

Organizations that already have a UC solution are well-positioned to increase their productivity and improve their customer service by adding CCaaS – no call center required.

## How to add CCaaS to an existing UCaaS Solution

*A baseline for first reply time is half a day for requests submitted via email or web form, 2 hours for those from social media, and a few seconds for chat and messaging.*

(Zendesk)

The only way these baselines can be achieved is with a combination of CCaaS and UCaaS, which significantly increases the quality of the customers' experiences and provides significant analytics on a variety of performance metrics that can inform everything from staffing decisions to workflows.

### **Any organization that deals with customers**

(services, retail, support, etc.)

Aids in the pursuit of making customer service a competitive advantage

- Integrates with UCaaS solution, CRMs and internal workflows
- Provides analytics and insights into volume, KPI's and performance
- Provides a business continuity and/or disaster recovery option for small businesses without any already in place
- CCaaS services are security/privacy law compliant
  - > Organizations that adhere to HIPPA, PCI-DS, GDPR benefit from organizational communication and productivity tools and features

### **Companies with multiple locations and/or remote employees**

- No onsite hardware/servers or installation required
- Reduces overhead costs due to fewer onsite employees
- Connects remote workforces = employee pool not limited by geography
- Improves communication between departments, both internally and externally

### **Businesses with small IT departments**

- No on-site/dedicated person required to maintain hardware
- Software is automatically updated by provider
- CCaaS can be deployed as a full-stack solution, meaning fully integrated at the infrastructure, data and network layer within the entire organization, increasing service functionality, personalization, analytics, community and engagement