



CLOUD CONTACT CENTERS AND THE FUTURE OF CUSTOMER EXPERIENCE



A white paper from Mitel

 **Mitel**
Powering connections

Contents

Introduction.....	3
Keeping up with a Changing World	3
Turning the Contact Center into a Strategic Asset	4
Cloud Contact Center with Hosted PBX.....	10
The Traditional Alternative.....	11
Making the Move	13

Contact centers worldwide are undergoing fundamental changes. They must handle multi-channel communications across voice, email, web chat, text and, with the advent of social media, new communications channels like Facebook and Twitter. Customers expect increasingly personalized and efficient interactions, while the prevalence of mobile communications brings both urgency and opportunity. Many enterprises are finding that the contact center, when properly optimized, can evolve into a truly strategic asset that makes a vital contribution to achieving organizational goals, sales growth or reduced customer churn, for instance.

Organizations have a broad opportunity to rethink how their contact center should function and what capabilities it should offer. This paper will first discuss the impact of cloud computing, consumerization of IT and the emergence of social media in driving the transition from traditional on-site call centers to a superior model, the cloud contact center. Next, it will identify several factors rapidly forcing significant changes in contact center operations and functionality, and examine how the cloud contact center platform and cloud-based customer service applications effectively respond to the challenges that frustrate organizations using traditional call centers. The paper concludes with a review of key steps involved in migrating to a cloud contact center.

Keeping up with a changing world

Three major factors, emerging over the past decade, are changing how contact centers work and how they're used. First, cloud computing has become a compelling, enterprise-ready, strategic option for a range of IT services in the contact center. Second, the consumerization of IT, especially the rapid adoption of Customer Relationship Management (CRM), is being felt in the contact center as elsewhere in IT. Third, social media adds new channels of communications and changes when and why customer interactions occur. What do these changes mean for your organization, and for your contact center agents and infrastructure?

Considering the cloud

The list of advantages offered by cloud-based services is compelling. Services can be accessed from anywhere, at any time. Cloud services deploy much faster than any on-site solution—days or weeks versus weeks, months and even years. Service enhancements are available far sooner than the typical hardware or software release, often at minimal cost. Cloud services enable enterprises to match capacity with need and quickly scale, up or down, when needs change. The risk of over-investing (or under-investing) in infrastructure is removed.

Using cloud services frees organizations to devote their limited capital resources to core growth areas rather than ancillary functions. The need for dedicated IT support is greatly reduced, allowing IT managers to focus on processes and new initiatives that bring value to their organizations. Naturally, IT managers may be concerned about meeting availability expectations when depending upon a third party to provide critical business services, but leading cloud providers have tuned their systems to offer very high reliability. For example, cloud contact center provider Mitel offers SLAs that meet or exceed 99.99 percent.

Cloud services deploy much faster than any on-site solution— days or weeks versus weeks, months or years.

Is a cloud-based contact center platform right for your organization? Look to these five factors in considering any cloud-based solution:



AVAILABILITY

What is average downtime?



SECURITY

Where and how is the data stored?



SCALABILITY

What is peak utilization and capacity and how quickly does it scale for you?



INNOVATION

Does multi-tenancy allow for seamless upgrades?



SELF-SERVICE

What type of real-time monitoring, reporting and routing change control is available?

Consumerization of contact center technology

The consumerization of IT, and specifically the proliferation of fully capable mobile personal computing devices among current and potential workers, poses a challenge in terms of providing secure access to data, applications and services, but also brings significant opportunities for contact center operations.

Quite simply, many workers already have the hardware, or most of it, required to function as an agent for a cloud contact center at home, at another remote location or, if necessary, even in transit. For both the agent and the organization, this provides far more flexibility in terms of location, hours and responding to unplanned needs. Additionally, as almost everyone in the organization has the tools to communicate via the cloud contact center, staff with specialized expertise or capabilities can easily be brought in to work with and satisfy a contacting customer.

Responding to social media

People are talking about you. Can you talk back? Just as the call center became the omnichannel contact center with the advent of email, chat, and texting, social media now adds a new dimension that can have a powerful

Communicating with customers in the ways they expect and prefer allows you to reach people when and how they're most accessible.

effect as both a means of communication and a key facet of brand management. Twitter, Facebook and other social media enable you to conduct an ongoing, largely public, conversation with your customers, and to listen in on customer-initiated conversations about you, but not with you.

An organization that monitors public conversations using social media, tracks an emerging issue and reaches out to solve it before it gets out of hand is an organization defending its brand and increasing customer retention. Contact centers must provide means to effectively respond and to enable well-trained people to handle that response. Once engaged in a public conversation, agents should have the ability to smoothly take it offline when the time is right, while maintaining conversational continuity between the customer and the responding agent. A contact center that cannot facilitate this process nor be readily enhanced to handle new modes of communication as they arise will swiftly become an anachronism, or perhaps an albatross.

Turning the Contact Center into a Strategic Asset

Today's contact center must respond to multiplying communications channels; changing and growing consumer expectations of quality, efficiency and availability; and continued pressure to recruit and keep good agents—all while controlling costs. Many organizations, though, struggle to keep up with the changing needs of their business and customers; forced to manage around the aging infrastructure of their current telephone-centric call center, limited to a vision frozen in time while, in the real world, means, methods, and styles of communication change rapidly.

Integrating cloud contact center technologies with broadband-enabled agents yields a seamless contact center operation supporting each aspect of the contact center life cycle. Agents and supervisors can be located anywhere, access a complete contact center application suite using a web browser and handle a comprehensive range of communications channels. Organizations can use in-home agents, agents at remote locations and a centralized contact center—any or all—while offering high service levels, a unified agent platform and unprecedented business agility and control.

Transform the customer experience

Beyond competently handling a particular transaction or customer service incident, a well-functioning contact center provides quality service that can build customer loyalty, enhance brand value, capture market intelligence and grow revenue. For the contact center to make a vital contribution to organizational success, it must respond to changing customer expectations.

Omnichannel customer interactions

Communicating with customers in the ways they expect and prefer allows you to reach people when and how they're most accessible and, often, most persuadable. A recent IDC study shows that, already, only 48 percent of customer interactions use the traditional voice/live agent channel. Customers may use voice, email, text, chat,

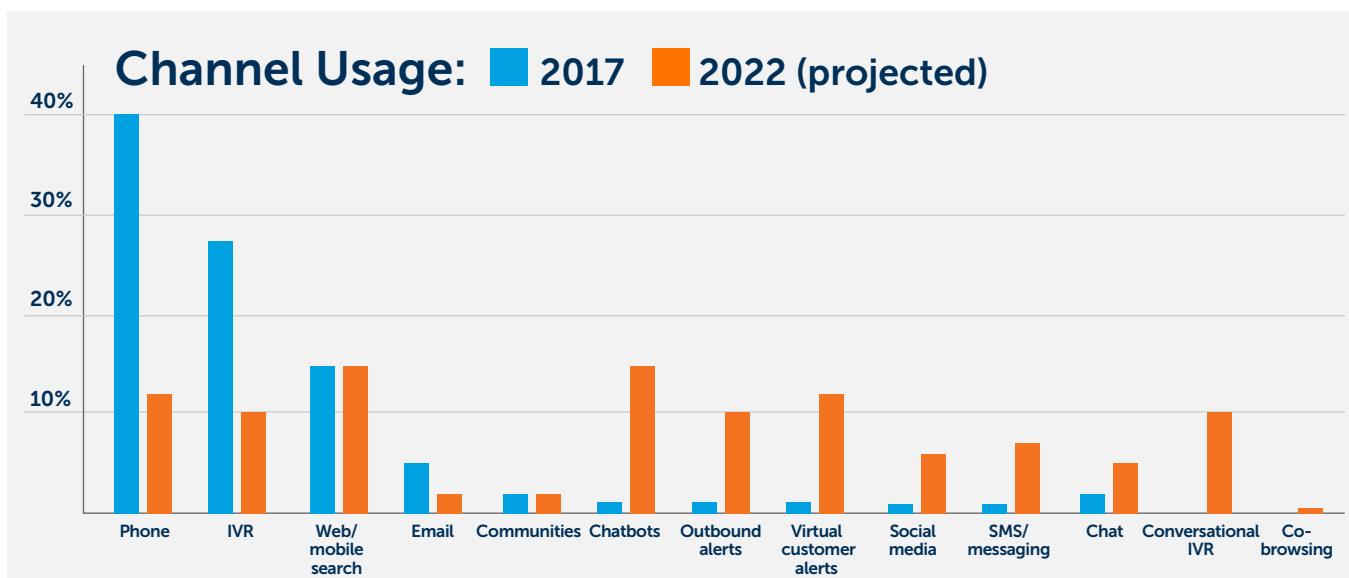
and social media, and any particular interaction may use multiple channels.

Contact centers need to handle the full spectrum smoothly and efficiently, with no delays, glitches, or annoyances. Standardizing the problem resolution process and customer experience across channels is critical—from the customer viewpoint, the entire interaction is viewed as a linear experience that just happens to use multiple modes of communication. They expect a seamless experience. The contact center should enable agents to engage in multiple customer sessions across different channels and pivot smoothly between them as needed. As customers use different channels, their data follows them, providing context to the agent and a personalized experience across all channels.

Mitel handles social media as an integrated capability. Designated agents can monitor and proactively interact via social media, such as Twitter or Facebook, or another channel, whichever makes the most sense for the customer or circumstance.

Mobile devices

A customer may be shopping in a store on the verge of choosing your product, in line at the airport trying to book a flight or in any number of other urgent circumstances. When they initiate contact using a mobile device, can the contact center respond and route them appropriately?



Source: Gartner Report — Plan Now for Critical Shifts in Customer Interaction Patterns, June, 2017

Leveraging cloud-based telephony services, calls can be routed differently depending where the caller is located, or what kind of device they're using, allowing the contact center to respond with the appropriate urgency or functionality. For example, a call from the airport can be sent to a speech application sensitive to ambient noise, ensuring the dialogue with the contact center is better, yielding a satisfying experience for the caller and ultimately a faster resolution.

Personalization and integration

Tight integration of customer relationship management (CRM) systems and data stores with the contact center can help keep customers satisfied by personalizing the user experience. You can route customers to the optimal internal contact and give agents the information they need right at their fingertips.

Mitel provides APIs that enable tight integration with call routing solutions, as well as all other key applications. Integration with Salesforce, Zendesk, and Microsoft Dynamics is extensive, and data can easily be drawn from standard databases.

Change Call Routing in Minutes, not Months

A medium enterprise computer hardware company can make a call routing change months faster with Mitel than traditional on-premise solutions.

Source: *TechValidate research*

Intelligent routing

How do you ensure customers always have the best experience your contact center can offer? The contact center should automatically match callers with the optimal available resources. It should route calls on the

basis of agent expertise and skills. It should track agent performance, and ensure the most effective agents take the most important calls.

The business benefits can be significant. For example, one firm using performance based routing increased their conversion rate from 29 percent to 52 percent. They simultaneously boosted agent productivity (revenue per agent minute) by 13 percent from \$4.13 to \$4.67.

For example, Mitel leverages available metrics and provides comprehensive, intelligent routing control. Additionally, it monitors performance and agent availability in real-time and routes calls to those agents that have the highest performance ratings or those certified to answer calls for a particular program. A powerful call flow authoring tool lets managers design and easily adjust routing when needed. The complete solution can be managed via an easy-to-use Web-based UI that allows, for instance, instant adjustment of call routing rules to absorb an unexpected spike in call volume or seamlessly redirect incoming calls should a set of agents become unavailable. All channels—voice, social, email, etc.—are routed in the same manner.

Cloud-based providers, like Mitel, leverage multiple third-party product offerings such as workforce management (WFM) to provide a complete solution in support of contact center requirements.

Build a better workforce

Well-run contact centers have already taken many steps to optimize agent performance by increasing interaction speed, to the point where there's little if any room to grow. Improving agent quality is the clear path to increased satisfaction, customer loyalty and enhanced revenue.

How do you find more qualified agents? How do you keep the good agents you have? How do you compete successfully for talent with the contact center down the street? For a growing number of organizations, the answer lies in supporting a highly distributed workforce—agents that work in remote locations, or at home. The ideal contact center should be able to support distributed workers while also working smoothly with agents in a traditional brick-and-mortar setting or outsourced agents.



Simplified staffing

Organizations can struggle to handle a sudden surge, especially one at the “wrong” time. A cloud contact center, though, can scale from tens to hundreds to thousands of agents within minutes. Without any additional infrastructure investment, organizations can support more agents as needed—hiring or contracting remote agents directly or leveraging an outsourcer’s large agent pool. Instead of maintaining a facility round the clock, with a cloud contact center you can implement greater scheduling flexibility for agents, improve staffing for high-volume and low-volume hours, and leverage remote workers.

The cloud contact center model also works well with innovative approaches to managing staffing costs for peak times or slack, undesirable periods (e.g., paying for actual talk time rather than hourly during slow periods).

Reduce agent attrition

Most contact centers have nearly 100 percent attrition per year, which not only drives up recruiting and hiring costs, but also makes it difficult to meet business goals (such as revenue targets and customer service levels) because there aren’t enough experienced, high-quality agents taking calls. On the flip side, firms need to be able to find the right talent. Searching through the same geographically limited pool time and time again can leave slim pickings.

A cloud contact center can help organizations boost agent retention up to 90 percent by offering flexible, work-at-home opportunities. This can be especially helpful in retaining or recruiting agents with specialized skills. Research shows at-home and other remote

agents are happier in their jobs and with their quality of life—resulting in turnover as low as nine percent per year. With more experienced, seasoned agents staying in the workforce, both customer satisfaction and agent efficiency should jump, reducing the total operating cost.

Many organizations find that a distributed workforce can respond more easily to new business demands or sudden spikes in volume, while offering agents greater scheduling flexibility—a key factor in job satisfaction and retention.

TRADITIONAL CONTACT CENTER AGENTS	CLOUD CONTACT CENTER AGENTS
27-31 years	32-38 years
High school education	80% have some college education
No sales experience	85% have sales experience
100%-200% annual churn	Less than 10% annual churn
Reporting managed by IT	Reporting in hands of business owners

Source: Mitel

Recruiting

Cloud contact centers allow organizations to recruit nationally—rather than within a 50-mile radius—and have a diversified community of high-quality agents with specialized skills and licenses to match customers’ needs. Online tools exist for sourcing, contracting, and on-boarding the right talent—regardless of where they are located. Recruiting is powered by automated, web-based processes that allow candidates to apply online from home, when it’s convenient, giving contact center managers unlimited, concurrent nationwide sourcing, 24 hours a day. This also results in a smaller, highly effective and less costly recruiting team.

Performance management

Transforming the contact center workforce requires improved processes and tools for managing agents, measuring performance, and routing calls most effectively. Contact center managers need prompt access to data on agent performance, effectiveness and results, and reporting options that can support timely business decision-making.

Tools and processes for managing and motivating agents are an integral part of a cloud contact center. Organizations benefit from more flexible ways to schedule agents, monitoring tools and communications methods. Agents should feel connected to the organization and peers, and able to share knowledge, ask questions and get fast, accurate answers whenever they need them. Ideally, capabilities include:

- *Multiple communication channels for agent facilitator communication, performance feedback and online learning;*
- *Sophisticated collaboration tools, including a coaching co-op, chat, email and community portals that can facilitate agent development.*

Mitel's solution includes an automated, data-driven tracking system to monitor agent performance that helps give agents control of their revenue potential and career advancement. Agents are kept constantly aware of their performance relative to peers via clearly visible dashboard indicators, and managers can objectively measure and reward performance in real-time, creating a kind of agent meritocracy. Top performers—whether new agents or long-term agents—can be recognized in ways meaningful to them, such as scheduling privileges for the most coveted programs and time slots. These types of unified, merit-based incentive systems mean that anyone can be a top performer—even a hard-working new agent—encouraging everyone to stay in their jobs longer and work harder.

Business agility

A contact center should flexibly respond to expected and unexpected temporary or permanent changes in demand as required. A continuing challenge is responding swiftly to business changes and spiky call volumes. Marketing or seasonal activities can sometimes increase volumes by as much as 200 percent for a month or two. How can

organizations offer high service levels and low wait times without investing in additional infrastructure and agents that would sit idle during periods of lower call volume?

Faster deployment

Turning to cloud contact center services can allow an organization to dispense with acquiring and integrating solutions from multiple vendors. A modular, multi-tenant architecture and web-based delivery model empowers organizations to rapidly deploy and configure contact center services—ideally, initial deployment can be executed in less than a month. Updates are typically seamless and instantly available, so users benefit from ongoing product enhancements and innovation. Setting up a proof of concept can be very quick—one can easily test-drive a cloud contact center solution and experience running the full set of capabilities.

Marketing or seasonal activities can sometimes increase volumes by as much as 200 percent for a month or two.

Scalability

Planned, permanent increases in volume (as in response to new product introductions) often entail significant infrastructure expansions. Any infrastructure project carries an element of risk, which can lead to overly long lead times and over or under-capacity planning. A firm can also be saddled with substantially more capacity than needed with changes in product mix or demand.

A cloud contact center should scale reliably, cost-effectively and quickly, providing flexible capacity whenever and wherever needed with consistency and reliability, and seamlessly support even large spikes in call volume with no additional investments in telephony capacity or agent port capacity. Organizations pay for the bandwidth and infrastructure they use, while they eliminate the cost of idle infrastructure. You always have access to the resources you need to take the calls that your competitors can't— even during unexpected spikes—while paying only for services you need.

Unmatched Reliability in the Cloud

A medium enterprise telecommunications services company reported that Mitel is in its own class in terms of reliability compared to competitive solutions.

Source: TechValidate research

Unburdening IT

IT and operations departments face continual pressure to “do more with less,” without compromising overriding priorities such as data security. More reliable, easy-to-manage, quickly deployed contact center solutions that reduce support costs while improving availability can free up IT resources to focus on innovation and other business objectives. Cloud-based solutions also offer the promise of drastically lower upfront costs, freeing scarce capital for other purposes.

A cloud contact center can dramatically simplify IT requirements. Deploying and maintaining a contact center with a modular, multi-tenant architecture and web-based delivery model requires a very modest investment of IT resources. IT can remain focused on its areas of particular expertise, yet provide a world-class service built upon the core competencies of Mitel.

Self-service provisioning and configuration enable business managers to directly control the processes important to their organizational success, allowing IT to focus on strategic technology initiatives rather than managing hardware and software upgrades and patches. Innovation speeds up, processes work better and the most important priorities rise to the top.

Security

Your customers trust you with their sensitive data: any enterprise-class contact center solution should provide strong assurances that data will be protected and that privacy and compliance requirements, such as PCI and HIPAA, are met.

Mitel can be trusted. A multi-layered approach to security ensures that data never falls into the wrong hands.

The MiCloud Engage Contact Center platform, which collects approximately 15 million credit card numbers, over 1 million bank account numbers, and over 100,000 Social Security numbers every year, implements a five-layer security strategy using a combination of established best practices and industry-leading innovation that covers:

- *Physical Security*
- *Network Security*
- *Application Security*
- *Data Security*
- *Agent-Level Security*
- *Independent Security Audits*

Dedicated security experts monitor processes 24 hours a day. Risk audit controls surpass industry standards set by GLBA, PCI, HIPAA and SOX.

Management

Better, timely, management decision making, requires prompt, sophisticated reporting and analytics. Tightly integrated applications should give managers complete visibility across every contact center function and agent, greater control over day-to-day operations and the ability to proactively improve long-term performance. All call-related information (speed to answer, average handle time, call disposition codes, hold time, etc.), as well as agent-, program- and campaign-related information should be able to be viewed and analyzed, and business users should be able to generate reports without IT assistance and get timely, accurate insights into contact center performance.

Ideally, cloud technology provides immediate access to recordings and full visibility into hold times and balanced scorecard metrics on agent performance. Managers can monitor performance by individual agents in real time,

whether home-based, remote or in the same room, compare scores between agents and after each call is completed, specify the metrics used to calculate the score in order to quantify agent performance against specific business objectives.

The ability to track and report on numerous different metrics helps managers identify specific issues that may arise on calls or other channels, including social media. This level of analysis provides organizations with powerful visibility into the performance of their contact center, the programs they are running, and every agent on the program. Managers can then quickly make adjustments to ensure agents are as effective as possible. For instance, if a business is seeing poor performance on the second up-sell in a script, managers can use a real-time reporting tool—combined with the recorded calls—to identify agents who may be skipping part of the script, and take immediate and precise corrective action.

Everything is faster

A cloud contact center should enable many processes to become substantially quicker. A report or scheduling process that once took 30 minutes might take less than three. Contact center operation can be much more responsive, on a day-to-day basis and in reaction to unexpected demands. Activities not justifiable in the past because of the time or IT resources required can now bring substantial value.

Cloud Contact Center with Hosted PBX

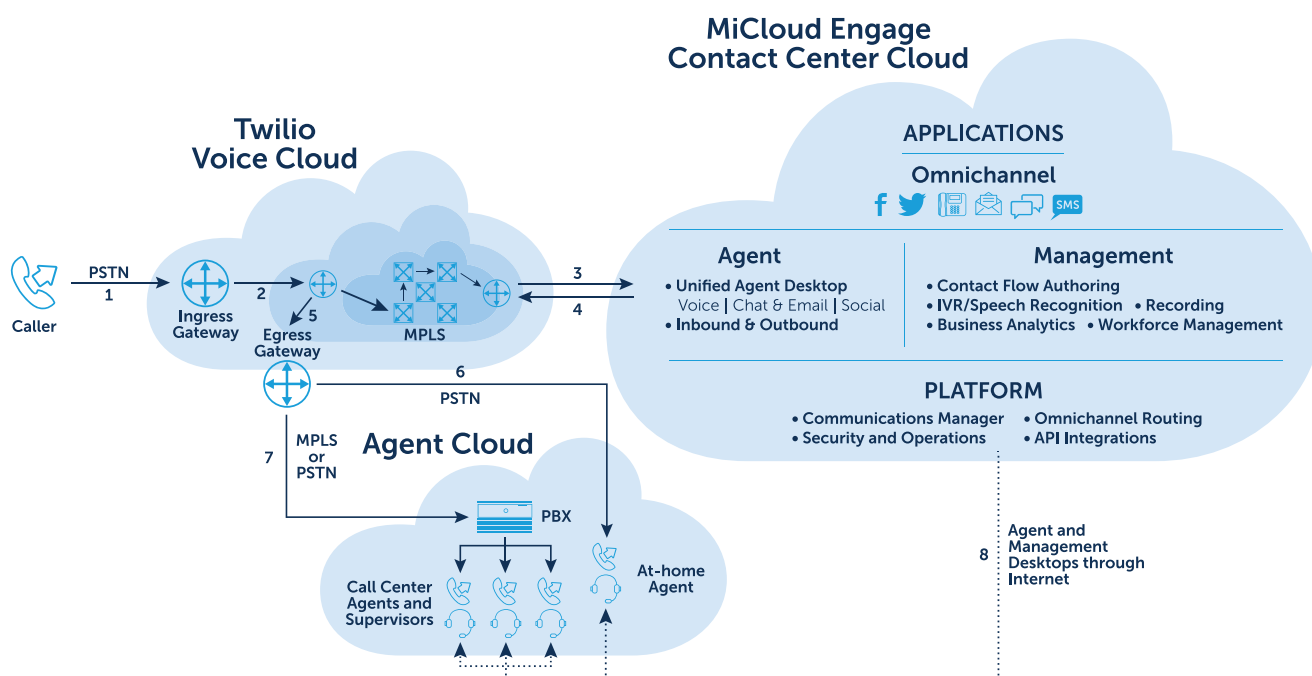
Deploying a cloud contact center together with hosted PBX substantially enhances the capabilities of the cloud contact center.

Deployment and Scaling

Using hosted PBX ensures that your contact center is never short on capacity. As you add more agents, you can simply add more seats to the PBX, just as with the cloud contact center. There's no need to invest in equipment based on uncertain projections of future needs, or to burden IT with significant support tasks. Deployment is very quick, and deploying both cloud based contact center and PBX simply eliminates the usual need for a substantial integration process.

Routing advantages

In addition to the intelligent routing capabilities discussed above, hosted PBX also enables extensively customized routing patterns. Multiple contact centers can appear as a single contact center, or vice versa. Disaster recovery is an elegant, simple process: agents simply log back in and start taking calls right away. Twilio can provide additional specialized routing as clients require, tailored to their unique needs.





Other key benefits include:

- *The Twilio/MiCloud Engage Contact Center integration eliminates the additional egress usage costs associated with PSTN.*
- *Unified account management and repair teams.*
- *Always-On availability—a highly scalable, Always-On solution with redundant systems for high availability (generally exceeds 99.99%) and scalability to support enterprise-grade contact centers.*

Mitel is a true cloud:

- *Calls are originated into the Twilio network via local calling and Toll Free.*
- *Calls are routed on-net to Mitel node where routing logic is applied.*
- *Calls are then terminated out to Twilio network endpoints.*
- *End-to-end call cycle.*
- *Full visibility of call sessions for troubleshooting and remedy.*

The Traditional Alternative

The cloud contact center is a direct response to the constraints inherent in the traditional on-site contact center model.

Agility

Slow, expensive deployment. Brick-and-mortar contact centers can take over a year to complete and cost in the millions of dollars.

Poor use of IT. Traditional contact center hardware and software requires substantial support from the IT department. Usually, reconfiguring contact center functions, or even running reports, will require IT resources. By contrast, the cloud contact center can dispense with day-to-day involvement of IT.

Scalability

Poor handling of sudden changes in demand. Traditional contact centers can't accommodate unpredictable demand efficiently. Contact center operations typically have to plan schedules two to four weeks in advance so that agents can plan their personal lives around their work schedule. Companies may end up paying all agents to come in when demand is low, while lacking agents to cover usage spikes.

Inflexible scaling. Boosting capacity requires bringing in new equipment and installing it, while you try to find space to fit more agents. Just a temporary increase? Your organization is now left with unneeded equipment and the costs associated with maintaining it.

Costs

Costly to set up and run. A 250-person brick-and-mortar contact center can cost millions in initial capital costs. Sourcing agents can quickly double costs, as businesses must constantly source, screen, on-board and train or certify new agents due to high attrition rates.

The cloud model reduces dependence on costly brick and mortar buildings—and eliminates the need for facilities-related expenses, such as up-front capital

expenditures for real estate, buildings and leases. But, besides shifting from a capital-intensive approach to a pay-as-you-go model, a cloud contact center can impact costs a number of other ways:

- *Reduced power and cooling costs for running contact center equipment.*
- *Organizations can reduce labor costs, recruiting higher-quality agents more easily and retaining them by rewarding good performance.*
- *Improve agent productivity and pay agents only when they are on calls (rather than for downtime and face time).*
- *Reduce annual attrition rate from 100 percent to as low as 10, and therefore significantly lower recruiting, training, and on-boarding costs.*
- *Pay for technology only when it's used, rather than paying for underutilized and idle infrastructure.*
- *Reduce training and management overhead (for example, using web-based education and certification processes that enable organizations to avoid the complex logistics of scheduling, registration, and lost time for breaks and lunches).*
- *Traditional contact centers are limited to a pool of talent within a 50-mile radius, and when there's a sudden increase in call volume, the only option is to add additional facilities to accommodate a large increase in the number of agents taking calls. Cloud contact centers are not constrained by contact center buildings and geography. By some estimates, the average worker costs a business \$10,000 annually for office space alone.*

Customer experience and service quality

Difficulty sourcing the best people. Limited to recruiting within a 50-mile driving distance, traditional contact centers often can't find enough of the right talent within the area, particularly experienced agents or those with special expertise or skills. With time, because of very high turnover, available talent may grow even scarcer, forcing the contact center to relocate.

Difficulty keeping the best people. Traditional contact centers face exceptionally high turnover, typically in excess of 100 percent per year. This drives up costs while reducing effectiveness, as traditional centers are forced to depend on a very limited group of experienced, proven agents.

Trailing-edge technology. Need to handle emails, texts, or social media? If your current solution couldn't handle it when you acquired it, it can't now. You'll have to buy more hardware and software, integrate it, and reconstruct your processes.

Poor omnichannel performance. Tracking customers as they cross from one channel to another has proven difficult for many centers, especially those with legacy call handling systems that poorly integrate the initial IVR and web self-service channels with the agent's desktop information systems.

TRADITIONAL CONTACT CENTER		CLOUD CONTACT CENTER
Scalability	Typically requires 3-10 days to prepare for a significant increase in call volume	Can scale to hundreds or thousands of agents within minutes, better managing peak periods
Attrition	More than 100 percent annual turnover	Less than 10 percent annual turnover
Quality of Agent	• Limited by geography • Young and inexperienced • Limited education	• More mature and with prior professional work experience • Work virtually anywhere • 80 percent with college degrees
Technology	• Large up-front investment • Idle infrastructure • Deployment in months or years	• No up-front costs • Pay-per-use • Deployment in weeks
Visibility into Operations	Reporting managed by IT	Reporting in hands of business users
Operational Costs	• High up-front costs • High ongoing costs (rent, utilities, maintenance)	• Low capital investment • Minimizes maintenance • Infrastructure costs
Business Agility	Rigid and static, unable to change and adapt quickly	Flexible and nimble, able to update with real-time information

Source: Mitel

Making the Move

The cloud contact center is a low-risk, pay-as-you-go model that doesn't demand massive investments in technology and expertise. In return, you get a proven, next-generation contact center delivering fast access to the latest capabilities, while costly upgrades become a thing of the past.

Is it time for a change? In evaluating a move to a cloud contact center, consider the following four steps.

Step 1: Determine customer needs

- *Is your contact center able to interact with customers using the communications channels they prefer to use, such as text, email, or web chat?*
- *Do your customers use social media? Which channels? Are you currently able to interact with them via social media? Is your contact center able to offer a seamless experience, moving smoothly between social media and other communications channels?*
- *Do you need sophisticated routing to connect customers with particular applications or agents?*
- *Do you use CRM systems such as Salesforce? Is it important to offer customers a personalized experience, by integrating your CRM systems or other data stores with your contact center?*

Significant Cost Savings from a Cloud-Based Platform

A large enterprise financial services company saved 40-50 percent in total cost of ownership (TCO) compared to traditional on-site solutions by using Mitel to power its cloud contact center.

Source: TechValidate research

Step 2: Determine internal requirements

- *Is your contact center affected by significant changes in call volume (or alternative contact channels) over time? Would your organization benefit from much more rapid, more easily implemented scaling and deployment?*
- *Is recruiting and retaining skilled agents a concern? Would your contact center benefit from adding a distributed agent capability?*
- *Would the ability to schedule agents more flexibly improve your contact center's ability to successfully serve customers? Do you occasionally need the ability to add a substantial number of agents to your usual workforce to handle special events? Would it be desirable to use outsourced agents while appearing to customers as a single contact center?*
- *Would easy-to-use self-service configuration and reporting capabilities simplify contact center management and reduce the support burden on your IT department?*
- *Would near real-time reporting and analysis enable better decision-making and more timely management of your contact center? Similarly, would simplifying and speeding management processes improve your contact center's ability to meet changing business needs?*
- *Are you adding a new contact center, or are you considering supplementing or replacing an existing on-site contact center? Will you need to implement new contact center services all at once, in stages, or feature by feature?*

Step 3: Select vendor

- *How well does the vendor meet the needs and requirements identified above?*
- *What level of flexibility is there in deploying the platform?*
- *Can you innovate at your own pace by simply leveraging selected functionality to enhance an existing contact center or are you forced to deploy the entire platform all at once?*
- *Can you roll out the solution to specific line groups or for certain call types—rather than as part of a blanket roll-out?*
- *How many customers are using the solution, and how long have they been using it?*
- *When evaluating cloud technology for your contact center, ask to talk to as many references as possible, and verify that the provider offers customer-proven technology you can trust with your business. This is perhaps the best measure of your potential satisfaction with each vendor.*



Step 4: Run a trial

One great advantage of cloud contact center technology is that it's easy to try out—there's no massive rip-and-replace required. Moving to a cloud contact center doesn't require you to disrupt current contact center operations, or, frankly, take any substantial risk at all. For example, Mitel strives to provide as much flexibility as possible, and carefully executes transition steps to remove as much risk and friction as possible.

You can start with a specialized queue; and then grow at a pace you are comfortable with (typically, once organizations get a sampling of the new agent experience, they prefer to speed up this timeline).

Alternatively, should your business want to train and cut over the entire contact center in the course of a day or two, Mitel can do that too.

Find out more

Mitel is building a happier world, one customer experience at a time. The world's most passionate, customer-focused brands empower their workforces, delight customers and improve the bottom line—all with Mitel's always-on, highly secure, true multi-tenant and instantly scalable MiCloud Engage Contact Center platform.



To find out more about Mitel's contact center products visit mitel.com

mitel.com

 **Mitel**
Powering connections