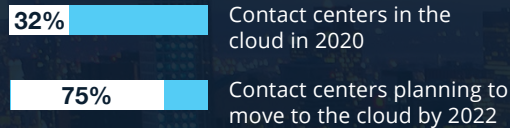


What are the **characteristics** of the contact center of today, and what **strategies** support future success?



Cloud Adoption¹

Contact centers that were slow to adopt cloud technologies have accelerated their plans in the wake of the pandemic and shift to remote work.



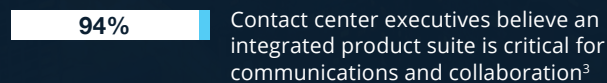
Customer Experience Technology

The customer experience is a key differentiator and contributor to business success; and a good customer experience must incorporate advanced technologies.



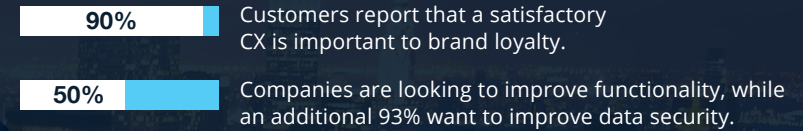
Contact Center as a Service (CCaaS)

CCaaS integrates customer contact center technologies, providing the framework for a true, seamless omnichannel experience.



Current State of the Contact Center

What are the top drivers of investment in Contact Center as a Service?



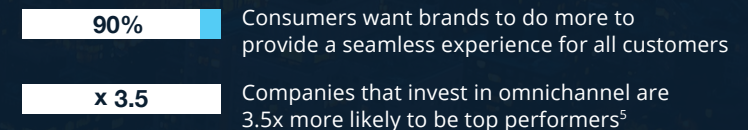
Contact Center Investment Drivers⁴



Omnichannel Capabilities



Customers expect a seamless omnichannel experience, and companies that do not provide it risk losing out on opportunities for sales and conversions.



¹ <https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/digital-customer/elevating-customer-service.html>
² <https://www.cisco.com/c/en/us/products/contact-center/contact-center-survey-2020.html#~key-findings>
³ <https://engage2demand.cisco.com/LP=22591?ccid=cc001193&oid=ebkco020889>
⁴ <https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/blog/blog-20190513-2019%20globalcontactcentersurvey.pdf>
⁵ <https://www.business2community.com/strategy/12-statistics-to-inspire-you-to-take-the-next-steps-big-or-small-and-move-your-call-center-to-the-cloud-02375665>