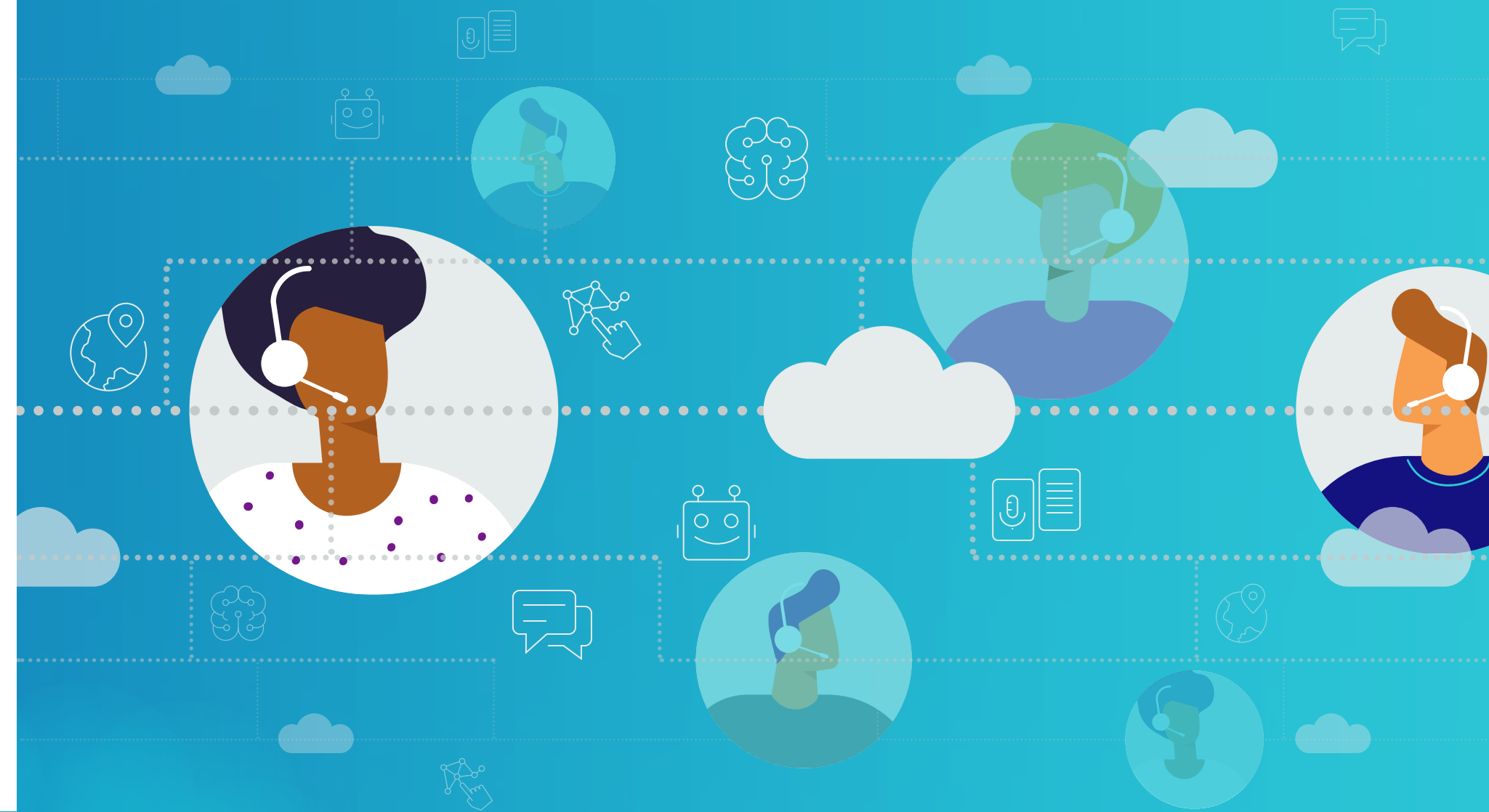NUANCE

The Contact Centre as a Service (CCaaS) Evolution

A guide to unlocking the benefits of AI and the cloud with future-proof solutions that protect your current investments.
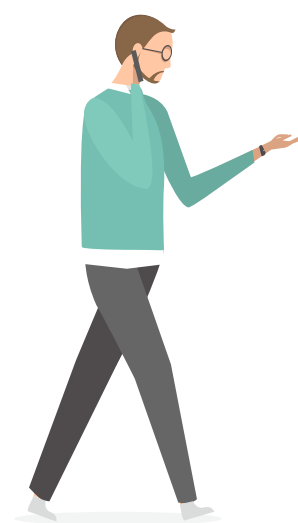
The cloud imperative

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.

Customers

More organisations are shifting their contact centres 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 Centre as a Service (CCaaS) solutions streamline your ability to access contact centre software in the cloud to create real benefits for your customers and your organisation. 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 centre 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.

Source: Cloud-based Contact Center Market — Growth, Trends, and Forecast (2020–2025), Research and Markets, 2020.

Learn more

How CCaaS can help

CCaaS providers take the responsibility for hosting your contact centre operations in the cloud — removing your organisation's management stress.
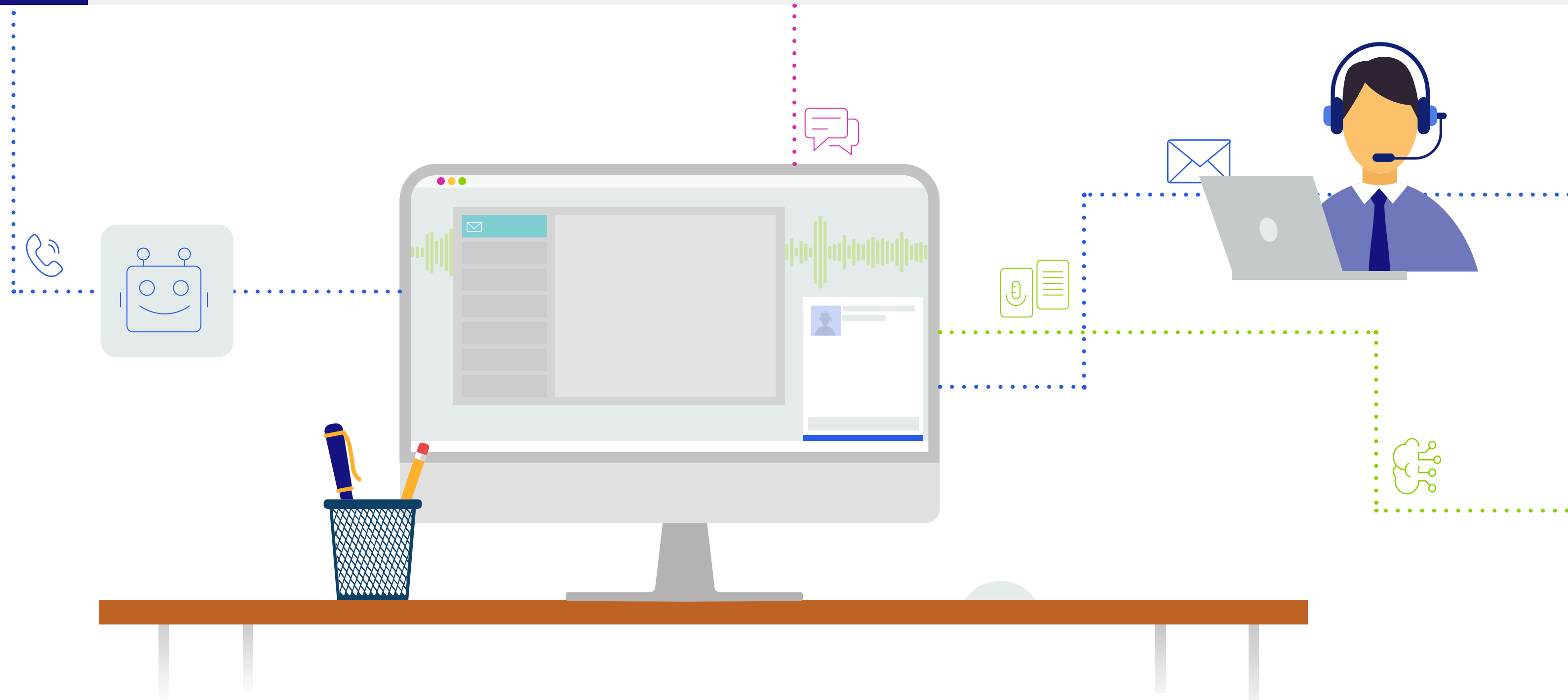
When done right, CCaaS providers can quickly expand your customer experience capabilities by offering:

- 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 centre 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 centre will be deployed
- The scalability you need to meet changing business requirements

Learn more

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How CCaaS can help

A cloud contact centre should offer predictable costs, the ability to add new channels easily, and the flexibility to scale up and down to handle peaks in demand or expansion into new geographies.
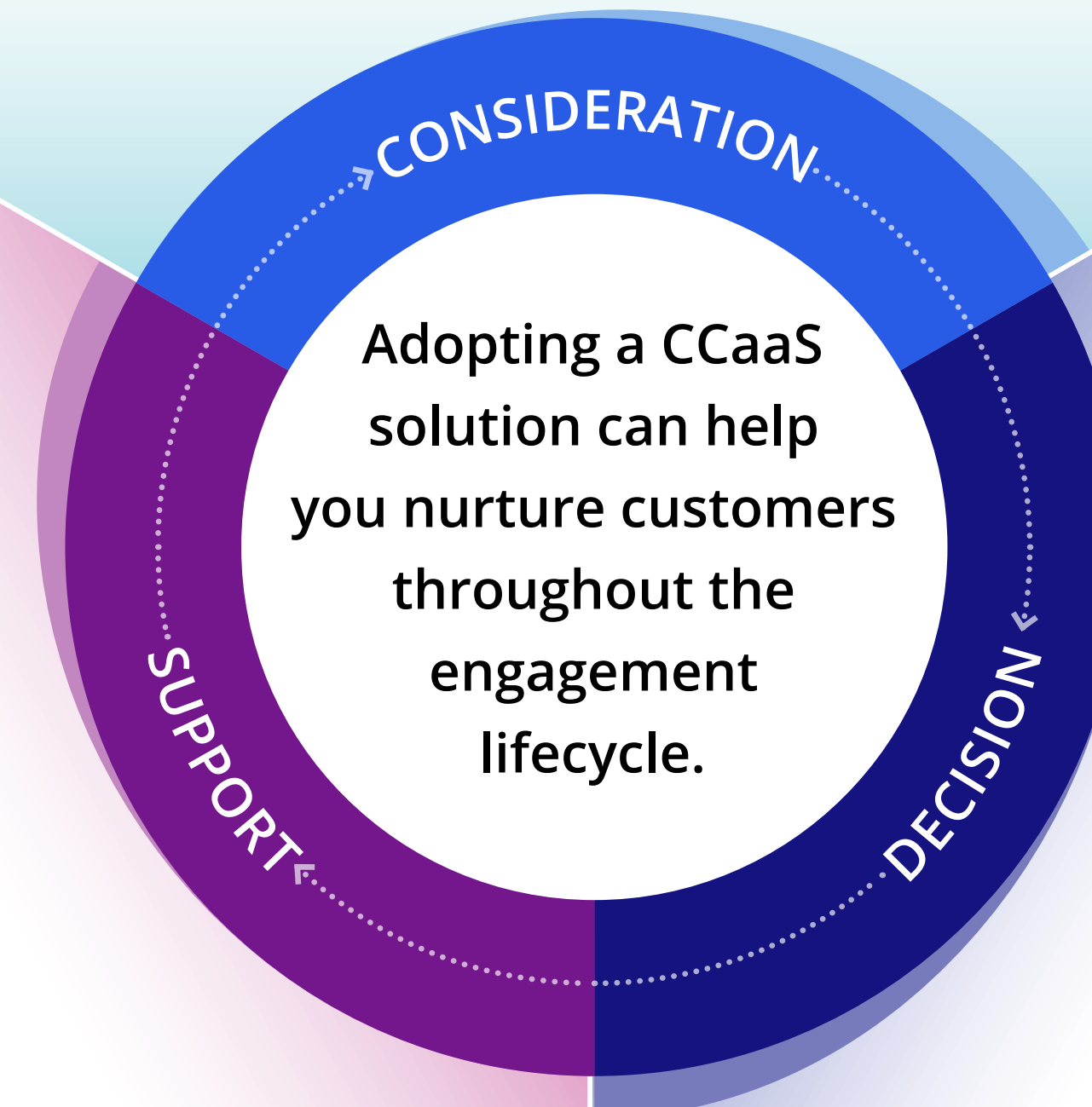
1 Automate assistance to help customers easily find information that increases sales.

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.

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

5 Offer visual interfaces on mobile phones to improve first contact resolution, whether through video or shared document viewing.

CONSIDERATION

Adopting a CCaaS solution can help you nurture customers throughout the engagement lifecycle.

SUPPORT

DECISION

3 Quickly direct customers to the right agent for their needs to increase efficiency and limit 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.

Learn more

The hidden challenges and what to consider

You can't afford — financially or competitively — to wait for promised benefits at the expense of customer satisfaction.

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

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

Many find that migrating to CCaaS isn't as smooth as they hoped:

- 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 centre 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 infrastructure is even worse. Keep a lookout for:

- No clear commitment
- Lack of demonstrated ability
- No domain expertise that addresses current and future needs
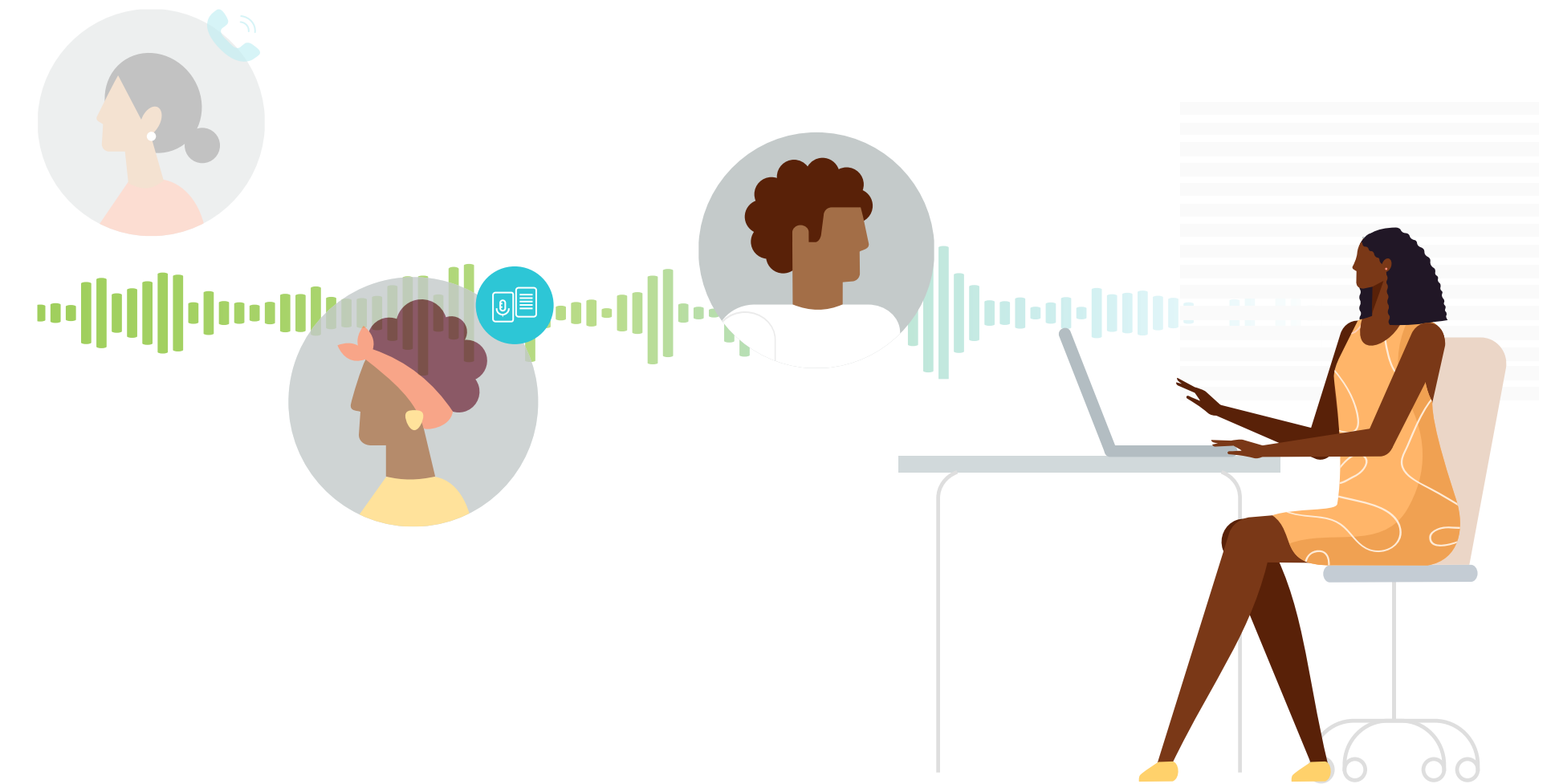- Lack of conversational AI technologies

Learn more

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 centre 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.

Learn more

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 centre 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.

Learn more

NUANCE

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 centre investments.

**Think about
future portability**

Avoid setting up a new cloud contact centre 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.

Learn more

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 centre 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 Centre AI

Intelligence for your contact centre

Address CCaaS challenges with automated intelligence for your contact centre.

Nuance Contact Centre AI offers an easy way to take advantage of the cloud and CCaaS evolution while keeping your CX moving forward. Our comprehensive AI provides the automation and human engagement you need, with the added benefit of biometric security, fraud prevention, plus analytics to ensure everything runs smoothly.

Secure interactions

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

Personalised conversations

Create personalised customer experiences for voice and digital assistants or chatbots using text to speech (TTS), speech to text (STT), dialog automation, and NLU.
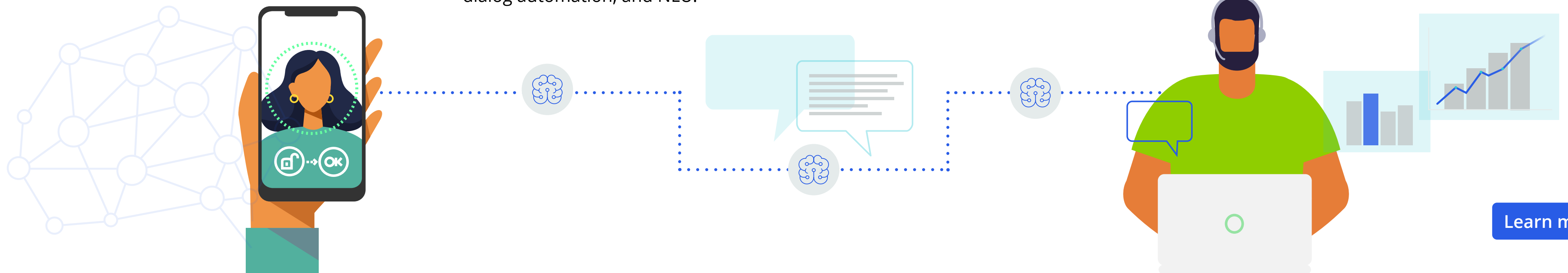
Agent support

Improve agent efficiency with relevant information and assistance at precisely the right time.

Insightful analytics

Use powerful contact centre analytics to understand and optimise channel and agent performance.
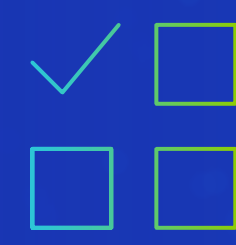
Learn more

Nuance Contact Centre 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.

25%
increase in agent
availability

84%
faster
authentication

88%
first contact
resolution

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.

Learn more

Nuance Contact Centre 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

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Nuance Contact Centre AI

Turn CCaaS into a value driver

"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*

Learn more

Discover what's possible with AI at the heart of your CCaaS

CCaaS isn't an easy one-size-fits-all answer, and although there are challenges, going with a proven, trusted partner with leading AI technology and proven results will lower your risk.

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

- 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 Center AI
Fine-tuned intelligence for conversational experiences
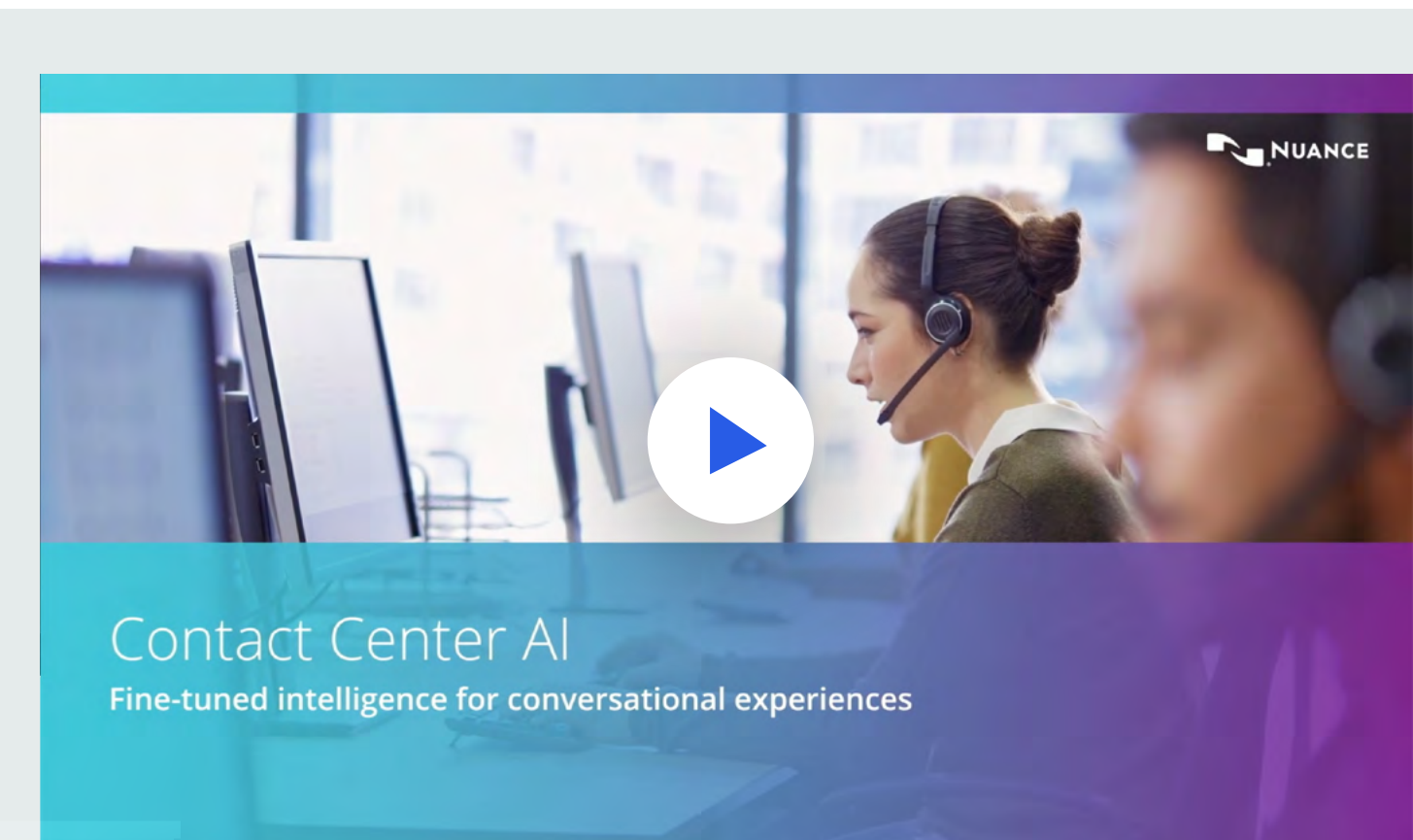
Nuance Contact Centre AI

Let's improve the customer experience together.

Speak with a representative

Visit our website