

TRANSITION TO CLOUD CONTACT CENTER

AVOID THE PITFALLS, MAKE IT YOUR OWN WITH APPLICATION & CUSTOM FLEXIBILITY THAT BECOMES A PROFIT CENTRE



Executive Summary

Now more than ever the modern cloud contact centre solution is your key business asset to deliver the ability to respond, connect and service your customers no matter what. It is the business's differentiator of customer experience, key business health indicator and barometer of customer satisfaction, service agent competency and performance, yet:

- Contact centers have traditionally operated in a responsive and reactional role, almost always limited to the telephone as the contact mode.
- Lack of any useful business analysis from reports that are too complicated to use or understand.
- Lack of fit to the unique business model because configuration is too complicated and customizations are too expensive, have 6 month lead times or are simply not possible.
- Integrations to other business applications and CRM's just not achievable or too expensive.
- On prem models leading to multi-site disparate operations with no central management, analysis, or cohesion and requiring complex PC and IT architecture and management, or:
- Cloud vendors (CCaaS) solutions only offering cattle class, massive multi-customer architectures that are tightly locked down or customizable to only minimal changes, display lack of technical skills outside the manufacturer, expose customers to platform outages and vulnerabilities.

Accomplish your goals via the CyTrack Cloud Contact Center Platform that delivers the ability to deploy quickly, address business risk and redundancy, tailor-fit your way of doing business and customer and agent workflows, with your applications, for customer experience differentiation that can be relied on no matter where your team is located.

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The reasons vary by company by company but include sunk costs of legacy, on-premises systems; long-time strategic vendor partnerships that are difficult to set aside; and unwillingness to change a business-critical environment that's the first touch for customers — even if the system is only able to support adequate, but not good or great, service. Too often, the prospect of dismantling a complex environment involving multiple core systems, a variety of management systems, and service applications to reassemble it onto a cloud platform has been a project deemed too complex to tackle. Adding in the need to rethink customer journeys and applications, not to mention reconfigure agent dashboards and required skillsets, makes the idea even more daunting. Many companies have sufficiently justified holding off on the cloud migration decision as too risky for unproven reward.

get agents set up, what would that entail, and how much would it cost? Would it support necessary features and functionality, and would it allow for the flexibility coveted in such uncertain times? If not, or maybe even if so, had the time finally come to set aside the premises-based approach to contact center and instead turn to a cloud option? Regardless of the direction taken, the pandemic experience proved to many companies once and for all that the cloud model isn't just feasible but optimal. Cloud advocates can point to myriad reasons why cloud contact center is the superior option, but in dealing with the COVID-19 crisis, one that sits at the top of many lists is deployment flexibility. With no hardware to configure, deploy, and manage, getting an agent workforce ready to start handling customer inquiries involves little more than giving them access to the cloud contact center app — an ideal scenario for remote agents, presuming availability of laptops, Wi-Fi access, and phones at home. That's a bit simplistic, of course, but the point is that cloud services are far and away easier to spin up, among many other value points, than legacy seats.

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CCaaS Cloud Providers not all customers are equal !

Traditionally, the decision to migrate from a legacy system to a cloud contact center led businesses to one of a host of first-generation contact center-as-a-service (CCaaS) providers. While these early CCaaS options delivered plenty of benefits, including the ability to support remote agents, scale up and down virtually at will, and reduce systems maintenance costs, their level of configuration and ability to custom fit to the business was extremely limited. The modern Contact Centre as a business methodology is a complex ecosystem of the business workflows, applications and needs of reporting,

no business is the same and the CCaaS providers were not able to tackle this level of granularity and as a result instead businesses had to try and fit into what was offered – or compromise differentiation. Furthermore given the commercial models of CCaaS solutions, deployment and support services are often passed back to the cloud provider and these big players are driven by large sales targets and deployment schedules that lead to lack of personal attention, no appetite for more granular and custom integration and workflow design and then lack of strong and available after sales support services.



The Evolving Contact Center Platform

On-premises systems:

Hardware-based, rigid infrastructure; inability to customize features and functionality on a customer basis; difficult to scale; long deployment cycles

CCaaS Cloud Providers :

No hardware or infrastructure to provision, but continuous development/customization relies on feature updates on multitenant platform, lack of application integration, lack of skills outside of the cloud CCaaS manufacturer.

CyTrack CCaaS:

Leverages modern cloud principles for speedier development on platform basis, improved flexibility and speed of deployment, provides granular configuration, customization, specialized skills in application and CRM integration, highly skilled and patient deployment and support teams.

CyTrack CCaaS Platform Uniquely yours but in the Cloud

CyTrack's CCaaS offers considerable improvement. Our solution platform-wise leverages modern cloud principles, using Microsoft Azure microservices architecture and the powerful benefits of Docker containerization. Containerization offers the benefits of multi-tenancy ie a platform in the cloud managed for you, yet each tenancy is isolated and uniquely yours and not a small component of a massive customer pod.

Docker is a set of platform as a service (PaaS) products that uses OS-level virtualization to deliver software in packages called containers. Containers are isolated from one another and bundle their own software and configuration setup for your business.

Containers are managed under pods for each customer orchestrated by Kubernetes and providing an unmatched level of redundancy. Containerized applications do not have any boot time. They can be started instantaneously. This means containers can be instantiated just when required, and can also disappear when no longer required, freeing up the resources on their hosts. Should a container fail it can be replaced within 30 seconds.

As such, our cloud platform allows speedier development and greater flexibility than standard CCaaS providers. This enables us to accomplish your goals to deploy quickly, address business risk and redundancy, tailor -fit your way of doing business and customer and agent workflows, with your applications, for customer experience differentiation that can be relied on no matter where your team is located.

Differentiating on Customer Experience with Customization Services

While deployment speed, scalability, and low-risk iteration are crucial, the crux of a cloud contact center platform comes down to the ability to support highly tailored implementations and then routinely adjust to experiment with new features and respond to change. Customization and fit to unique business models has been the draw for many customers to the CyTrack CCaaS solution.

“Customization and fit to unique business models has been the draw for many customers to the CyTrack CCaaS solution...”

— Nick Milan,
Managing Director of CyTrack



“Digital transformation is about creating experiences that matter. Gartner says that by 2025, the contact centre organization will be exploiting the benefits of an application ecosystem and tools to better equip staff to work in teams. Application leaders for customer service must assess the technology and changes for the future of work to provide cutting-edge customer experiences”

— Gartner

Digital transformation through CRM & Application integration

Digital transformation is about creating experiences that matter. Gartner says that by 2025, the contact centre organization will be exploiting the benefits of an application ecosystem and tools to better equip staff to work in teams. Application leaders for customer service must assess the technology and changes for the future of work to provide cutting-edge customer experiences.

No single vendor will provide a complete solution. To foster the application ecosystem approach it's essential to work with a partner that can provide specialized professional services across the five areas outlined below. The services are needed to ensure the correct and tight fit to your innovative business processes and it's critical that integrations can be achieved to your technology and also custom engineering can be delivered to budgets and in a timely manner.

Services Model, Don't Buy - Subscribe



With lessons learned from the pandemic experience, companies are flipping their thinking around contact center operations. That's to say, being able — or seeing competitors being able — to operationalize on the remote work paradigm and excel at customer service during an extraordinarily trying time, via cloud services, has been a lightbulb moment for a lot of companies. A natural next question forward-looking organizations are asking themselves is this: With such an agile approach, just how much more value can our contact center drive when it's untied from its historical past?

Imagine, for example, a rich omnichannel environment, seamlessly integrated with customer information pulled from CRM, billing, and other disparate backend databases and presented to agents in a consolidated view.

Infuse this with

- Omni-channel communications – its not just the telephone anymore, Support scalable, multiparty conversations across channels, natively
- New ways of doing business - chat, SMS, WhatsApp, many people including millennials don't like to resort to phone calls if they don't have to
- Speech Analytics Services - Transcribe conversations, identify key words spoken, measure customer and agent sentiments.
- Workforce Optimization & Coaching - quality check, monitor and rate service agents using speech and transcription services for performance scoring
- Self-Services – powerful telephony IVR self service with application, database and payment gateway integrations
- Proactive opportunity creation & customer outreach - Speak to more customers and prospects with omni-channel outbound & telemarketing services
- Workforce Management - Forecast, schedule and monitor your workforce in real time
- Call & Web Integration - Clever call tracking, routing and analytics based on user web behavior.
- And more

And, once a contact center becomes proactive, it can be a profit center, too.

Services Model, Don't Buy

Implement differentiated customer experiences under a monthly subscription using modules such as:

Cross-channel conversations: Support scalable, multiparty conversations across channels, natively

Messaging:

Send and receive SMS and WhatsApp

Voice:

Make, retrieve, control, and monitor calls

Chat:

Add chat features to web sites

Coaching:

quality check, monitor and rate service agents using speech and transcription services for performance scoring

Speech Analytics Services:

Transcribe conversations, identify key words spoken, measure customer and agent sentiments

Automation/AI:

Build, train, and deploy conversational AI capabilities



About CyTrack

CyTrack is a software developer that specializes in cloud telephony and omni channel contact centre software for customer experience solutions. Launched in 1995, the company's software is distributed to over 30 countries around the world by CyTrack and our major global partners.

CyTrack was selected as Microsoft Partner Award winner for Excellence in Industry & Platform Innovation for its work with Brisbane based YourTown a helpline for kids. In 2020 CyTrack was selected and has delivered over 120 systems into the United Kingdom's National Health Service.

CyTrack software is a modular range of applications for telephony platforms from call reporting, dashboards and analytics, through voice recording, CRM integration to Omni Channel Contact Centre solutions

CyTrack software integrates to leading Cloud Telephony platforms such as RingCentral, Avaya, Ericsson iPECS, Microsoft Teams, Broadsoft and more..

For more information, visit [cytrack.com](https://www.cytrack.com).