them to engage with customers in more personal and meaningful ways.

As revealed in the No Jitter survey, nearly 20% of respondent organizations had already been using communications APIs or CPaaS in 2017, with another 18% of respondents whose organizations hadn't used programmable communications last year saying they would do so within the next 12 months.

The cloud model, via both CCaaS and CPaaS, provides real value in helping companies move beyond voice-only call centers to deliver advanced contact center capabilities that transform the customer journey, seamlessly following them from one channel to the next with real-time, contextual communications. Cloud-delivered contact center services enable the flexibility companies need in supporting these multichannel deployments, and with CPaaS-supported programmable communications, companies can turn multichannel support into omnichannel experiences without needing to invest in heavy-duty backend infrastructure, interfaces, and development resources.

### Customizing Communications

Does your organization customize communications functions and features using communications APIs or CPaaS?

**20%**

Already using programmable communications in 2017

**18%**

Plan to use programmable communications in 2018

## Defining the Modern Contact Center

The enterprise contact center oftentimes sits at the center of corporate digital transformation initiatives, with the compelling forces being the ability to empower agents so they can deliver context rich and personalized experiences for each and every customer interaction. In such cases, the contact center becomes much more than a place to funnel incoming calls, manage the customer interaction, and gather call data for historical reporting. Rather, it becomes a hub for responsive, interactive real-time communications and artificial intelligence (AI)-based prescriptive actions that keep agents one step ahead in anticipating customer requirements and meeting their needs, wherever they are, in timely fashion.

### SOFTWARE BUILDING BLOCKS

**Communications APIs:** These vendor-provided application programming interfaces comprise a set of routines, protocols, and tools for use in customizing applications and building integrations between applications and business workflows

**CPaaS:** A cloud-based API platform that eliminates the need to build custom interfaces for each desired integration

A number of key features and functionalities serve to differentiate the contact center of years past with the next-generation contact center that brings customer experience to life. These include:

- ▶ UCaaS integration, to facilitate real-time conversation between contact center agents and subject matter experts within the business or for handoff from business to contact center
- ▶ Advanced IVR with workflow integration and self-service options
- ▶ Use of advanced speech analytics and AI for delivery of meaningful insights that can maximize the effectiveness of the agent-customer interaction and allow intelligent decision making on the fly
- ▶ Ability to support the most popular customer channels — voice, chat, email, and SMS — with context carrying forward from one to the next so that customers can start engagements on one channel and move to another without missing a beat or having to re-authenticate or repeat themselves

To elaborate on these last points, look behind the scenes in a modern contact center and you'll find that communications APIs, or application programming interfaces, are the basic building blocks enabling the real-time contextual communications and advanced interactions needed to optimize the customer experience. Developers use vendor-provided APIs, which comprise a set of routines, protocols, and tools, to customize applications for the contact center and build integrations between these applications and business workflows.

The advent of the cloud-based API platform makes such work easier than ever, eliminating the need to build custom interfaces for each desired integration between more common business workflows and the contact center. The [Vonage API Platform](#), powered by Nexmo, has created pre-packaged, programmable communications components available to contact centers for use in enhancing their cloud-based customer-care operations with contextual communications, providing the seamless experience characteristic of organizations driving digitally-forward initiatives.

Imagine the customer who fires up a mobile banking app to check an account balance, only to discover unfamiliar debits. Panicked, the customer clicks on a phone icon within the mobile app and is immediately connected to the bank's fraud personnel. The context of the mobile interaction carries forward, and the agent can immediately initiate problem resolution rather than spending time re-authenticating the customer. Likewise, consider a contact center operation that relies on automated AI-infused bot responses to handle basic after-hours IVR and SMS inquiries, verbalizing answers from the company FAQ using a speech-to-text functionality. Customers accustomed to long, drawn-out interactions will be delighted by such expediency and simplicity.

Whether the goal is to improve the customer experience, as in case number one, or reduce call volume, which in turn reduces the cost of an after-hours agent workforce, as in case number two, CPaaS provides the tools to create the solution. Especially as enterprises develop cloud-based contact centers, they should consider the ability to enhance their operations using programmable communications. Such options include:

- ▶ Voice APIs that provide programmable text-to-speech, cloud IVR, call tracking and recording, and conferencing functionalities
- ▶ Chat APIs that enable real-time engagement with customers, and the ability to support human-like, context-based conversations via chatbot
- ▶ Messaging APIs, for engaging with and authenticating customers via SMS

CPaaS, because it offers connectors for enabling omnichannel communications and provides contextual support, will lead to the ultimate customer experience — letting companies be wherever their customers expect them to be. CPaaS has applicability across industries, in a variety of use cases. As noted above, businesses can use programmable communications to allow context in a mobile app to carry forward when a customer switches mode of interaction, as well as to support after-hour operations with automated bots and speech-to-text functionality. Other examples include:

- ▶ For airlines, the ability to improve customer satisfaction ratings by sending out SMS texts notifying customers regarding issues with their travel while providing them a way to reply via text or callback

- ▶ For sales organizations, a way to develop better training guidance by piping contact center call recordings into an analytics engine for discovery of keywords that help identify reps with the highest success rates
- ▶ For retailers, the opportunity to head-off customer complaints expressed via outlets such as Twitter or Facebook by integrating social media channels into the contact center and allowing immediate direct response before the mentions go viral

## Advancing the State of the Art in Healthcare



Mobile Medical Examination Service, or [MedXM](#), provides a real-life use case example of a modern contact center operation in healthcare. Santa Ana-based MedXM is a national leader in the design and implementation of preventative care technology and health risk assessments. Company leaders searched for a communications partner that could not only provide reliable UCaaS solutions, but one that could also align with their company-wide shift to Google, which centered around the use of G Suite productivity apps, Chromebooks, and Android support. They were also looking for a seamlessly scalable Google-centric contact center solution that could help them deliver mobile support options to members and productivity-boosting tools to inhouse customer service teams.



MedXM chose Vonage for its unique combination of collaboration-enhancing cloud solutions, productivity-boosting integrations, an enterprise-grade contact center solution, and contextual communications that redefine how they communicate with members in real time. Vonage's opportunity to partner with MedXM was facilitated through mutual Google partner, ViWO.



Vonage's advanced contact center solution will help MedXM create a Google-centric contact center environment in which members can not only call, but also text, email, and chat with agents. This solution saves time and frustration for both members and agents by providing seamless ways for agents to connect via Chromebook or headset and skills-based routing for a more personalized customer experience.



Using Nexmo, the Vonage API Platform, MedXM helps members stay up to date on the care and medication they need by sending them automatic text reminders for appointments and prescription refills. They also offer an automated medication delivery service and real-time connections that facilitate in-home physician visits within an hour for members that need urgent care.

## Cloud Convergence

With UCaaS, CCaaS, and CPaaS building blocks, “anything” seems possible, but the question every enterprise must ask is, “Is it right for my business? Companies must understand their customers and how they interact with the business. Why do they reach out? Over which channels? At what hours of the day? Knowing the answers, and having selected a cloud communications platform provider that allows mixing and matching among UCaaS, CCaaS, and CPaaS options, will enable an enterprise to craft a converged, next-generation strategy that best meets business needs.

## About Vonage Business

Vonage (NYSE:VG) is redefining business communications. True to our roots as a technology disruptor, we’ve embraced technology to transform how companies communicate to create better business outcomes. Our unique cloud communications platform brings together a robust unified communications solution with the agility of embedded, contextual communications APIs. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video and voice.

The company also provides a robust suite of feature-rich residential communication solutions.

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