



Business Case for a Cloud Contact Centre and why it's time to switch

Rethinking the traditional call centre

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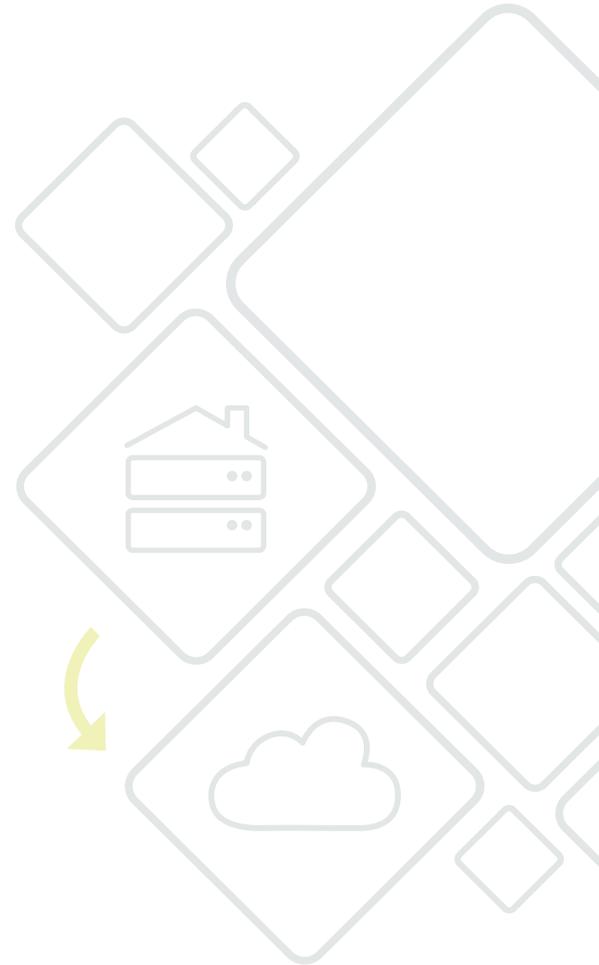


Switching to a cloud-based contact centre enables agents to provide omnichannel support through a single interface. You can now service your customers using phone, chat, SMS, video, WhatsApp and even social media channels. According to [CCW](#), a huge 65% of customers say that getting their issues solved through their preferred channel is the most important aspect for them.

Businesses are losing revenue on digital transformation as they're continuously investing in traditional IT call-centre services for maintenance, rather than implementing cloud-based contact centres to solve customers' problems.

By changing from a traditional call centre to an omnichannel cloud contact centre you can prevent your most common struggles in customer service.

According to [Dimension Data](#), 61% of businesses say that they're planning on moving their contact centre to the cloud. This number is likely to increase as businesses search for business continuity because of COVID-19.



Benefits of a Cloud Contact Centre

1

Reduced Infrastructure Costs

A cloud-based contact centre is more affordable for most sized businesses. [Finances Online](#) say that cloud contact centres costs are up to 27% cheaper in terms of the cost of purchasing, installing, and maintaining.

2

Easier Implementation

Cloud-based contact centres can be set up much faster since users will be accessing the software online. A quicker and smoother implementation means agents will be able to start connecting with clients and having conversations across digital channels sooner.

3

Better Features

With access to agent tools such as interactive voice response and automatic call distribution as well as omnichannel touch points, cloud contact features are endless. Currently, 60% of contact centre agents say that their company doesn't give them the right tech to address CX challenges and 34% say that they don't have access to the right customer data ([Taylor Reach](#)).

4

Easier Scalability

Cloud-based contact centres ensure easier scalability. If your contact centre starts growing rapidly or has a sudden increase in inbound call volume the costs are minimal compared to a traditional call centre.

5

Greater Reliability

Despite the common belief that a traditional phone line is more reliable, [Finances Online](#) say that cloud contact centres suffer from 35% less downtime than their traditional on-premise counterparts.

6

Increased Security

It turns out that your information may be safer when stored by a cloud provider, backed-up by military-grade data centres. These data centres are compliant with national and global security standards and certifications. [Aberdeen](#) state that 70% of contact centre users say that security and compliance are motivating factors for investing in cloud technology.

7

Remote Working

Like many other benefits, working from home is another sought after benefit of a cloud-based contact centre. It is the go-to solution because of the flexibility it gives employees in terms of remote working. [Frost and Sullivan](#) say that every staff member that works from home can save their employer up to \$25,000.

8

Improved Customer Experience

A first contact solution is something that most companies aspire to in this time of instant messaging. The right contact centre solution helps businesses to speed up solving problems. According to [Hubspot](#), 90% of customers say that an immediate response is crucial when presented with a question.

Boost Efficiency and Save Costs

Improvement in First Contact Resolution

Research indicates that having to make multiple attempts to resolve an issue is one of the primary reasons customers leave. According to [VoIP-info](#), when contact centres address issues on the first call, only 1% of customers say they're likely to go to another business, compared to 15% when the solution isn't adequate. When your agents are able to resolve issues the first time, your customers are happier.

Suppose your company has 50,000 inbound calls per month, an average call handle time of five minutes with 25% of your customers transferred or has to call back. Implementing a cloud contact centre could reduce repeat contacts by at least 19%.

Call volume per month	50,000
Work hours	40
Agent's fully loaded wage	£25,000
% of repeat calls	25%
Average handle time of digital channels	300s
Estimated Improvement Expected percentage reduction in repeat calls	19%
Estimated Impact Expected number of repeat interactions to be reduced	2,375
Labour saving from improved first contact	£2,788



Savings From Migrating Calls to Digital Channels

According to Microsoft, customers say that being moved around is the most frustrating part of a customer service experience. Contact centre solutions need to connect customers with the right agents straight away.

With a cloud contact centre, you can reduce agent handling time by transitioning certain types of calls to digital channels such as email and chat. For simple things, email can be sufficient - especially if you can quickly reply by providing your agents with frequently asked questions. Web chats are also well-suited to simpler requests as well as the possibility of multiple chats, which improves agent efficiency.

The goal is to save time, so change only simpler interactions to digital channels and continue to resolve complex queries by phone. This example shows the benefit of migrating just 20% of calls to other channels decreasing the customer's handling time to further save costs.

Call volume per month	50,000
Average handle time	40
Agent's wage	£25,000
Estimated Improvement	
% of calls eligible for migration	20%
Average handle time of digital channels	250s
Estimated Impact	
Expected number of voice calls migrated to digital channels	10,000
Labour savings from migrating to digital channels	£1,669



Reduction of Handle Time Due to Enhanced Background Data

Another way to streamline operations is to equip your agents with an omnichannel desktop, which ensures they have immediate access to a customer's history across all channels and touchpoints. Based on research by [Genysys](#), it takes 44 seconds, on average, to bring an agent up to speed on previous transactions. Eliminating this wasted time transforms into savings.



Call volume per month	50,000
Agent's wage	£25,000
Estimated Improvement	
% of calls eligible for enhanced data	25%
Estimated time saved per interaction	44s
Estimated Impact	
Estimated agent interaction volume	12,500
Labour savings from enhanced data	£3,672



Total saving per agent =

£8,129

Moving from a legacy call centre infrastructure to an integrated customer experience platform affects more than the just call savings. Modernising your contact centre is key to increasing productivity and growth. By visualising agent resources, reducing infrastructure costs and improving customer experience, you can drastically improve your contact centre.

To help build a business case tailored to your specific needs, Venom IT has ready-to-use contact centre tools that help you refresh your setup, improve your routing and deliver an omnichannel customer experience.

Get in touch

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