FROST & SULLIVAN

Transforming Customer Experience Through Contact Center as a Service

How cloud technology is bridging the gap between next-generation channels and seamless omnichannel journey

TATA

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Why Customer Experience Matters

By 2020, customer experience (CX) is set to overtake price and product as key brand differentiators.[1]

Enhancing the value of CX[2] is essential to increasing customer lifetime value and retention by enabling customers to forge a unique emotional bond to the products, services, and overall brand.

Acquiring a new customer costs

5x more
than retaining an existing customer[3]

Even a **5% rise** in customer retention can boost profits by 25% to 95%, according to a study by Bain & Company and Professor Earl Sasser of the Harvard Business School[4]

89.3% of businesses view CX as a competitive differentiator

44.2% consider improving CX and satisfaction in their top 3 business priorities

87.2% of businesses believe increased customer lifetime value/loyalty is proof of CX capability improvement

64.8% of businesses consider CX as the top strategic performance metric of the senior leadership team

44.2% Improving customer experience and satisfaction

41.4% Improving operational efficiencies

33.3% Launching new products and services

87.2% Increased customer life value/loyalty

68.1% Increased revenue/profits

61.9% Increased employee engagement

56.0% Reduction in costs

[1]eMarketer; IBM: State of the Market (2014)
[2]Customer experience is the cumulative emotional and practical impact of all encounters and interactions a customer has with a brand, both direct and indirect.
[3]https://www.forbes.com/sites/jiawertz/2018/09/12/dont-spend-5-times-more-attracting-new-customers-nurture-the-existing-ones/
[4]The Economics of E-Loyalty, https://hbswk.hbs.edu/archive/theeconomics-of-e-loyalty

80%

of businesses believe
they deliver superior CX

BELIEF VS REALITY

However, only

8%

of consumers agree[5]

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5 Ways to Create Great CX

Personalization, instant gratification, and proactive services are the top 3 priorities cited by hyper-connected customers in their interaction and experiential journey. Businesses, therefore, need to understand the key dimensions defining CX:

Capture
Leverage data from all cyber-physical channels/communications to create an omni-data profile of the customer

Contextualize
Be aware of the customer's need and intent in each communication, retaining contextual insights across multiple touchpoints

Personalize
Leverage omni-data profile,[6] analytics, and interaction design methodologies to form a micro-segmentation of customers to provide anticipatory personalized services[7]

Reduce effort
Ensure availability of information, convenient channels, context, and knowledgeable agents combined with journey-based analysis for effortless customer interactions

Understand the desired outcome
Help customers achieve their desired outcome through end-to-end interactions, in terms of effort, empathy, engagement, efficacy, and speed

[5]https://www.forbes.com/sites/shephyken/2018/07/15/customer-experience-is-the-new-brand/#228dd28c7f52
[6]The Omni-data Profile, A Truly 360-degree View of the Customer
[7]The Time for Intelligent Service Is Now, http://frost.ly/1om
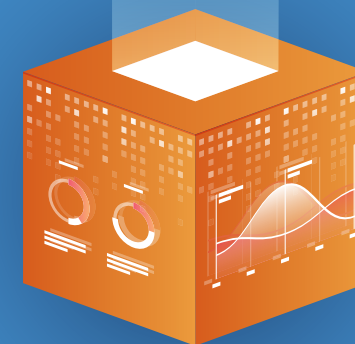
Contact Center as a Hub for Exceptional CX and Engagement

Beyond serving as the frontline for customer interactions, the contact center is fast emerging as a focal point for organizations to create competitive differentiation and strengthen customer engagement.

In fact, 92% of customers judge an organization based upon contact center interactions.[8] As such, modern contact center infrastructure needs to support an integrated view of all interaction channels, data analytics, as well as integrate with CRM and other back-end systems.

51%

of businesses cite analytics as the number one CX technology priority

63% of businesses plan to increase spending on CX management/contact center solutions over the next 2 years

Analytics	**50.6%**
Self-service (incl. web, mobile, IVR)	36.8%
Omnichannel – integration of technologies	33.8%
Digital business transformation	31.5%
Artificial intelligence (incl. virtual asistants)	27.5%
Robotic process automation	23.1%
Cloud solutions	20.5%
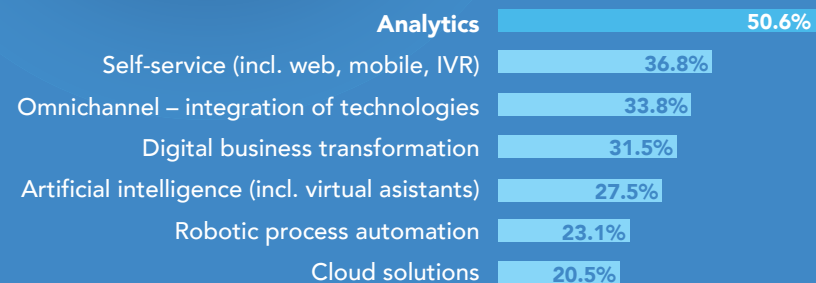
[8]Four Steps to Legendary Customer Service, https://bit.ly/2PMdMYD

3 Top Challenges in Today's Contact Center

Despite the importance of CX, gaps exist for contact centers in meeting customer expectations effectively:

19.8%

Disparate legacy systems that are too costly to maintain, upgrade, and integrate with new digital channels and technologies to support the needs of a modern contact center

28.1%
Siloed channel management

35.1%
Cost of implementation

11.8%

5.2%

Unrealistic to establish omnichannel

We don't have an omnichannel strategy

System/Applications integration difficulties

Channels are managed in silos by different departments

Cost of implementation

Capitalizing on Contact Center as a Service

With the promise of greater scalability, flexible cost structures, and fast deployment, cloud solutions are increasingly the preferred choice for contact centers seeking to optimize customer interactions.

90%

of businesses have deployed at least some of their enterprise IT applications in the cloud

36%

of organizations have moved their customer-focused apps to the cloud

50%
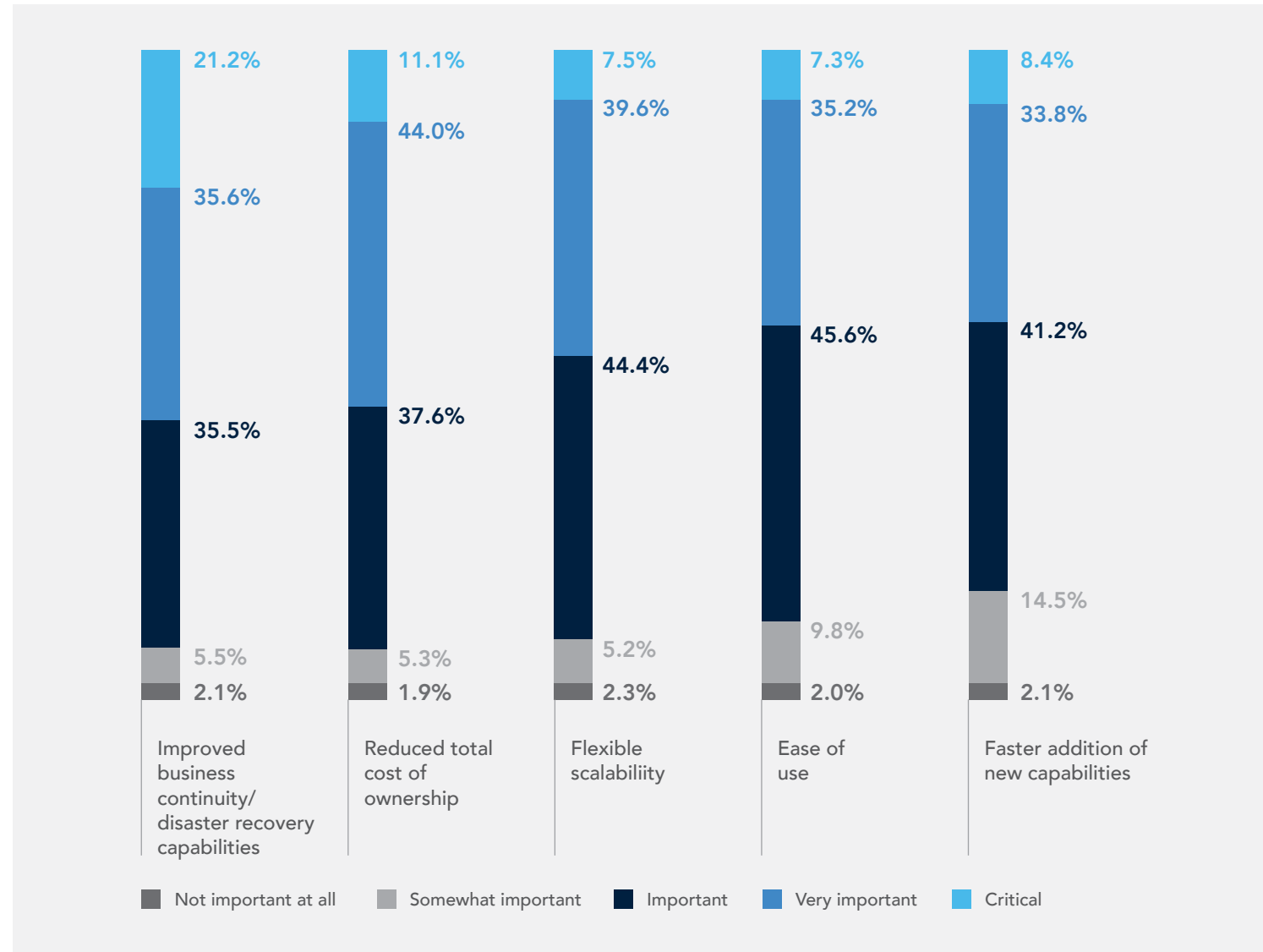
expect to do so within the next 3 years

Why Cloud Computing is Here to Stay

Reduced infrastructure costs and the shift from CAPEX to OPEX are prompting more organizations of all sizes to switch from on-premises contact center solutions to cloud-based models.
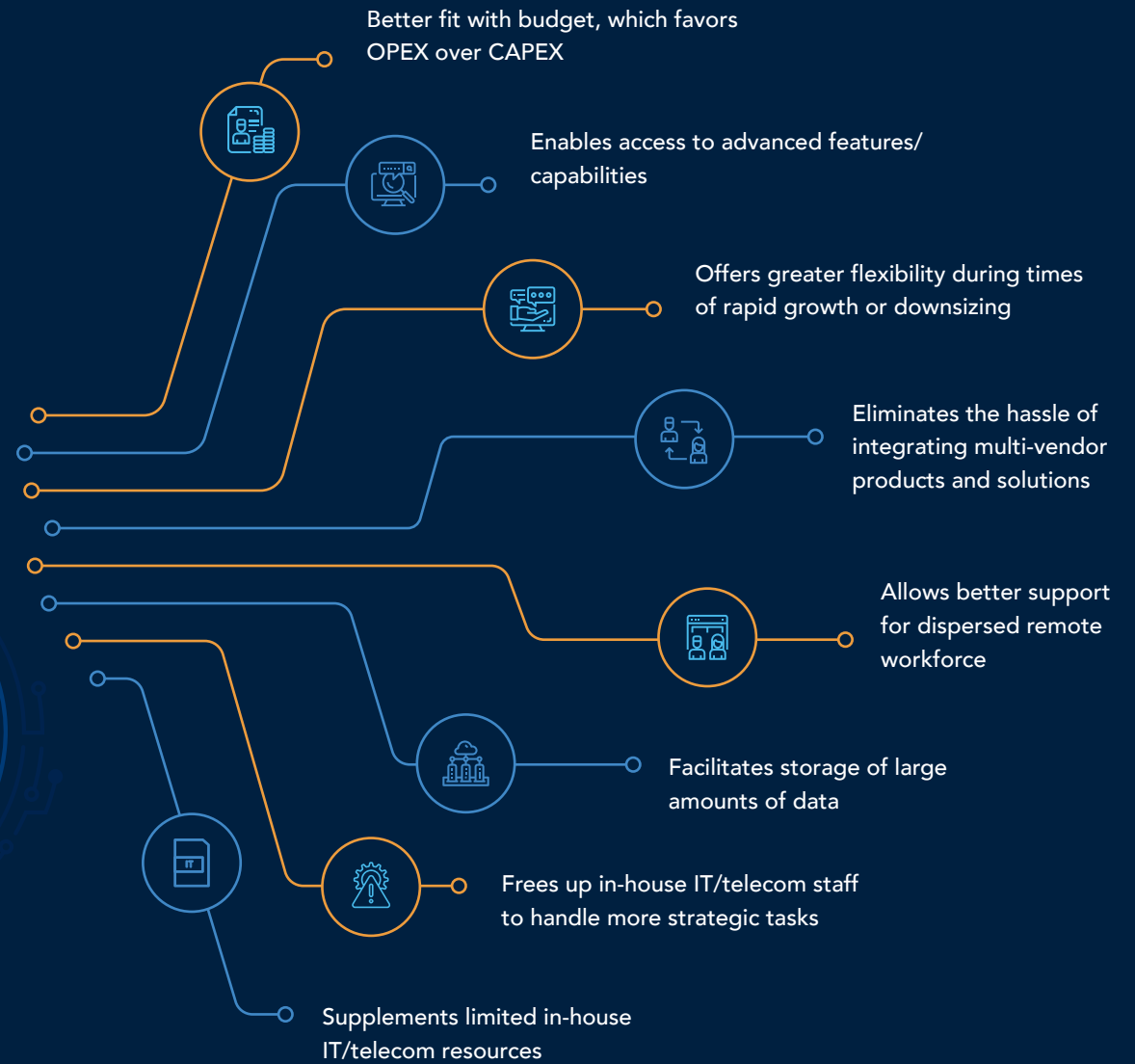
One in 5 call centers surveyed cites improved business continuity/disaster recovery capabilities as the most critical consideration for moving to hosted/cloud CX solutions.

Cloud disaster recovery strategies serve as a competitive advantage for a global contact center provider to protect mission-critical workloads and data in case of an outage or disaster. With remote server access using a secure Internet connection, employees and customers can access data and conduct business operations from anywhere in the world on any device.

	Improved business continuity/ disaster recovery capabilities	Reduced total cost of ownership	Flexible scalability	Ease of use	Faster addition of new capabilities
Critical	21.2%	11.1%	7.5%	7.3%	8.4%
Very important	35.6%	44.0%	39.6%	35.2%	33.8%
Important	35.5%	37.6%	44.4%	45.6%	41.2%
Somewhat important	5.5%	5.3%	5.2%	9.8%	14.5%
Not important at all	2.1%	1.9%	2.3%	2.0%	2.1%

Legend: ■ Not important at all   ■ Somewhat important   ■ Important   ■ Very important   ■ Critical

Benefits of Moving to the Cloud

The advantages of cloud
are undeniable as revealed
by survey respondents:

Better fit with budget, which favors
OPEX over CAPEX

Enables access to advanced features/
capabilities

Offers greater flexibility during times
of rapid growth or downsizing

Eliminates the hassle of
integrating multi-vendor
products and solutions

Allows better support
for dispersed remote
workforce

Facilitates storage of large
amounts of data

Frees up in-house IT/telecom staff
to handle more strategic tasks

Supplements limited in-house
IT/telecom resources

Partnering for Cloud Success

7 Criteria to Consider
when Choosing a Cloud Contact Center Provider to Suit Your Business Needs

1 Assess the ability of the provider to understand, evolve, and scale with your organization's current business goals and future needs.

2 Ensure that the provider can deliver best-in-class solutions through unified omnichannel contact center solutions covering traditional voice and digital channels.

3 Determine if the coverage of the contact center provider best fits your business expansion and customer needs.

4 Select a vendor with an all-in-one cloud solution that delivers the functionality required and integrates with your existing CRM solution without the complexity of costly integration.

5 Verify the integration of SLAs covering the CCaaS platform, WAN network connectivity, and end-to-end voice services.

6 Find out the cloud provider's security stance and compliance measures. Ask about verifiable resiliency and redundancy plans in the event of an outage or disaster.

7 Get references from customers similar to your industry focus to determine performance record and experience.

Cloud Contact Center Capabilities to Look For

- Native cloud connectivity enabling seamless integration, flexibility, and scalability
- Open architecture for integration
- Ease-of-use features for rapid deployment
- Single pane of glass
- Flexible deployment with control and choice
- Policy managers for multimodal communications
- AI capability
- Easy sign-up
- Service-level coverage
- Possibly zero client footprint web interface
- Built-in best practices
- Value-add enhancements that go beyond just the contact center
- Consolidated collaboration applications for all employees, not only agents

Tata Communications' Value Proposition

As a certified Cisco Cloud and Managed Services Partner (CMSP), Tata Communications offers an extensive contact center solutions portfolio, including the public cloud-based Webex Contact Center (WCC) as a fully managed service.

The solution enables businesses to design, deploy, configure, migrate, and manage customized contact center services across branches, using a dedicated, automated portal.

Key Advantages of Using the Webex Contact Center Solution Powered by Tata Communications

Location and technology agnostic:

The Webex Contact Center solution gives you complete control over incoming and outgoing interactions and is location and technology agnostic.

Next-gen contact center solution:

Applies predictive analytics to envisage customers' needs by mapping them to the agent best suited to address the requirement, improving performance, sales, and CX.

Omnichannel capabilities:

Enhances CX through unified interactions across voice, email, and chat integrated with AI-enabled and contextual capabilities. Leverages intelligent routing and data analytics to fast-track customer resolutions.

Faster time to market:

Quicker time to launch with simplified licensing, pre-deployed solutions for the contact center, workforce optimization (WFO) components, and existing telecom integration with no interoperability concerns. Provides consulting services during implementation to optimize existing call flows and customer routing.

Customer journey insights:

Provides historical and real-time insights into the customer journey with data from a vast array of sources outside the contact center to optimize operational efficiency, financial performance, and business outcomes.

Vast industry experience:

Tata has more than 10 years' contact center experience in pre-sales and post-sales, and network operations center (NOC) engineers with expertise in designing, installing, and maintaining Cisco Contact Centers.

Global reach:

Enhances Cisco's WCC ability to reach over 200 countries with Tata's global SIP backbone infrastructure, global MPLS, global Internet, and global voice network.

Largest privately-owned fiber network:

Operates one of the largest wholly-owned submarine cable networks, including fiber network.

AI-versatile:

Layers and compiles the best-in-breed machine learning across a variety of applications to provide a single, seamless end-user experience for the end customer and agent.

End-to-end SLAs:

Provides end-to-end SLAs with ownership of the Tata global fiber network, global MPLS, SIP, last-mile DCs, and WCC application.

Fully-managed services:

Provides 24/7 managed services, utilizing a single pane of glass that

As more digital interaction channels enter the mix, organizations need to ensure that touchpoints are seamlessly connected for holistic omnichannel customer experiences.

Partnering with the right cloud contact center service provider is critical to CX transformation success. Organizations need to look for a provider with deep market experience, global reach, industry-specific knowledge, and robust security tools that meets the evolving needs of customers today and in the future.

Analyst Opinion

An omnichannel contact center that offers seamless interactions across multiple customer channels — voice, email, chat, social, mobile apps, and automated services via chatbots — is a critical prerequisite for any modern contact center.

Leading contact center providers are moving away from traditional customer segmentation tools to applying advanced customer analytics drawn from various data sources and integrating with CRM systems to ensure each customer receives a personalized experience each time from any agent.

How these applications leverage each other makes all the difference. Having a chatbot that can answer a question based on a programmed response versus an AI tool that can extract valuable insights from human speech using speech analytics and transcription on recorded calls and doing so in multiple languages using voice or chat represents the next level of personalization.

A cloud-based contact center solution can deliver myriad benefits, including low barriers to entry, access to new features, scalability, flexibility, reliability, and redundancy. When integrated with legacy systems, cloud-based solutions can ensure that all points of contact work together seamlessly. The result is a truly differentiating CX and better business outcomes at a lower, more predictable cost.

Working with the right cloud contact center solutions partner with proven market capabilities is crucial to developing a holistic approach to building a CX-centric organization while achieving measurable business benefits.

To learn more go to
www.tatacommunications.com/services/unified-comms/customer/

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