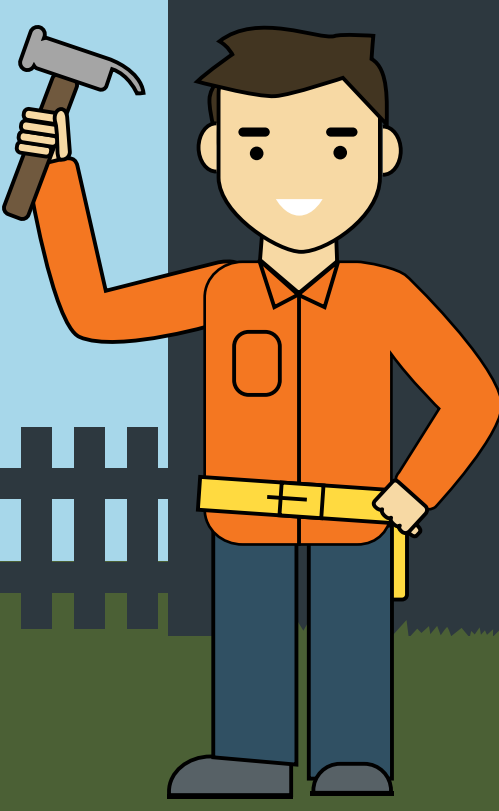


Choosing the Right Contact Center Solution: Do It Yourself, or Work with a Partner?



SaaS

Choosing the best solution to implement for your contact center is a decision you can't take lightly. So what's the best way for you to navigate the cloud—Software as a Service (SaaS) or Managed Services? The answer relies on several factors unique to your business.



Managed Services

STAFFING

Your technical staff sets up and configures your call center internally.



External expertise in configuring and managing your system lets you focus on your core business.

CONFIGURATION

You adjust the standard (or built-in) set of options provided in the software for the right amount of flexibility.



Customized options that are unique to your business are easily scaled as your business grows and evolves.

SUPPORT

You have access to extended call center support hours, as well as an always-on team to help solve product challenges.



You have dedicated support that understands your unique situation and addresses any requests quickly.

ANALYTICS

Optimize your system based on built-in analytics and measurement of core contact center activities.



Go above and beyond the core measurements with custom analytics that are built to measure the most important aspects of your contact center to improve business outcomes.

CHANNELS

Allow your customers to reach you across multiple channels, such as voice, chat, web, mobile and SMS.



Go beyond providing multiple channels with robust IVR capabilities and proactive notification outreach strategies that allow you to provide a customer's channel of choice, further enhancing the customer experience.

COST

Pay as you go with operating expenses rather than capital expenditure, just like Managed Services.



Pay as you go with operating expenses rather than capital expenditure, just like SaaS.

Still trying to determine which solution is best for your contact center?
Contact a [West Customer Experience Specialist](#) today.