

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

Contact centers in the 32% cloud in 2020

Contact centers planning to 75% move to the cloud by 2022

Customer Experience Technology

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

Global contact center executives believe 93% that technology is very important to the customer experience²

Contact centers will invest 76% in Al over the next 24 months.

Current State of the Contact

Center

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

Customers report that a satisfactory 90% CX is important to brand loyalty.

Companies are looking to improve functionality, while 50% an additional 93% want to improve data security.

> **Contact Center** Investment Drivers



Omnichannel Capabilities



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

Consumers want brands to do more to 90% provide a seamless experience for all customers

x 3.5

Companies that invest in omnichannel are 3.5x more likely to be top performers⁵



Contact Center as a Service (CCaaS)

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

94%

Contact center executives believe an integrated product suite is critical for communications and collaboration3

92%

92% of organizations that view CX as a differentiator have invested in omnichannel.





https://www.deloittedigital.com/us/en/offerings/customer-led-marketing/digital-customer/elevating-customer-service.html https://www.cisco.com/clen/us/products/contact-center/cuntact-center-survey-2020 https://engage2demand.isco.com/LP=225917ccid=cc001193&oid=ebkco02088 https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/blog/blog-20190513-2019%20globalcontactcentersurvey.pdf https://www.business/community.com/strategy/12-statistics-to-inspire-you-t-ake-the-next-steps-big-or-small-and-move-your-call-center-to-the-cloud-02375665