The Contact Center as a Service (CCaaS) Evolution
The cloud imperative

Customers want more seamless communication choices. Do you have the flexibility to adapt?

Your customers want to connect on digital channels they use daily. Plus, millions still want the opportunity to pick up the phone to talk to a human. All of these channels must work together. With the right platform, you can ensure today’s experiences are integrated to meet your customer’s needs while also being ready to expand quickly to offer new channels and future innovations.

More organizations are shifting their contact centers to the cloud to quickly:

- Improve customer experiences
- Increase agility
- Reduce costs
- Serve customers instead of managing infrastructures

Learn more
The cloud imperative

It’s no longer a matter of “if”, but “when” you should migrate to the cloud.

Contact Center as a Service (CCaaS) solutions streamline your ability to access contact center software in the cloud to create real benefits for your customers and your organization. It’s never been more important to examine how a CCaaS provider can bring more agile and responsive operations.

The promise of lower TCO and greater flexibility makes it easy to see why so many contact center leaders are moving to the cloud.

23.1% CAGR

global CCaaS market growth*

$44.8 billion expected worth by 2025*

CCaaS investments can deliver longer-term ROI with future-proof solutions that can be adapted and expanded as needed using the cloud.

How CCaaS can help

CCaaS providers take the responsibility for hosting your contact center operations in the cloud — removing your organization's management stress.

When done right, CCaaS providers can quickly expand your customer experience capabilities by offering:

- Agent routing and agent desktop
- Inbound voice and Interactive Voice Response
- Virtual assistants and chatbots
- Chat and email
- Messaging – SMS, social, web
- Predictive outbound
- Incoming call management, routing, and ACD
- Workforce automation

However, many vendors may only provide basic solutions or AI expertise. Be sure to discuss:

- Exactly what you need from your cloud contact center upfront
- The experiences your customers expect
- How to migrate your current CX operations
- Their expertise in delivering conversational AI experiences
- How upfront costs will be reduced
- How quickly your contact center will be deployed
- The scalability you need to meet changing business requirements

Learn more
How CCaaS can help

1. **Automate assistance**
   - to help customers easily
   - 4QGLQIRUDPWLQRQKW increases sales.

2. **Intelligently guide customers**
   - to the channel most appropriate
   - to resolve their queries, whether by voice, SMS messaging with a
   - live agent, or chatting with an
   - in-app virtual assistant.

3. **Quickly direct customers to the right agent**
   - for their needs
   - WRLQFUHDIHJFLHQFIDIQGLPLW
   - missed opportunities.

4. **Proactively reach out to customers**
   - before they contact you to alert them of updates or changes, answering questions likely to arise and preventing future calls.

5. **Offer visual interfaces on mobile phones**
   - WRLPSURYH4UVWFRQWD resolution, whether through video
   - or shared document viewing.

6. **Automate communications and tasks**
   - to provide customers with
   - opportunities to engage about
   - their satisfaction or other services
   - they may need.

How CCaaS can help you nurture customers throughout the engagement lifecycle.
You can’t afford — financially or competitively — to wait for promised benefits at the expense of customer satisfaction.

Modern contact centers generate significant business value, so any move to a CCaaS model must ideally, improve the benefits your contact center delivers today. So, when you’re moving to a cloud contact center, investment and customer experience protection should be a priority.

The hidden challenges and what to consider

Don’t lose hard-won customer satisfaction in the rush to the cloud.

- Interrupted customer service
- Reduced containment rates
- The need to rewrite existing apps for the cloud
- Lost years of learning and technology optimization

Be aware of cloud contact center platforms with light capabilities.

Finding out months or years down the road that a selected provider can’t deliver needed solutions is troubling enough. Finding that out after having discarded investments in existing on-premises systems is even worse. Keep a lookout for:

- No clear commitment
- Lack of demonstrated ability
- No domain expertise that addresses current and future needs
- Lack of conversational AI technologies
The hidden challenges and what to consider

To remove the risk from your CCaaS deployment, look for ways to make the most of your existing contact center investments.

Get maximum value from your existing IVR

Reduce the time and cost of migration and shrink long-term TCO without compromising customer experience by reusing and building on your current IVR and Natural Language Understanding (NLU) apps while integrating them with your CCaaS platform.
The hidden challenges and what to consider

To remove the risk from your CCaaS deployment, look for ways to make the most of your existing contact center investments.

Keep your current CX performing smoothly

Even a 1% drop in call containment can lead to massive spikes in call volumes — creating headaches for your agents and your bottom line. When you've spent years optimizing your IVR and other engagement apps, you don't want to throw that away. Work with a provider that can help you migrate successfully and has experience in deploying solutions at scale that deliver results.
The hidden challenges and what to consider

To remove the risk from your CCaaS deployment, look for ways to make the most of your existing contact center investments.

Think about future portability

Avoid setting up a new cloud contact center solution that locks you into one vendor. Look for cloud-agnostic AI technology that can move with you and work on any platform, so you can deploy wherever and however you like, including on a third-party cloud, in a hybrid environment, or even on-premises.
The hidden challenges and what to consider

To remove the risk from your CCaaS deployment, look for ways to make the most of your existing contact center investments.

Not all CCaaS providers can deliver everything you need to match the capabilities of your on-premises infrastructure. Most CCaaS providers offer call routing, workforce management, and basic customer engagement tools. But many lack the advanced conversational AI required to deliver automated and seamless omnichannel experiences.

Evaluate CCaaS providers carefully

Learn more
Nuance Contact Center AI
Intelligence for your contact center

Address CCaaS challenges with automated intelligence for your contact center.

Address CCaaS challenges with automated intelligence for your contact center.

Secure interactions
Secure every interaction in every channel, with multimodal biometrics security — authenticating customers in seconds and preventing fraud.

Personalized conversations
Create personalized customer experiences for voice and digital assistants or chatbots using text to speech (TTS), speech to text (STT), dialog automation, and NLU.

Agent support
Agent support - provide relevant information and assistance at precisely the right time.

Insightful analytics
Insightful analytics — use powerful contact center analytics to understand and optimize channel and agent performance.

Learn more
Nuance Contact Center AI

Turn CCaaS into a value driver

Boost agent efficiency and revenue

Empower agents to work more efficiently with next-best-action recommendations, coaching, and tools. Improve CSAT, while reducing average handle time and accelerating post engagement wrap up. Use AI to deliver relevant cross sell offers to boost revenue.

Protect your investments

Reuse applications easily with no need to rewrite if you switch cloud providers. And build on your existing Natural Language Understanding (NLU) and IVR investments to reduce the time and cost of moving to the cloud.

Run any platform you want

Use your cloud, our cloud, on-premises, or hybrid — you have the flexibility of the best deployment model for your needs.

25% increase in agent availability

84% faster authentication

88% first contact resolution

4UVWFQWDFW deployment model for your needs.
Nuance Contact Center AI

Turn CCaaS into a value driver

Prevent fraud and protect your brand
Have intelligent, AI powered fraud prevention detection for every channel. Effortless authentication uses multimodal biometrics security, while efficient fraud analysis tools help fraud teams uncover lesser known attack vectors to protect your customers and your brand.

Detect 90% of fraud
Reduce fraud losses by 92%
Cut 95% of detection delays

Reduce costs
Create engaging self service experiences customers love, increasing containment rates and reducing call volumes. Integrate your Nuance solutions with any CCaaS provider, minimizing migration effort and reducing long term TCO.

Maintain great experiences
Migrate to a new cloud provider without breaking the customer experience or by starting over and throwing out valuable work, learning, and optimizations. Give your customers a continued great experience without reducing containment or increasing escalations.

Learn more
“With Nuance voice biometrics, we've reduced AHT dramatically, but it's about more than just time and cost savings. We've made authentication stress-free for members and agents, all while strengthening fraud protection for members and our credit union.”

— Paul Hendricks,
CIO, Virginia Credit Union

“The Nuance IVR has created a seamless experience for our customers, and it’s inspired us to explore new capabilities for our customer service such as authentication and delivering service experiences in context, improving customer outcomes.”

— Liz Wallace,
VP of Enterprise Shared Services, Humana
Discover what’s possible with AI at the heart of your CCaaS

Leverage previous investments in your telephony channel across new digital options to reduce TCO

Integrate traditional voice and digital channels for a true omnichannel, connected experience

Intelligently automate or direct inbound calls to digital channels

Deploy a true virtual assistant, not a simple chatbot, to handle inquiries

Use AI to coach and guide agents

Quickly authenticate customers and prevent fraud

Contact us today to find out how we can help you: