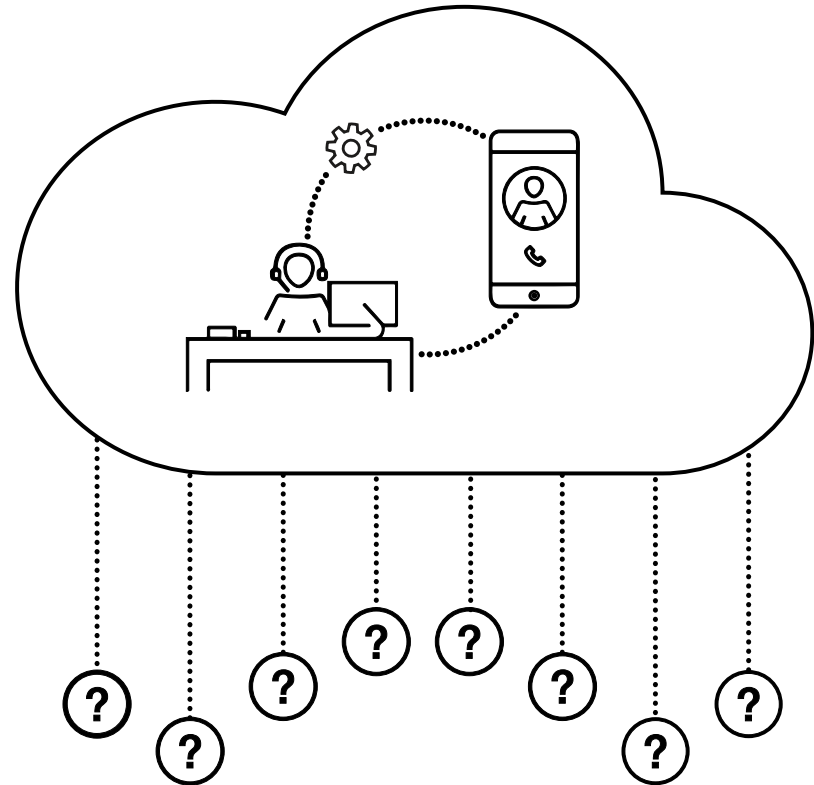


# The 8 questions every organization should ask as they consider their Cloud Contact Center strategy



verizon<sup>v</sup>



# Central Nervous System

**For many organizations, a Cloud Contact Center is the central nervous system of the business – absolutely critical to its ability to delight customers, grow revenue and compete globally. That’s why competition is heating up in the Cloud Contact Center market, and that’s why so many vendors claim to offer low-cost, easy-to-deploy services.**

But behind these enticing claims, customers often find unexpected costs, vague support models and very little of the data-analytics needed to optimize their contact center operations.

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## **A central nervous system deserves better.**

With more than 30 years of leadership in contact center design, deployment and support, Verizon is uniquely positioned to help organizations make more informed and successful decisions about their Cloud Contact Center strategy. At Verizon, we:



### **Help to understand**

Help organizations understand the true Total Cost of Ownership (TCO) of a reliable, multi-channel 21st-century contact center.



### **Support**

Provide the support needed to ensure high availability and rapid issue resolution, and the reporting that enables maximum return on investment.



### **Extensive experience**

Draw on our extensive experience as a trusted partner to guide organizations through the organizational-complexity of Cloud Contact Center design and operation.

**This document is designed to help you help Verizon’s contact center customers understand why promises of “low-cost and ease” often deliver just the opposite.**



# Here are the eight questions you should be asking when you are considering a new Cloud Contact Center provider

<b>1</b> Can the Cloud Contact Center provider deliver a true omnichannel experience? →	<b>2</b> How strong is the support, and are the Service Level Agreements (SLAs) clear and aggressive? →
<b>3</b> Can my service provider help me optimize Contact Center operations and achieve maximum return on investment? →	<b>4</b> Does the provider offer a truly global service, or will I have to develop different regional operating models? →
<b>5</b> When the provider says “high availability,” do they mean it -- and can they prove it? →	<b>6</b> Can the provider help me understand my “build vs buy” options, my Contact Center TCO, and help me make decisions that are in the best interest of my organization? →
<b>7</b> Can I bring my own carrier, or am I at the mercy of my providers’ “carrier du-jour” strategy? →	<b>8</b> Is the pricing model right for my organization? →



1 A true omnichannel experience

2 Strong support and SLAs

3 Optimize contact center operations

4 Truly Global Service

5 Prove high availability

6 Build vs. buy options

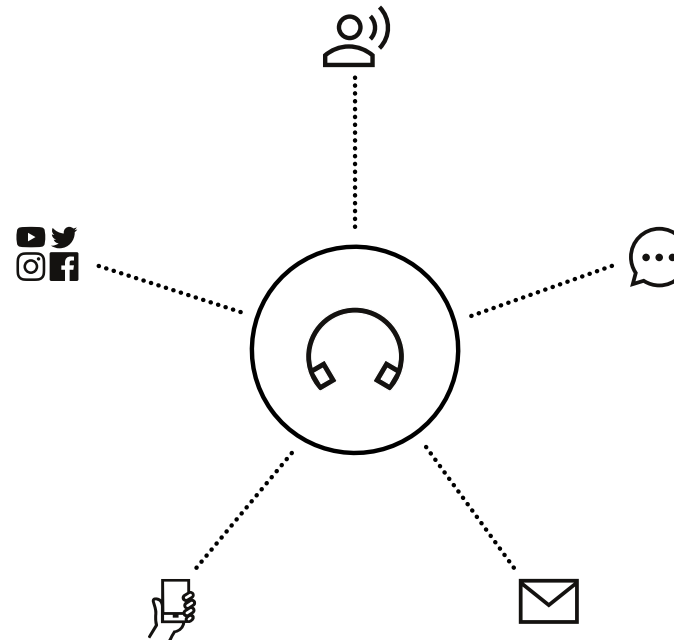
7 Bring my own carrier

8 Pricing model for my organization

# A true omnichannel experience

## Can the Cloud Contact Center provider deliver a true omnichannel experience?

A true and seamless omnichannel experience is delivered through a single agent interface for all voice, chat, e-mail, SMS and social media interactions. Some service providers only deliver a few channels and claim to be omnichannel, or they may require that you buy additional services from 3rd party resellers at an additional cost and with additional administrative complexity.



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# Strong support and SLAs

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## How strong is the support, and are the Service Level Agreements (SLAs) clear and aggressive?

Every minute a call center is down results in significant loss – of revenue, customer confidence and brand reputation. Does the Cloud Contact Center provider back up their service with a single point of contact for issue escalation and aggressive SLAs? Or does it provide support through a convoluted process involving 3rd party support teams? Having clarity about (and confidence in) the support model is essential.



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# Optimize contact center operations

**Can my service provider help me optimize Contact Center operations and achieve maximum return on investment?**

Detailed reporting and analytics are the best way to identify issues, overcome challenges and improve the customer journey and employee experience in a Contact Center. Organizations must be sure that their Cloud Contact Center provider delivers not just the data but also comprehensive reports that enable decision-making, right out-of-the-box. Some providers only offer access to raw data without a reporting or integration layer. This means another unexpected cost: building the reporting capability in-house or hiring yet another 3rd party.



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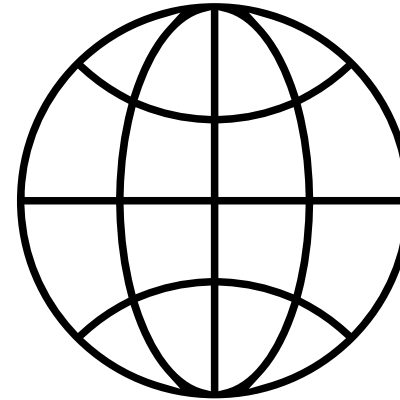
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# Truly global service

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## Does the provider offer a truly global service, or will I have to develop different regional operating models?

International organizations need a seamless, global Contact Center solution. Does the service being offered work differently in US, APAC and EMEA, or is it a single instance? A truly global solution will consolidate voice, routing and reporting in one global instance – simplifying operations and reducing costs. Anything else results in complexity and unexpected expense.



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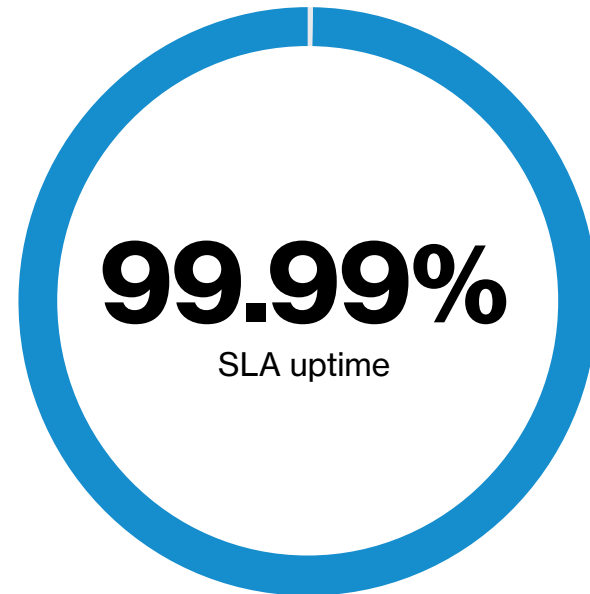
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# Prove high availability

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**When the provider says “high availability,” do they mean it—and can they prove it?**

Contact Centers and the organizations they support live and die by reliable connectivity and up-time. It is not unreasonable to expect at least 99.99% SLA uptime and strategically-placed redundant data centers with hot standby for immediate failover. Is the solution provider able to prove their commitment to reliability and up time? Because promises aren't enough.





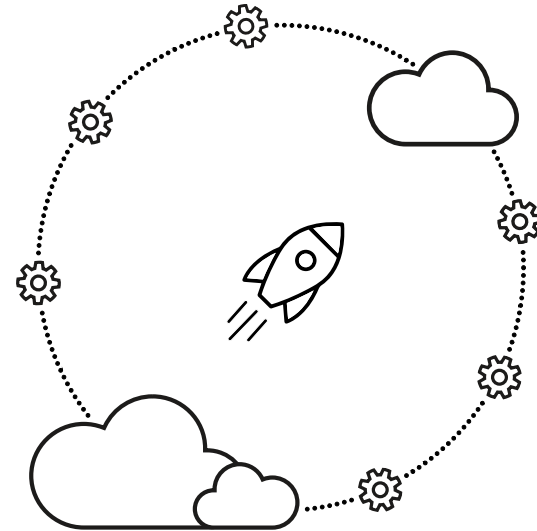
# Build vs. buy options

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**Can the provider help me understand my “build vs buy” options, my Contact Center TCO and help me make decisions that are in the best interest of my organization?**

“Build” solutions are popular today because, at first glance, they appear cost-effective. But too often, “affordability” means cutting corners on features, functionality and reliability. Many organizations discover, during their “build journey,” that they now have to work with other multiple internal and external partners to integrate systems and processes if they want to deploy a complete solution. This brings complexity, which drives up TCO and can quickly deplete any projected savings.

A “Buy” solution may be more expensive but includes many of the features organizations need to compete effectively and operate efficiently. World-class Cloud Contact Center providers like Verizon provide deployment and integration with other systems without needing additional expensive 3rd party developers.



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**Aggressive SLAs and solid support models “come with” a “buy” approach, as do features like:**

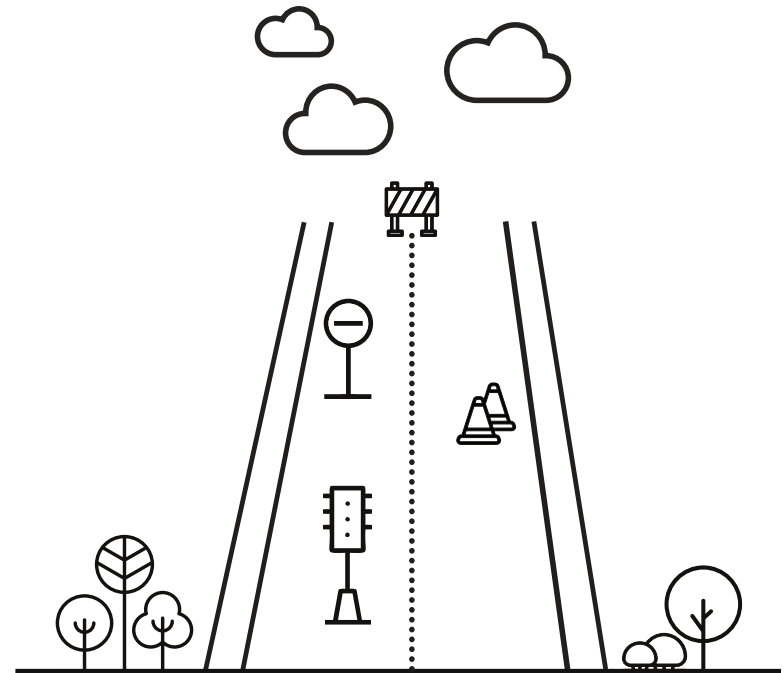
- Workforce optimization suites with WFM, Quality Management, ACD
- Agent Desktop Application
- Voicemail, outbound dialing and simultaneous ring
- Hard phone support
- Integration with various Conversational IVR platforms and Cloud providers



# Bring my own carrier

## Can I bring my own carrier, or am I at the mercy of my providers' "carrier du-jour" strategy?

Some Cloud Contact Center providers – especially the “affordable” ones – won’t integrate with an organization’s PBX infrastructure and will not let their customer bring their own carrier. When this happens, the providers’ carrier contracts are typically wholesale carrier services that do not include the same SLAs or sales engineering support that a proven carrier does. And very often, discount providers often abruptly change the carrier so they can save money leveraging marketplace pricing. This introduces unnecessary risk to availability. A true partner in developing a successful Cloud Contact Center will offer flexible integrations with their customers’ existing telco provider and can deliver services anywhere in the USA with robust SLAs.



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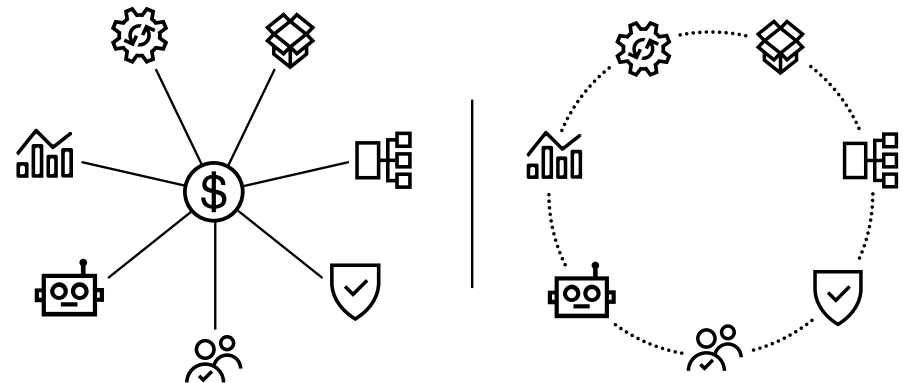
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# Pricing model for my organization

## Is the pricing model right for my organization?

Pricing is always a key consideration. The two main models today are “Pay-as-you-go” and the “Agent Pricing” model. Pay-as-you-go pricing is attractive because, on first glance, it looks to be significantly cheaper than Agent Pricing. But usually the price quoted does not include all of the other charges that you will be billed during a typical month. Charges like telephony, messaging, as well as many others, make “Pay-as-you-go” pricing variable – and extremely unpredictable month-to-month. Based on the size of the organization and level of contact center traffic, this may be the right solution. But it’s always best to get a firm, “all-in” estimate from the provider before buying. If they can’t offer a solid estimate (or if they use the term “it depends” a lot), an organization may be better off with a “Per Rep” model.

The Per Rep model usually only charges for the core ACD platform services when the agents are actively signed in and using the platform during the billing cycle. Per agent pricing includes the full use of agent functionality (inbound, outbound, voice, IVR, email and chat). Per Rep pricing is standard and predictable, which makes it easy to audit billing and ensure accuracy. With pay-as-you-go, it is difficult to confirm billing accuracy, especially if an organization relies on multiple 3rd party vendors for additional features.



# Verizon can help you answer these questions

**A Cloud Contact Center is one of the most important investments an organization can make, and getting it right can mean the difference between market leadership or getting left behind by once-loyal customers. The choice is clear: turn to a provider with decades of deep expertise in how and why Call Centers drive the business – or turn to a “me too” provider whose core business and expertise is in something entirely different.**

As the central nervous system of an organization, the Call Center is not a commoditized cost-center. It's a strategic investment. And a proven provider like Verizon can serve as a trusted partner to get the most out of that investment.

