Cloud Contact Center Solutions

Selling through the Channel

A report by Technavio, Global Contact Center Market for 2015-2019 shares that the American contact center market will exceed $5 Billion by 2019, growing at a CAGR of over 7%.*

The face of managing customer contacts, inquiries, support and sales is changing. Over the last few years, innovations in the cloud make it so that it's not just about responding to the customer, but engaging with them.

Engagement takes many shapes, but it's now about contact center employees being better equipped and prepared to take each call or online chat, that they know browser history, or historic purchases or consumer preferences. It's arming call center agents with knowledge of what to do with IP addresses, locations and perhaps some other personal information like his/her age. Combining new analytics with demographics is paving the way for more insightful, persuasive and overall better interactions with customers.

Driving the list of trends in contact centers above all else are improving the customer experience and building operational efficiencies. Those two factors have made lots of headway to sell in cloud contact center solutions.

Customer experience is critical to customer lifetime value. Poor quality or the inability for a customer to get answers quickly can leave you without a customer. An efficient contact center impacts the customer spend, retention, loyalty, advocacy and helps the company cut down on customer acquisition costs. Cloud contact centers are improving the way companies interact with customers.

Trending now...

Self-directed efficiency.

Omnichannel experiences.

Video. Video. Video.

Social media.

Customer experience ownership across the enterprise.

Using emerging technologies like AI and machine learning, big data, IoT.

*Source: http://www.technavio.com/report/global-ito-and-bpo-contact-center-market),

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Improving operational efficiencies is one of the leading drivers for change in this industry. Selling anything cloud in the channel requires more consulting upfront, identifying problems and explaining or demonstrating the way migrating to the cloud for specific functions/features improves business. Therefore, selling cloud contact centers should be no different. For SMBs it helps to level the playing field. For the enterprise it helps to share ease of deployment and integration with existing systems. Work with Providers to share real world examples that relate to the customer's current problems:

- Seasonality/ bursting
- Voice service quality and ease of use: click to call, monitoring, integration
- Overhead costs, new employees, remote employees, intercompany communications
- Workforce management tools, reporting and supervisory capabilities to measure performance
- Capturing actionable items on social media networks
- Moving off on-premise solutions for a pay as you go model
- Improving post call process and training
- Further integration of CRM and Contact Center to improve lead capture and import/export

Contact Centers are typically an easy sell if you have a customer with a customer service center, already. Also, it's great for those that are migrating to the cloud with UCaaS. Other potential opportunities are with customers who have at-home agents, multiple locations or technology systems and those with both inbound and outbound calling centers. Explore pilot programs or free trials to demonstrate how cloud improves security, builds efficiencies, flexibility, scalability and is quick to deploy.

Selling a cloud contact center can greatly increase your commissions. Contact Centers are high margin sales with average sales being close to $500K on up. Additionally, most of TBI's Providers prefer for direct teaming with sales. Often times contact center solutions are replacement or overlays to Avaya systems. Plus, it's a nice segue into broader discussions around network, capacity, DR and BC and SaaS management.

Cloud contact centers help your customers with:

- Unified access across multiple locations on one platform
- Reducing CapEx with a pay as you go model
- Enhancing self-service and social media engagement
- Maintaining industry and regulatory compliance
- Reducing system complexity and providing the ability to overlay existing infrastructure
- Inherent software updates/upgrades along with built in redundancies, security and DR/BC plan

Our best of breed providers include:

Five9
Cloud Contact Center Software

inContact

Best of Breed Hosted Voice that also have their own contact center solution:

8x8

Mitel

Vonage Business