PolyAI

GUIDE

Thinking of switching CCaaS provider?

Read this first

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Contact Center as a Service (CCaaS) is a core part of any contact center transformation project

Moving the contact center into the cloud makes it easier for companies to integrate other technologies and surface data that can be used to streamline operations and improve customer experience.

Many contact center leaders see CCaaS as the first step in their transformation journey, but this approach may result in unnecessary costs, clunky designs, unhappy agents, and, ultimately, poor customer experience.

So, whether you're moving your contact center to the cloud or switching CCaaS provider, here are six things you need to consider first.

1. Is your contact center as streamlined as possible?

Setting up your new CCaaS solution will take around 3-6 months. During this time, your chosen CCaaS provider will design a solution around your existing contact center.

But your contact center processes will evolve as you embark on your digital transformation journey. Building your ACD groups, skills, attributes and training is completely different for a 250-seat call center than a 500-seat call center.

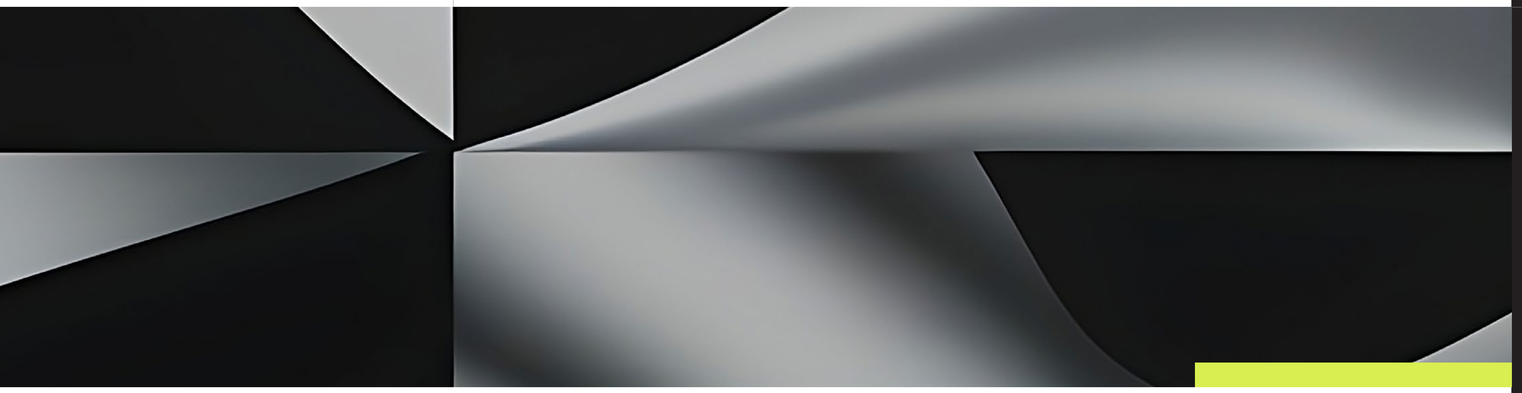
Voice assistants that fully resolve calls and reduce call handle time will cause you to reconsider how you best deploy your workforce for optimal customer experience.

Contact center leaders will benefit from deploying voice assistants before switching CCaaS providers to ensure their new systems are best optimized for efficiency and experience.

2. Are you buying licenses you don’t need?

CCaaS companies selling agent licenses are incentivized to sell as many desktop licenses as possible and lock customers in for a minimum commitment. This often results in contact leaders buying more licenses with longer terms than they need.

Voice assistants alleviate the pressure on contact centers to constantly hire new representatives to combat high agent turnover. Voice assistants can scale up and down to handle peaks and troughs in call volume without the need for overstaffing or overspending. Because of this, contact center leaders can expect to need fewer CCaaS licenses as voice assistants take on more calls.



3. Are you overspending on professional services?

Buying a CCaaS solution or switching CCaaS provider will incur some hefty professional services costs, but these can be reduced significantly with smart planning.

Using a customer-led voice assistant eliminates the need for an IVR, instead asking customers, ‘How can I help?’ at the beginning of every conversation. This enables contact centers to collect granular data on why customers are calling, but it also removes the need for IVR configuration costs from your CCaaS provider.

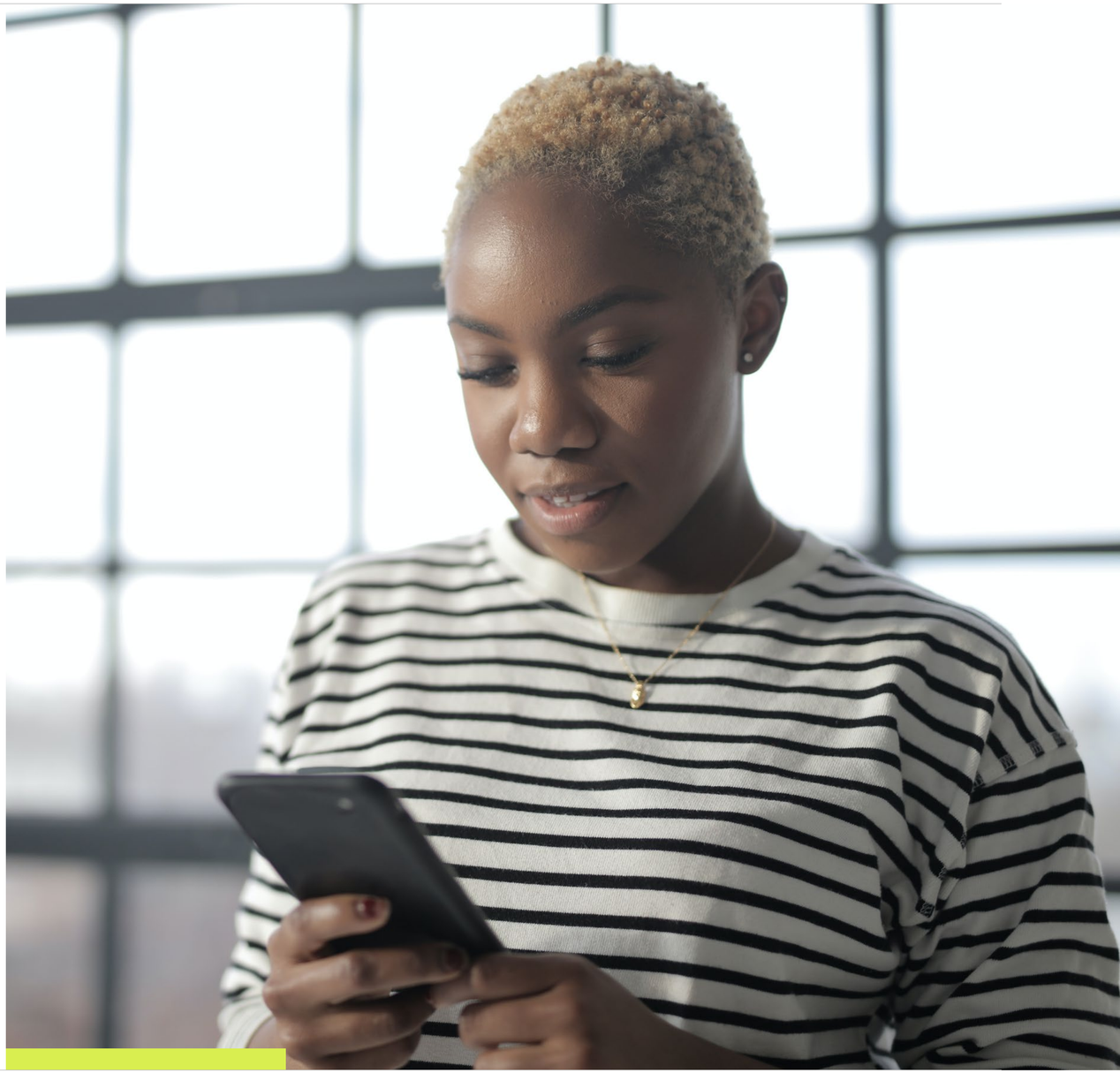
Professional services fees will be significantly reduced for those with a streamlined contact center design, so contact center leaders should consider where switching CCaaS should fall in their transformation journey. Implementing automation solutions before switching CCaaS provider will likely significantly reduce professional services fees.

4. Is it taking too long to ramp up your agents?

Your new CCaaS solution will require lots of new documentation and training for your agents, but introducing a voice agent can allow you to focus your training on the right things for your people.

Voice assistants can accurately resolve over 50% of all customer calls, reducing the amount of processes agents need to be trained on. Eliminating certain tasks from the training curriculum makes your agents more proficient, more quickly.

5. Is there a gap between digital self-service and the phone channel?



Many companies have invested heavily in digital self-service channels like apps,online account services, and chatbots. But customers still call. So how do you bridge the gap between the phone channel and your existing investment in digital?

Voice assistants can direct customers to online resources without integrations. If a significant portion of callers' queries could have been resolved online, a voice assistant can help reduce call volume and increase the usage of your digital channels. Because no integrations are required, this is a favored starting point for many contact centers at the beginning or middle of their digital transformation journeys.

6. Do you know why customers are calling?

Many call centers invest in expensive and time-consuming speech analytics projects to better understand why customers are calling. This is often seen as an essential step in streamlining your contact center.

But these projects are unnecessary when you introduce a voice assistant into your customer service program. Voice assistants create structured data as a byproduct, allowing you to access useful insights and develop a data-driven contact center without speech analytics.

Getting started with customer-led voice assistants

Many contact centers miss out on the benefits of automation by waiting for the end of their contact center transformation projects to look for suitable solutions.

But getting started with customer-led voice assistants does not require a fully digitized contact center.

If you'd like to learn more about the role of customer-led voice assistants in your contact center, get in touch with PolyAI today. We'll connect you with a trusted expert who will take the time to get to know your contact center and advise on how you can get the most from your digital transformation program.