

## Customer Experience & Contact Center



# Predicting the Future of Your Contact Center

## Deliver a Seamless Integrated Experience for Your Growing Business and Your Customers.

Too many or too few.

That is the choice many contact center providers have historically faced when dealing with preparedness. Be it seasonality, legacy sale events, or new product releases, knowing the exact human and technology needs of your contact center can be a daunting task.

Do you hire more WFH agents and put a strain on your outsourcing budget? Do you make a strategic budget decision to upgrade your hardware on-prem to handle more agents, more seats? What about training the new hires to get them up and running swiftly and efficiently?

Moreover, what do you do when you need to off-board agents following seasonal or campaign completion?

These can be daunting decisions to make when accessing the needs of your contact center. To excel, you must make strategic decisions to keep your business running, your brand relevant and your clearest method of customer-engagement not only up to par but exceeding expectations regarding quality and satisfaction.

The latest technology from Avaya enables your business to deliver a seamless experience for both you and your customers with a cloud delivery model. Combining existing business processes with forward-thinking design, the Avaya Cloud allows you to meet the needs of not only today's consumers but also the needs of your core business values.

**With the constant demands on your contact center, you owe it to your business, your employees and your customers to not only be up and running when expected, but running with the latest, safest system available.**

## The Bare Minimum

### Can You Predict the Future?

On its face, that may seem like a silly question. More and more often, however, contact centers are tasked with doing exactly that. How many agents do you need today? How many agents will you need tomorrow? Next week? Next month?

The point being, it is your job to predict the future, to plan for the exact number of agent seats required to ensure you are effectively serving each and every customer. The on-premise contact center is a powerful tool, but one that is most useful in a very specific set of circumstances and business needs. Your on-premise solution is locked into whichever decision you end up making on the possible requirements of the future. Overestimate how many agents you'll need? You're throwing money away on empty seats. Underestimate and you'll be left with scores of unhappy customers dealing with extended hold times and unserved requests.

Cloud-based contact centers don't need to predict the future; they provide the needs of the future by allowing you to scale smoothly with the needs of your business. A cloud solution enables you to add and remove seats as-needed, when needed without the extra steps of ordering, receiving and assembling hardware. The modern contact center is one that adapts to your needs at the speed of your business. The era of the modern contact center is in the cloud.

## On / Off Boarding

According to ICMI, 33% is the Amount of Turnover an Average Call Center Sees in a Year.

Think about what that means. Think about the number of hours it takes to train a new agent. The number of days between a new hire, and a productive employee. Think about the IT and support staff that have to manually build customized access for each new seat. Do they need access to email? Are they handling calls from a particular region? How many supervisors will you need to add in the mix?

Now, think about replicating that several times over. And then think about what happens when you need to scale back.

With a pure cloud solution, agents are added at the touch of a button. With a simple, easy-to-use, easy-to-understand interface, and just a few clicks of a mouse, each new agent will be up and running in no time. With the hours you save on the mundane tasks of assigning permissions and basic functionality, you can focus instead on advanced optimization training. A cloud solution for your contact center allows every agent to be serving customers when you need them, and off the books when you don't.



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### **Upgrades**

When Was the Last Time You Upgraded Your Systems?

**Be honest.**

On-prem upgrades take time and resources away from the main goal of all contact centers: delivering a customer experience that engages and ingratiates a customer, transforming that customer into a brand loyalist. Upgrades are important, but the time and workforce commitment surrounding these upgrades have the potential to put a dent in contact center productivity.

When it comes down to upgrading your systems, the decision making process can frequently become a game of weighing the pros of new features with the cons of Cloud-based contact centers don't have to predict the future; they provide the needs of the future by allowing you to scale smoothly with the needs of your business. lost time readjusting your carefully crafted, finely tuned contact center machinery. Often the demands of the business place a barrier between new features and the commitment of your Ops team performing upgrades in the first place. If you choose to put off such an upgrade, the short term benefit will keep your contact center running as it always has, but you will lose out on the long term benefits from instant, seamless upgrades to the latest technology to better serve your customer base.

With the constant demands on your contact center, you owe it to your business, your employees and your customers to not only be up and running when expected, but running with the latest, safest system available. You cannot afford, nor should you expect that optimization and security upgrades would end up costing you time and money. You should demand that your contact center solution is ready when you are, up to the task and able to upgrade without the threat of downtime and lost productivity.

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## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

A cloud solution delivers on this demand. Utilizing the full support of third-party, expert teams ensuring your contact center is running at peak performance. Necessary upgrades are pushed to you in the background with no disruption or interruption of your normal day to day. Furthermore, with all of the contact center optimization operating behind the scenes in the cloud, your internal IT and Support staff are able to devote their time to thinking strategically allowing your business to proactively improve instead of reactively treading water.

## The Sky is the Limit

The modern contact center is one that rises to the occasion of the future, one that has at its fingertips the ability to scale on the fly, to on and off board agents with the changing needs of your business, to be at peak performance at a moment's notice. The modern contact center is one equipped with a true, multitenant cloud solution like the Avaya Cloud.

Avaya not only provides all the necessary and inherent benefits of the modern contact center, but also a seamless transition to cloud, customized for your exact business needs. What was once only in reach of enterprise brands is now available for any business, any size. From your managers to your supervisors to your agents, Avaya Cloud brings more productivity, consistent stability and stronger technology, allowing your contact center the opportunity to effortlessly transition to the modern era.

For more information, please contact us today at:  
**(866) GO-AVAYA / (866) 462-8292**

