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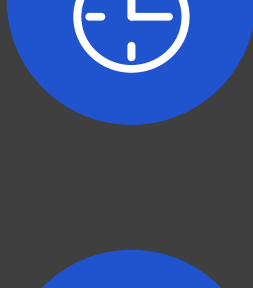
C1 CCaaS Solutions (Pick Your Path)

The days of 9-to-5, Monday-to-Friday customer service calls are over. Just as brands want to reach customers on their phones, their computers, their TVs, and all other communication platforms at all hours, customers want the same level of accessibility from companies.

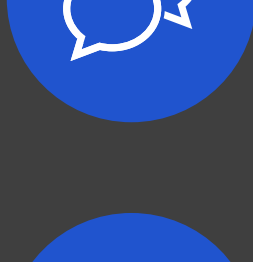


Contact Center as a Service

The top 5 problems of conventional CX solution



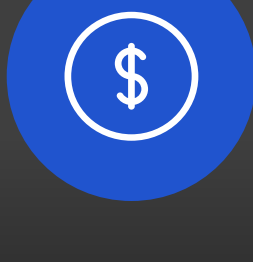
Long resolution times
It takes an average of **12 hours and 10 minutes** for companies to respond to customer service requests, partly due to a lack of digital channels and AI-powered automations
(Source: [SuperOffice](#))



Inconsistent service quality
55% of customers report feeling like they are communicating with separate departments, not just one company
(Source: [SalesForce](#))



Agent wellbeing issues
3/4s of customer service representatives are at risk of burnout, reporting high rates of physical fatigue (53%), cognitive weariness (44%), and emotional exhaustion (40%)
(Source: [Forbes](#))



High operational costs
Recruiting contact center employees can cost upward of \$35,000 per employee, in addition to the costs of technology (\$2,400/mo), facilities (\$2,500+ /mo), and other overheads
(Source: [Nextiva](#))



Compliance risks
Older systems used in traditional contact centers cannot always keep up with evolving regulations, making compliance difficult to maintain using legacy systems

Comparison Table

Features	CCaaS	Conventional CX solutions
Personalized customer interactions	✓ Leverages latest generative AI automation technology for dynamic hyper-personalized CX	✓ Limited and static personalization
Channel Support	✓ Built specifically for omnichannel support that may be scaled as needed	✗ Limited availability in legacy systems with lack of digital channels and automations
Proactive Monitoring	✓ Incorporates latest technology such as AI-powered observability tools	✗ Only available in dedicated Proactive CX solutions
Compliance & security enhancements	✓ Regularly updated to maintain compliance with the latest regulations and standards	✗ Systems slow to update and regularly out of compliance
Operational complexity and cost	Simpler to operate and cost effective, predictable cost	Expensive and complex, unpredictable costs

How to find the right CX solution for your business

What aspects of customer service do you want to improve?

Start

A Speed and efficiency of responses

A1: Have you tried incorporating AI automations?

a: Yes, but it's not very effective
→ CCaaS solution

b: No
→ **Consider** running a trial first to see how well your customers receive automated response strategies like chatbots

A2: Is your contact center optimized to scale to meet the growing demand of your customers?

a: Yes
→ **Maintain** ; update regularly as needed to keep up with evolving needs

b: No
→ CCaaS solution

B Personalized customer experience

B1: Are you able to leverage the full potential of your customer's data to orchestrate a buyer's journey and create a hyper-personalized experience?

a: Yes
→ Maintain

b: No
→ CCaaS solution

C Omnichannel orchestration and reach

C1: Does your current solution support digital channels, omnichannel orchestration across digital and voice and AI automations to asccelerate and personalize customer interactions?

a: Yes
→ Maintain

b: No
→ CCaaS solution

D Cost management

D1: Are you experiencing high ongoing maintenance and support costs in maintaining your current solution?

a: Yes
→ CCaaS provider

b: No
→ Maintain

D2: Are you looking to scale back on upfront infrastructure costs and move to a more predictable cost model?

a: Yes
→ CCaaS solution

b: No
→ Maintain

E Regulatory compliance

E1: Are you able to continuously comply with changing regulations with your current solution?

a: Yes, but with difficulty
→ CCaaS solution

b: No
→ CCaaS solution

Features to look for based on need

Features	CCaaS	Conventional CX solutions
Speed and efficiency of response	Generative AI automations and support for digital channels	None
Hyper-personalized CX	Hyper-personalized CX tailored to each customer leveraging generative AI automations and a superset of customer data	Limited personalization based on static rules and limited customer data
Omnichannel orchestration	Provider can deliver CX solution with omni-channel support for both voice and digital channels and omnichannel orchestration of customer journeys	Static rules-based routing with support for the voice channel, mainly
Cost management	<ul style="list-style-type: none">Predictable costsFlexible, usage-based pricingCloud-based subscription model	Unpredictable costs including hardware and software costs, licensing costs and implementation and ongoing maintenance costs
Regulatory compliance	Provider's solution can keep up with the latest industry compliance regulations	Frequently outdated compliance and slow to update

Conclusion

The right, modern CX solution can eliminate technological and business risks while greatly improving customer experience, satisfaction, and retention.

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