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# Why Cloud

The top ten reasons you need to move your contact center operations to the cloud.

Moving your contact center to the cloud, though deceptively easy to do, could feel like a big step. In this eBook, we will examine the idea thoroughly, and present the 10 reasons you need to move your contact center operations to the cloud, today.

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# Freedom From Hardware Headaches

How cloud contact center technology delivers everything you want, without all the hardware hassles.

# What Does Your Contact Center Need From Technology?

Mostly, it's about capability—for keeping customers happy, agents productive and bottom lines healthy.

That means flawless IVR and speech recognition, automated call distribution (ACD), and integrated screen pops with all the right data. It means intelligent outbound dialing, blended and multichannel options and CRM integration.

## This used to be hard to do

The premise-based contact center systems that used to be your only choice had a lot of drawbacks. Anyone who wanted to operate a contact center was forced to:

- Acquire and install a huge variety of hardware and telecom infrastructure: servers, telephony devices, specialized hardware devices for ACD and other functions, and other hardware, supplied by multiple vendors
- Get all this equipment configured to work together, despite proprietary designs that significantly complicated the job
- House it all in a data center provisioned for disaster recovery, geographic redundancy, security, backup, and energy-gobbling cooling

“We are stuck with technology when what we really want is just stuff that works.”

Douglas Adams  
The Salmon of Doubt

## It Gets Messier

If there were multiple physical locations, each needed its own ACD or PBX system. And wherever all this hardware was located, an army of IT experts was needed to manage and maintain it all. And consolidated reports across locations—especially if their technology stacks differed even a little? No dice.

### Cloud contact centers eliminate hardware hassles

With a cloud contact center, you get all those capabilities you wanted, without the need to run a major data center for the privilege.

Your organization gets to do everything it needs to do, for state-of-the-industry inbound, outbound, blended, and remote agents, you name it. Agents, supervisors and administrators all have complete access through their web browsers, so they can focus on customers.

And all that hardware, software, equipment and infrastructure you once needed to power your secure, scalable, professional contact center? All those IT resources to keep it all going?

**You don't need them.**

You equip your contact center with capability. Period.

So what happens often with an on-premise solution is that after a year or two, so much custom development has been done that the products become unstable. They are unsupported. Upgrades become extremely painful.

## Beware

### The faux cloud contact center

Some contact center software vendors who claim to have cloud offerings don't really give you all the advantages—because they're really just hosted versions of premise-based software. With these systems you may still have to install session border controllers, gateways and other equipment, defeating in part the purpose of moving to cloud.

Moving to an IP-based contact center won't yield cloud advantages, either. You'll still have to build out and maintain what amounts to a large data center and IP network, along with all the ongoing care and feeding they require.

When you make your move, make it to a true cloud contact center—designed to leverage cloud ecosystems and to be accessible to all users via a standard browser.

“Five9 is SO much better,  
I can't believe it.”

Mark Flaum  
Citrix

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## Citrix Gets It

By moving from a premise-based contact center system, Citrix gained all of the capability, without all of the hassle of managing infrastructure—at a much lower cost. With a cloud contact center solution. Citrix gained:



### Agility

Quickly make changes across multiple divisions, while maintaining consistent standards.



### Simplicity

Simple user interface, reporting, easily configurable, deep integration to salesforce.com.



### Immediacy

Turned on POC in 2 days. Agents active right away.



### Scale

Can turn on 100 seats overnight, vs. buying another server. Grows with Citrix's growth plan.



# Because Speed Matters

How and why cloud contact centers get up and running in much less time, with fewer hassles, and less risk.

## When Do We Start?

That's what contact center executives, managers and even agents want to know. Why? Because they have products to market and customers to support—now. While they're waiting for the infrastructure to be put in place, they're potentially losing revenue, customers, or both.

### The time suck

With premise-based contact center infrastructure, however, the wait will almost certainly be at least a few months. Because:

- Hardware (and the space to house it) must be acquired, configured and secured, along with the operating software that makes it work
- The contact center software must be implemented, configured, customized, integrated and tested
- People and other resources must be found—and paid for—to get all of this done

One more issue: while all this time and money flies out the window, no one can be certain your premise-based contact center will do everything you want it to do. And when you need new features, more agents, different workflow... get ready for another long wait.

"Time is money."

Benjamin Franklin



# Cloud Contact Centers Spin Up Faster—Much Faster

To start using a cloud infrastructure, a contact center only needs to provide its agents with Internet connectivity and web browsers. There's no hardware to acquire, install, and maintain. No need for in-house IT resources to come up to speed. Everything is ready.

## Configure your contact center in days, not months

Configuring the solution's options goes quickly, with easy-to-use management tools. Integrating with CRM and other enterprise applications is easy, thanks to pre-built connectors and open standard tools for linking to customized or in-house software. And there's less concern about achieving an ideal configuration from the very beginning, because these flexible solutions can be adjusted on the fly.

In only a few days—perhaps even a single day—your contact center is ready to go, with IVR, ACD, predictive dialing, blended queues, whatever you need. Even the most elaborate setup, with multiple communication channels, organizational units, campaign types, campaigns and other variables can be ready in a few weeks at most—a fraction of the time needed with premise-based solutions.

## Become more competitive, more efficient, more effective

Cloud infrastructure lets new contact centers get going faster, while enabling existing centers to enjoy new capabilities—becoming more competitive, more efficient, more effective—in very short order. If time is money, then a speedier, less risky contact center deployment gets you, your customers, and your agents in business—fast.

“With other companies, we were looking at a six-month installation process. Five9 was very easy to build. It took days rather than months—all the tools were there.”

**Mark Fichera**  
CEO, OnBrand24



# Agents Anywhere

How cloud contact centers help you hire  
and keep the most-qualified agents

## Where Are The Best Agents?

The absolute best agents for your contact center are almost certainly... somewhere else.

That might be in another region. Or another of your locations, some distance away. Or perhaps just a few blocks away, in the form of a talented knowledge worker who can't (or won't) work away from home. That's one reason to use at-home agents: it doesn't matter where that home is.

You might want to create a virtual talent pool across your physical business locations... or expand your agent and talent pool, not your office space... or establish a work-at-home program to take advantage of low-cost, highly loyal at-home talent... or simply gather a team of the absolute best agents for your particular need.

### Real, dollars-and-sense advantages

At-home agents will often take less compensation to get the flexibility of working at home. They're more loyal, too, with retention rates as much as 30% higher than their office-bound counterparts. And these motivated workers deliver better service to customers—especially since you can handpick them from an exponentially larger talent pool.

“One sees qualities at a distance  
and defects at close range.”

Victor Hugo

# Okay, At-Home Agents Are Great. So... Why Cloud?

## Virtual by Definition: Set up Remote Agents in Minutes

With traditional, premise-based infrastructure, setting up at-home agents is both costly and cumbersome, because physical technology has to be extended all the way to every agent location. And widely distributed client software becomes a maintenance nightmare.

And, if you want to use routing logic to improve productivity and customer satisfaction, it might take an application expert days to get it working—and then, only until another agent was added.

### Cloud=Virtual

But cloud contact center infrastructure is virtual by definition. Any agent with a connection, a browser, and a headset can securely use the software. There's nothing to install or maintain on an agent's computer.

And cloud software is designed to be completely location-agnostic, so key features like routing, call monitoring and blended queues work fully independent of physical locations—no complex coding or costly expert required.

Finally: take all the dispersed-agent advantages we've discussed, and apply them to supervisors and managers. Because cloud contact centers let them work from anywhere, too.

“When customers call, they may be talking to an agent who's at home, but it's as if we're all in the same phone center—it's totally seamless.”

**Joe Huffnagle**  
Director of Telecommunications, Medical Alert

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## Respond to Disasters Quickly

One more advantage of using a geographically dispersed agent pool: disaster recovery. Because earthquakes and hurricanes fortunately don't affect entire continents, agents outside the affected area can still be online—using redundant cloud infrastructures that remain just as available.

“Being in the cloud means that a hurricane on the east coast, an earthquake in California, or a tornado in Oklahoma won't destroy our business,” says Liaw. “We're basically impervious to natural disasters.”

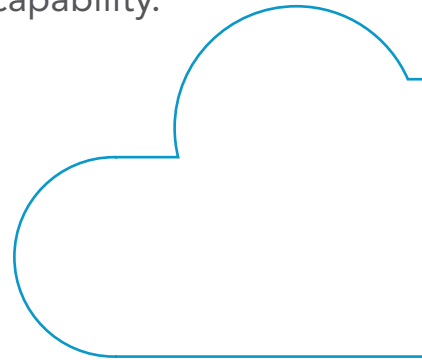
**Teddy Liaw**  
NexRep

## Proven. Reliable. Robust.

In many industries requiring specialized agent talent, cloud contact centers have already made remote agents the norm, not the exception. These industries—think business process outsourcing, technology support, financial services, and insurance claims processing—need people with specialized talent, and location isn't nearly as important as capability.

With cloud contact centers, you can use better-qualified agents, get them up and running more quickly and easily, and enjoy greater agent retention. You're better protected from disasters, serving customers more effectively, and saving on premises and training costs.

Where should you locate your next contact center? With the cloud, it doesn't matter.



## NexRep Gets It

By moving from a premise-based contact center to the cloud, NexRep can now find agents (400+ in 35 states) that are already customers of their clients. These agents are better at selling a client's products and converting prospects into sales.

### NexRep has gained:



#### Massive Growth

More than 500,000 inbound/outbound calls monthly, doubling revenues year-over-year



#### Competitive Advantage

30–60% more revenue per call than competitors



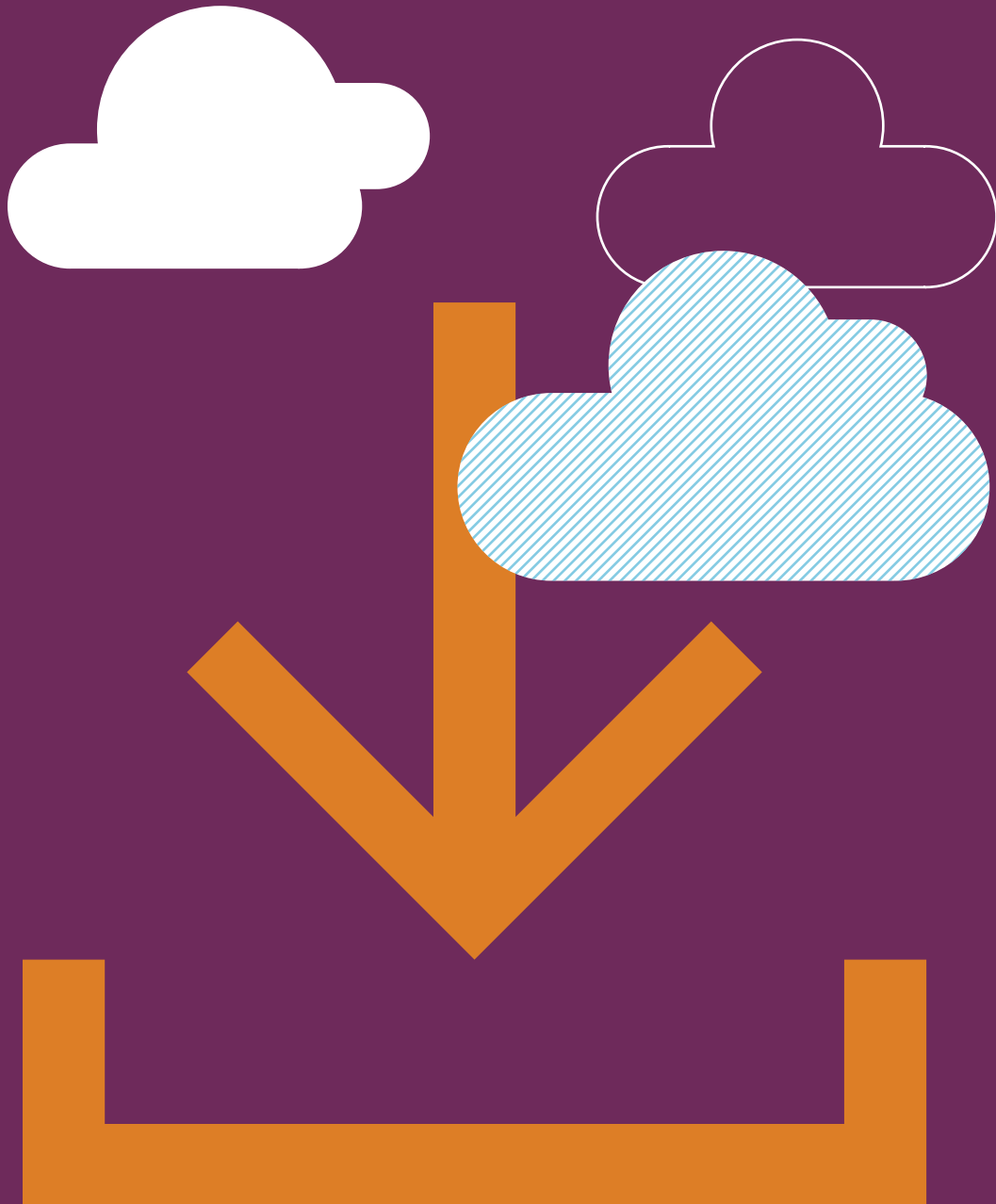
#### Employee Satisfaction

90% retention rate for agents who work with the company for over one month



#### Reduced Costs

Infrastructure costs down, time to deploy and train agents significantly reduced, faster results for the business



# Automatic Upgrades

How cloud contact centers let everyone focus on contact center excellence, not IT hassles.

# Software Upgrades Can Be Messy

New features, new capabilities, better performance. These and the other promises of software upgrades can be appealing to any contact center that wants to boost agent productivity, satisfy customers, and equip supervisors for success. But traditional software upgrades come at a price.

Actually, several prices. There's monetary cost, of course. Then there's the pain of getting the upgrade installed—on a network, on individual workstations, and on servers, each of which can pose their own unique challenges.

## Premise-based contact center upgrades are costly and complex

Unfortunately, premise-based contact center software fits this description perfectly. Upgrades are costly, time-consuming, highly complex processes. Expensive IT resources can be bogged down with upgrades for months. Agents, supervisors, and even customers may get confused.

So the upgrades, promising as they might be, get postponed. And then postponed again. And even when the contact center does move ahead, individual departments or users may be sluggish, causing even more headaches and further delaying the promised benefits.

“Never put off until tomorrow what you can do the day after tomorrow.”

Mark Twain, possibly about software upgrades

# Okay. Upgrades Can Be Scary—Unless Your Contact Center is in the Cloud.

Cloud contact center software is implemented and maintained...  
in the cloud (and only in the cloud)

Contact center users do everything through their web browsers (this is what makes cloud contact centers so great for at-home and remote agents).

## Long waits are history

When a new feature (or a pile of them) is introduced, the upgrade process is invisible to contact center users—until the next time they log in to their cloud contact center, where they can see and use the new features right there in their browser.

No long wait for the right moment. No costly upgrade fees. No need to acquire and install new hardware. No need for IT to be involved at all—allowing them to stay focused on more important, more strategic work, instead of monitoring infrastructure.

“So what happens often with an on-premise solution is that after a year or two, so much custom development has been done that the products become unstable. They are unsupported. Upgrades become extremely painful...”

**Marc Flaum**

Senior Information Architect, Citrix Systems

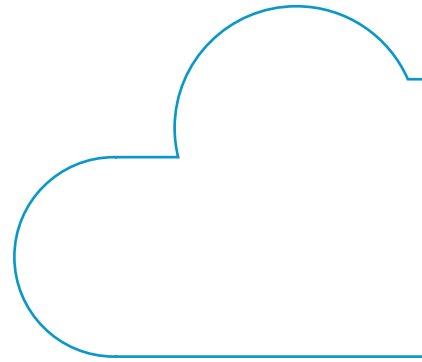
## Frequent, Highly Beneficial Upgrades

Because they operate on a pay-as-you-go basis, cloud contact center vendors (like Five9) have a huge incentive to continually provide their customers with leading-edge technology and features.

And because the upgrade process itself is no longer a barrier, contact centers find that agents, supervisors, and other users take advantage of these new features quickly and more easily.

Ultimately, cloud contact centers get to take advantage of new technologies and features sooner. And that translates into greater agent productivity, a more efficient, effective operation and happier customers.

In the cloud, things get better, sooner, more easily, and at lower cost. All the time.



“We figured that if we spent \$300,000 to \$400,000 on a new on-premise system, in five years it would be outdated. With a cloud system, you don’t have to worry about that. Your system is always going to stay current, which is an important benefit for our clients...”

**Mark Fichera**  
CEO, OnBrand24



# Fast, Easy Integration and Customization

How cloud contact centers help you leverage information in CRM and other applications.

# Contact Center Success Depends on Integration

For contact center agents, knowledge really is power. But ask them to jump around among multiple applications and data sources for information—while they’re trying to serve customers—and you’re asking for ineffective, unproductive agents.

That’s why just about every contact center wants its CRM, billing, finance, and other solutions to work together seamlessly with their contact center infrastructure.

## Have you tried integrating software lately?

Well—your IT department probably did most of the trying. And if you use premise-based contact center software, it likely took a very long time to get everything integrated. Time you might rather have spent serving customers quickly and intelligently.

“Knowledge is power.”

Francis Bacon

# Speed Now, Speed Later

Thanks to the rapid integration cloud contact centers make possible, you'll get your new contact center going more quickly.

And you'll also have the flexibility to swap out CRM and other systems when the need arises—with no worries about lengthy integration projects to slow you down.

The best cloud vendors offer:

- **Prebuilt integrations with leading CRM solutions.** If you're using Salesforce.com, Oracle RightNow, NetSuite, or another popular CRM tool, get productivity-boosting, customer data sharing, and workflow automation working in a matter of hours—maybe even minutes.
- **Open APIs for integrating with every aspect of the contact center.** Should you need to integrate with other enterprise systems—your own homegrown CRM, or other apps like billing, shipping, inventory, reporting—that's going to go quickly, too. Because cloud solutions include

open application programming interfaces (APIs) that facilitate integration with computer telephony integration (CTI), reporting, statistics, configuration, and every other aspect of the contact center.

- **Lightweight connectors.** These give agents seamless access to customer information—with zero development and zero deployment time required.

These tools let your IT team (or vendor professional services teams, if you prefer) quickly build the connections between your applications and your cloud contact center infrastructure. Your IT department may not be needed at all to get everything going. If they do some custom integration, it won't distract them for long.

... no worries about lengthy integration projects to slow you down.

# Cloud Contact Center Vendors Make Integration a Snap

Cloud solution vendors know what kinds of data sharing and workflow automation their customers need—everything from screen pops to account histories and click-to-dial to instant info on billing and shipping and more. All designed to help inbound, outbound, and blended agents do what they do more efficiently and effectively.

Since cloud vendors help implement these connections all the time, they've built smart, highly automated tools for setting them up very quickly.

**"Having Five9 as our base enterprise solution enables us to integrate with and leverage other very robust software-as-a-service applications like Salesforce."**

**Anthony Marlowe**  
Co-founder & President, TMone

## TMone Gets It

By moving from a premise-based contact center to the cloud, TMone is able to support a wide range of contact center programs and requirements with thousands of agents.

### TMone has gained:



#### Fast Deployment

They're able to get large clients up and running within 24 hours and programs deployed within days.



#### Rapid Scale

They can scale up and scale down on-demand as clients' business needs change.



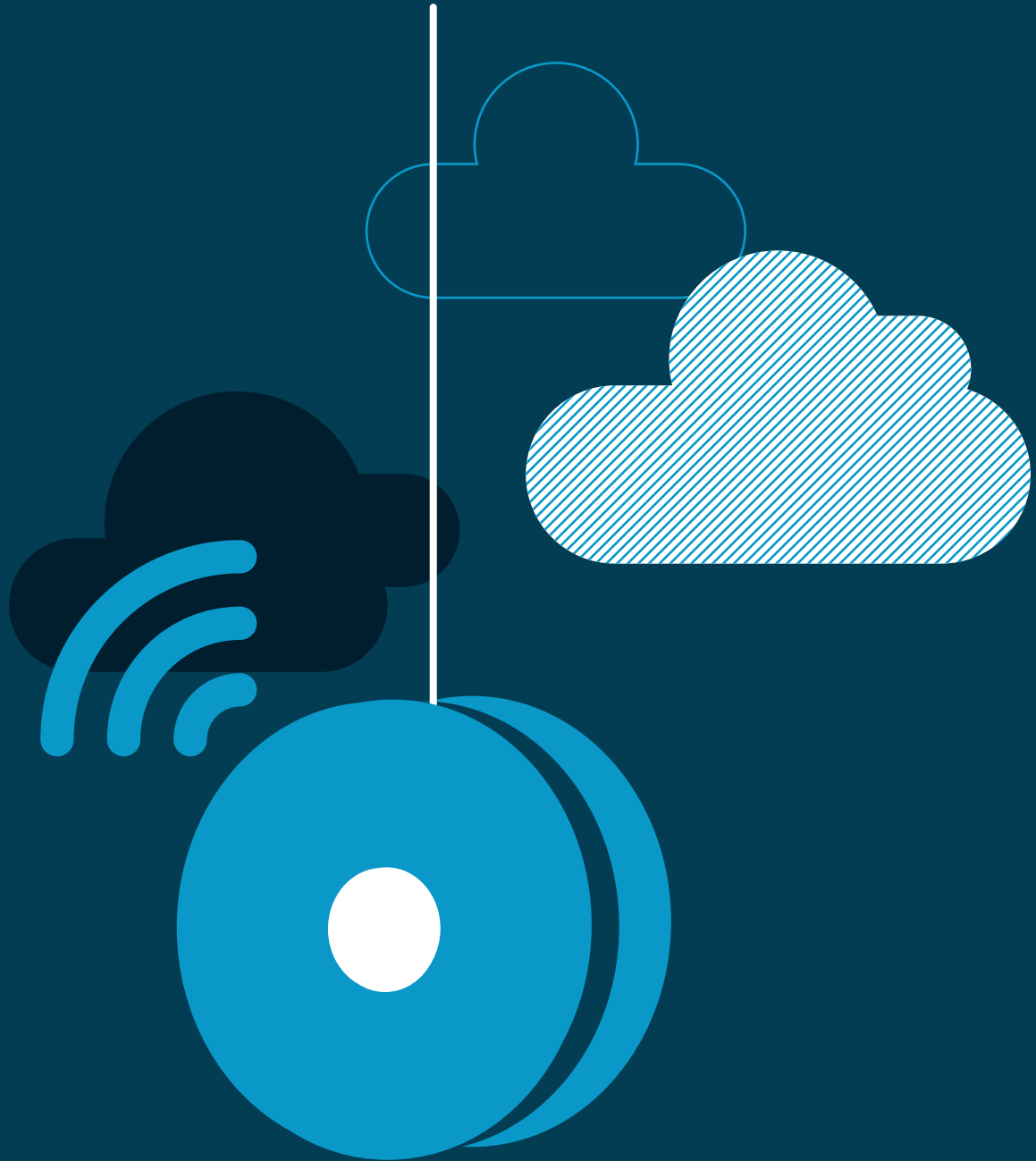
#### Vast Integration

They gained easy and quick connections to other robust software and service cloud applications like Salesforce.com—in days, not months.



#### Competitive Advantage

The company leveraged the business flexibility to deploy quickly, blend calls, have multiple interaction types with no development.



# Easy, Rapid Scaling—With No “Prepayment Penalty”

How cloud contact centers give you precisely the capacity you need—every hour, every week, all year long.

# Contact Center Volumes Will Always Change, by the Hour, Day, or Season

Maybe you've launched a new marketing campaign or a new product, or you're entering a new market.

Maybe there's a video-gone-viral about you in social media. Product upgrades, news stories, natural disasters—all of these can mean you'll have twice the volume tomorrow you have today. Demand can drop just as quickly, for many of the same reasons.

Handling these volatile volumes means having enough infrastructure in place to cover the highs and the lows. But with spikes and dips coming with increasing frequency and less warning—even in seasonal businesses where some volume changes are predictable—it's getting tougher.

"If anything is certain, it is that change is certain. The world we are planning for today will not exist in this form tomorrow."

Phil Crosby

# Contact Center Demand Will Always Be Elastic

Premise-based contact center infrastructure makes the scaling challenge nearly insurmountable, for two distinct reasons:

1. **Long delays.** Adding licensed software seats, phone lines, and facilities to house agents takes too long. It can take weeks or months just to get the lines in place. Meanwhile, your customers go un-served. And if upgrades happen at the wrong moment, these delays can cause you to lose customers—or even your business.
2. **Costly, excess capacity.** With premise-based systems, you must plan—and pay for—the highest capacity you think you'll need, making costs higher and more difficult to control. And reducing unused infrastructure is either impractical or impossible in the short run, so your investment in infrastructure returns you nothing when volumes dip—and they always dip, by the hour, by the season, or both.

## Who solved this problem first?

Certain industries—think outsourced contact centers, retail, sports promotion, and tax preparation—experience intraday and seasonal peaks as a matter of course. As such, they must have the ability to rapidly scale contact-center infrastructure capacity with demand—and, in the case of outsourcers, when they gain or lose clients. That's why these businesses have moved to the cloud. Without the elasticity the cloud provides, it would be significantly more difficult to run these businesses profitably.

So what happens often with an on-premise solution is that after a year or two, so much custom development has been done that the products become unstable. They are unsupported. Upgrades become extremely painful.

# Cloud Contact Centers Let You Match Capacity to Your Needs, Day-In, Day-Out

The right cloud contact center can scale up or down quickly. A single phone call lets you adjust both resources and costs in a matter of hours, sometimes minutes.

How? Cloud contact center vendors already have the resources in place, ready when their clients—including you—need them. And they've developed smart, highly automated tools for setting you up very quickly.

## No guesswork, and no waste

By adjusting the resources you consume and paying only for what you need, you won't need to guess at your peak capacity—or pay for it when you don't need it.

Move your contact center to the cloud and you'll always be ready for what comes next—whatever it might be.

“We’re not a tech company, so leveraging the cloud made sense for us. If we chose a premise-based system, we knew we’d have to bring in half a dozen people to support it around the clock. But with a hosted solution, we could push everything to the cloud and focus on our business—instead of having to scale up hardware and infrastructure.”

**Joe Huffnagle**

Director of Telecommunications, Medical Alert



# Optimal Security in the Cloud

Why cloud contact centers provide higher levels of security than on-premise software solutions.

# Protecting Customer Data isn't Optional

In a world that shares more information, in more ways than ever, contact centers have every reason to be apprehensive.

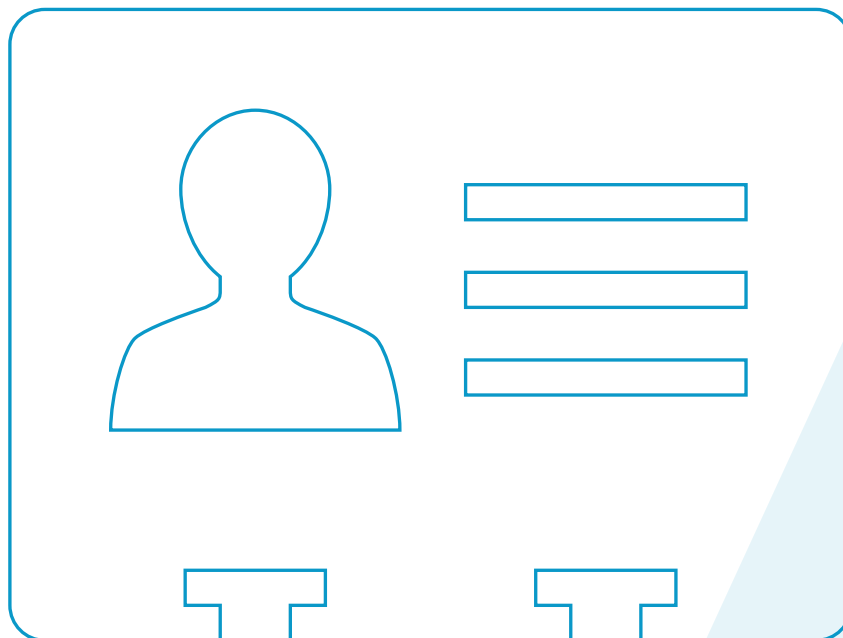
Some customer data is sensitive—think credit card and bank account numbers and health data. And because knowing your customers helps you serve them better, all the rest of the information you have is virtually priceless.

## What are the threats?

It's not just hackers trying to prove a point or get their 15 minutes. Or unscrupulous competitors. Or professional criminals aiming to re-sell what they steal from you. Or regulators watching your every move. It's also the occasional natural disaster preparing to flood your data center or fry your encryption server.

**"Risk comes from not knowing what you're doing."**

Warren Buffett



# So, We Have to Do It. Is It Hard? Oh, Yes.

Safeguarding this entire infrastructure is both complex and costly.

Each layer has its own vulnerabilities and related means of protection. Each requires special expertise, and possibly specialized (and expensive) tools. And ongoing technological progress means constantly evolving protective protocols and tools, too.

## Cloud contact centers offer more—and better—protection

In the cloud, the combination of economies of scale, specialized security staff, and a justifiably strong focus on security creates a safe haven for your (and your customers') data. Here's how:

- **Design.** Cloud contact center infrastructure is housed in geographically redundant network operations centers, linked together via highly secure VPN/MPLS connectivity and staffed 24/7. Typically compliant with the highest levels of security-industry standards, these centers are designed to protect mission-critical systems with measures like fully redundant subsystems, compartmentalized security zones, intrusion detection, vulnerability management, and biometric access controls.
- **Expertise.** Cloud providers have teams of security experts whose core competency and full-time job is ensuring a secure environment. These teams seek and earn third-party certifications and audits, far beyond what individual enterprises are required to pursue.
- **Transparency.** Increasingly sophisticated cloud security standards—such as the Cloud Security Alliance's Security, Trust, & Assurance Registry—encourage transparency by cloud providers.

## Enjoy the Economies of Scale

Even though these security measures are funded by hundreds or even thousands of customers like you, you get the full benefit of the expertise, the technology, and the vigilance.

Essentially, you're getting the very highest level of security available anywhere—for a tiny fraction of the true cost. Plus, you get to dedicate your IT resources to areas more specific to your organization's mission.

Superior security for your business and your customers—at a great price. It's a key function you don't have to worry about. That, and the freedom to focus on better serving your customers—safely. It's what you get with a cloud contact center.

“Being in the cloud means that a hurricane on the East Coast, an earthquake in California, or a tornado in Oklahoma won't destroy our business. We're basically impervious to natural disasters.”

**Teddy Liaw**  
CEO, NexRep



# Pay As You Grow

Don't take chances with precious capital.

# Money Always Matters

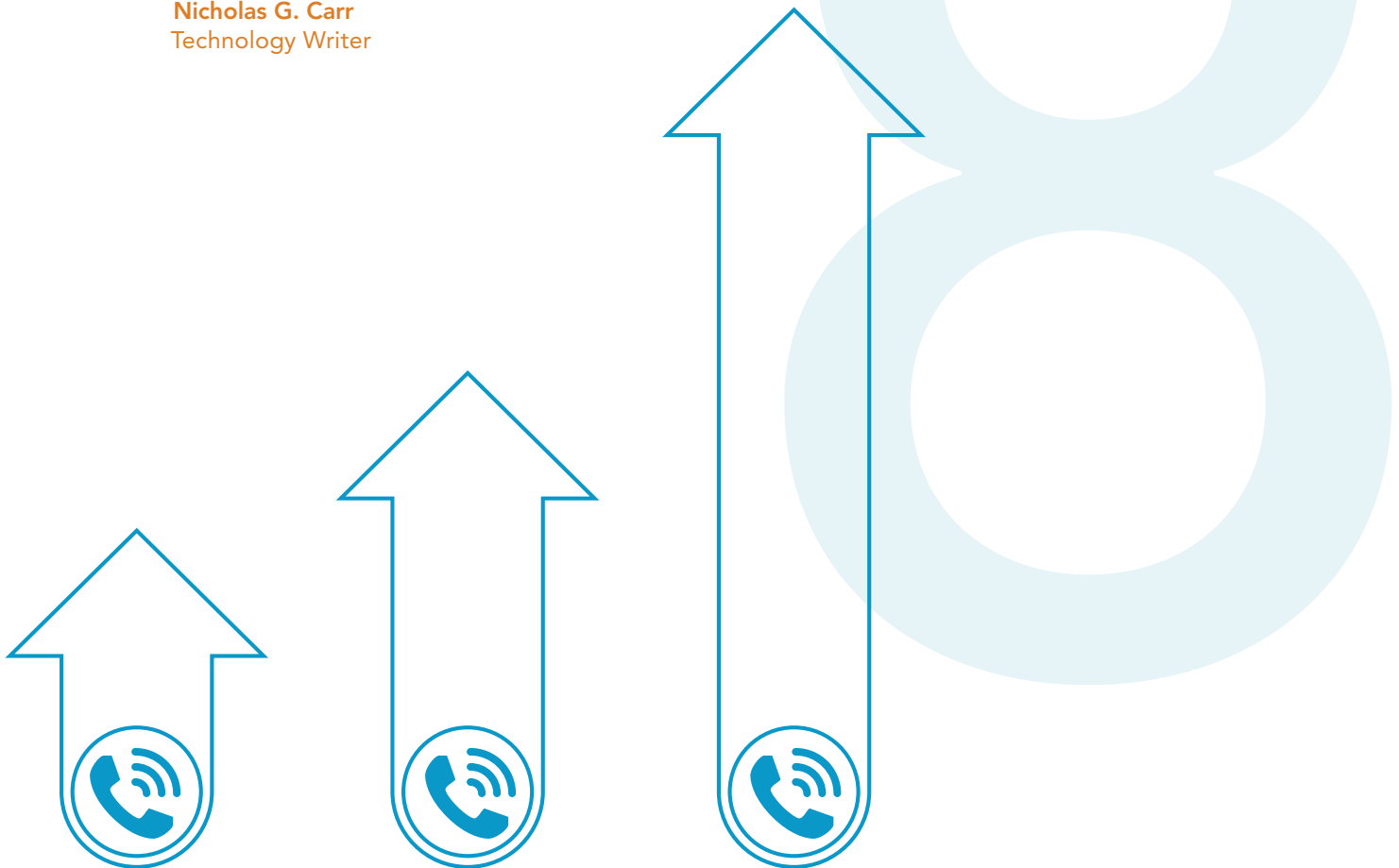
And when you choose premise-based contact center infrastructure, you're making a clear financial choice.

You're going to commit big capital to software licenses, a costly (and lengthy) installation process, a heap of hardware, and the space to house it.

It's a big spend, and it siphons off capital you might rather use elsewhere. And it assumes you know what your contact center volumes will be, and that they'll be steady: No targeted campaigns or product intros, no seasonality, no uptick or drop-off in business. Or, that you're willing to overspend in order to meet demand spikes.

"The greatest IT risk facing most companies is more prosaic than a catastrophe. It is, simply, overspending."

**Nicholas G. Carr**  
Technology Writer



# You Get What You Pay For

So here's what you get with a premise-based contact center:

- **Waste.** Buy too much—which you almost have to do in order to meet periods of high demand—and you've wasted money.
- **Risk.** Buy too little—or grow too quickly—and you'll spend big to expand capacity, with no time to negotiate the best price.
- **Missed opportunities.** Even with all that capital tied up, you still may have to pass on revenue or customer loyalty opportunities—a new outreach program, support for a new product rollout, etc.—when infrastructure can't be added quickly enough.
- **Missed enhancements.** Oh, they'll come along, but you'll need to fork over more capital and endure a long upgrade process to get them—while you and your customers wait.

“If you already have a large IT department and you want to keep it and the costs associated with it, a premise-based system could be an option. But who wants that? I think with today's technology moving so fast, the cloud is the much smarter choice.”

Mark Fichera  
CEO, OnBrand24

## So Why Cloud?

Cloud contact centers let you take a just-enough, just-in-time approach to infrastructure.

What can you expect in the cloud?

- **Fear no waste.** Pay for what you need now, and next week, and next month—and that's all you'll spend. If you grow, simply add seats and lines and keep going. If you don't, you've wasted nothing.
- **Take no risk.** No worries about investing too much in infrastructure and having it sit idle.
- **Seize every opportunity.** When that program launches or customer needs spike—for whatever reason—you can add seats and lines in hours, at a reasonable, predictable cost. And know you can reduce your spend immediately as soon as the need passes.
- **Get everything you're paying for.** Cloud contact centers roll out enhancements and features regularly (and automatically), with no need for upgrade hassles or cash outlays.

**Bottom line:** Spend when you need to. Save when you can. Know you'll be ready—because you can pay as you grow.

## TMone Gets It

By moving from a premise-based contact center to the cloud, TMone is able to support a wide range of contact center programs and requirements with thousands of agents.

**TMone gained:**



### Fast Deployment

Able to get large clients up and running within 24 hours and programs deployed within days.



### Rapid Scale

Scale up, scale down on demand as clients business needs change.



### Vast Integration

Enables easy and quick connections to other robust software and service cloud applications like Salesforce.com—in days, not months.



### Competitive Advantage

Provides the business flexibility to deploy quickly, blend calls, have multiple interaction types with no development.



# One Vendor, One Package— No Assembly Required

Save months of implementation time and avoid multivendor hassles.

# Premise-Based Contact Centers Come in Pieces

Hardware. Networking. Client software. Layers of server software. Phone lines and services. Even flooring, electrical, and HVAC can be part of the picture.

You get to put the pieces together. What joy.

To make it all that more interesting, each of these components can be (and often is) supplied by a different vendor. It's fun getting it all working together! And then get ready for a possible wild-goose chase for answers, every time something goes wrong.

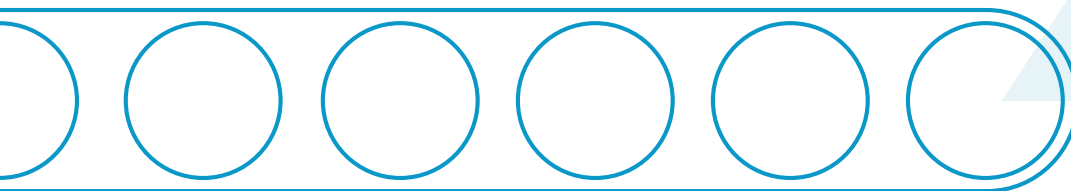
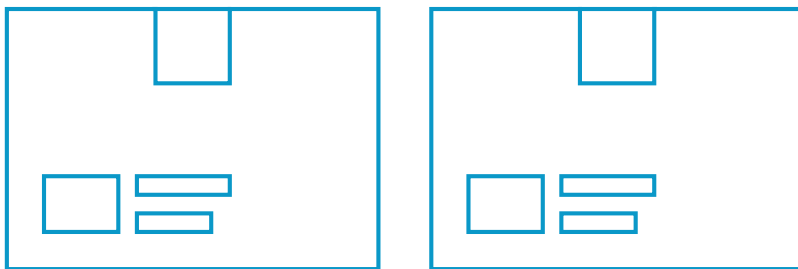
**An easier way?** Wouldn't this be so much easier if there were fewer parts to deal with? And if all the parts you needed were provided by one team of experts?

**Yes.**

And wouldn't things be even better if all of the components were already working smoothly together, with all the kinks worked out—so you don't have to do it yourself?

“One cannot walk through an assembly factory and not feel that one is in Hell.”

W. H. Auden  
Poet



## Pain Relief in the Cloud

Today there's just no need to suffer through months of compatibility research, installation, configuration, testing, and extensive training just to launch a contact center.

Choose a good cloud contact center provider instead, and you'll get everything you need—including fast answers, should you ever need them—from that single vendor.

Most cloud contact centers offer a bundle of all the services and capabilities you need:

- Inbound and outbound telephony including long distance, local, and 800 numbers
- Full-featured contact center solutions that give you all the productivity, agent effectiveness, quality assurance, and management tools you need

... and you don't have to install any of it, or work on it for weeks (or more) to get the kinks out. Because it's already been working, seamlessly, for other contact centers.

**"The fact that you can just plug in a headset to your computer and get up and going made things very easy."**

**Ilya Bodner**  
Chief Revenue Officer, The Shipyard

## One Critical Choice

Choosing the right cloud contact center is essential. To narrow the choice down, look for and evaluate these features at a minimum:

- Complete telephony services
- Automatic call distribution (ACD)
- Computer telephony integration (CTI)
- Interactive voice response (IVR) with speech recognition
- Agent desktops
- Supervisor monitoring and coaching
- Outbound dialers including predictive, preview, and progressive

Depending on your present and likely future needs, you should also examine:

- Additional communication channels such as email, chat, and social
- Workforce management
- Recording and quality monitoring
- Pre-formatted, ready-to-run reports
- Custom reporting capabilities

The point here is to make sure your all-in-one solution is ... just that. Find the right vendor with the right experience and a good cloud ecosystem of technology partners, and your new contact center rollout should be quick and pain-free—which is to say, nothing like moving to a premise-based solution.

“Five9 has built a one-of-a-kind contact center platform. The company’s product roadmap and its values toward innovation are very much in line with our desire to constantly innovate.”

Teddy Liaw  
CEO, NexRep



# Control Your Destiny. Or At Least Your Contact Center.

Cloud contact centers are so easy to use, you won't need IT for day-to-day operations.

# Premise-Based Contact Center Systems Were Designed to Be Managed by Technologists

And that's fine, until you need to do something in a hurry, and without interrupting other critical IT work.

So, really, it's not fine. Because contact centers, new programs, new locations, and new campaigns all need to spin up quickly and turn on a dime.

Need a new interactive voice response (IVR) script or to make changes to an existing one? IT might be able to help... "soon." Want to adjust call flow or routing strategies without IT's help? With a premise-based system, good luck. These systems just weren't designed with regular business users—contact center managers, supervisors, team leaders, etc.—in mind.

**"Control your own destiny, or someone else will"**

**Jack Welch**

# The Waiting Isn't Just Annoying

It can cost revenue or customer loyalty when you can't get things working the way you want them to in a timely manner.

The same goes for important management functions like monitoring, workforce management and reporting: the longer it takes to set things up, the longer you'll wait to improve productivity or enhance quality or optimize a campaign.

And then there's the ongoing need to keep things working. That can be a real challenge.

Sometimes, our customers say it best:

“So what happens often with an on-premise solution is that—after a year or two—so much custom development has been done that the products become unstable... upgrades become extremely painful... and when Microsoft or another vendor upgrades something, it's not compatible, so we're rewriting instead of spending our time enabling the business.”

**Marc Flaum**

Senior Information Architect, Citrix Systems

# Cloud Contact Centers Put Business Users in the Driver's Seat

These solutions have been designed specifically for everyday management and use by business users—people who prefer graphical, point-and-click tools labeled with real business terms instead of cryptic codes.

With a good cloud contact center, non-technical users can define, launch, and optimize campaigns without help from IT. They can upload and manage call lists, create skills-based routing, monitor operations, produce and refine reports, and adjust blending parameters on the fly—all without third-party assistance. And there are more advantages:

- Busy IT resources are freed from everyday operational support, making them available for more strategic work
- You're not locked in to a potentially costly vendor professional services contract
- You likely won't need to hire outside consultants to implement, customize, maintain, or update your solution

When you move your contact center to the cloud, you're not transferring control from IT to a technology vendor.

You're taking control yourself. And that means a better-performing contact center.



"The secret to success is to own nothing, but control everything."

Nelson Rockefeller



# That's all 10 reasons!

Thanks so much for reading all 10 *Why Cloud Briefs*.  
See you in the cloud.

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## For More Information

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