

onecom



Have Your Customers at "Hello".










Why now is the time to move your contact centre to the cloud



Five9
EMEA Innovation
Partner of the Year

2021

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Why now?



Digital Transformation has been a hot topic in the industry for some time. Yet, in reaction to COVID-19 and working from home initiatives being invoked, digitisation broke out from being a discussion exclusively for IT teams and became a company-wide priority. In fact, according to a new [McKinsey Global Survey of executives](#), companies have accelerated the digitisation of their customer and supply-chain interactions and of their internal operations by three to four years.

For some, contact centres still exist in a physical location, where agents and ops teams work daily. The past few years saw a sticky plaster approach to hybrid, with some organisations relying on agent's home broadband to get online and connect to business-critical applications. Any applications not in the cloud posed a huge business continuity risk.

In general terms, on-premise, legacy architecture is limiting; basic features such as interactive voice response (IVR) often cause customers annoyance rather than reassurance, meaning very few callers can take advantage of self-service. Little to

no customer information or context can be passed on to the agent when a customer is routed to them, forcing the customer to repeat themselves. This leads to an obvious outcome: disjointed, impersonal, and frustrating customer experience.

But it doesn't have to be like this. In the past two years, more and more businesses chose to migrate their contact centre to the cloud, and the reasons why are clear. It is much easier to add new functionality, integrations, and agents, allowing for faster responses to both business and customer needs. With everything operating virtually, it's easier than ever to scale services up and down in line with peak-trading, or in reaction to unforeseen events. Updates to services and adding new capabilities happen behind the scenes, and agents can now work remotely, securely, with just a device with access to the internet.

Ready or not, moving to the cloud is inevitable. And with cloud-based contact centres continually adapting, businesses who are resisting the move run the risk of being left behind by the competition.



The Future is here



Onecom only partner with world-class technology providers. Designed for organisations who want to innovate, Five9 is a cloud-native company with thousands of contact centre implementations, helping leading brands to deliver hyper-personalised and memorable experiences. Our partnership was truly cemented after being awarded [Innovation Partner of the Year.](#)

Today's contact centres manage many digital channels, such as social media, live chats, emails, as well as phone calls, for customer support. Keeping track of each of these routes can be tricky, especially if a customer wants to use more than one channel for the same

query or transaction. That's where cloud contact centre solutions from Onecom and Five9 come in. We give businesses the ability to run a virtual contact centre wherever they are. Everything is completely cloud based – it doesn't matter if teams are at home, in the office, or working remotely, you're armed for whatever the future holds.

Our Contact Centre Services allow you to take your contact centre capabilities to the cloud and beyond. Powerful AI and easy-to-use reporting tools can transform your operational models to deliver next-gen experiences to your customers.



Quick-Fire Audit: Is your current contact centre holding back your CX strategy?

Your contact centre may be hindering, instead of helping, your customer experience strategy:

- Q1.** Is it flexible enough to take advantage of new contact centre capabilities?
- Q2.** Does it have to be manually updated during off hours potentially causing security vulnerabilities?
- Q3.** Is it preventing your business from providing an optimal customer experience compared to your competition?
- Q4.** Are agent's jobs made harder because they are unable to provide a synced-up customer experience?
- Q5.** Does it integrate with your other commonly used business tools and programmes?
- Q6.** Do your business continuity and disaster recovery requirements match the centralised approach of premises systems?
- Q7.** Is it out-of-maintenance and/or at end-of-life status, making it hard to justify continued investment?
- Q8.** Does it have the technical capability to meet digital era CX expectations (i.e. seamless omni-channel engagements)?
- Q9.** Did it originate from a vendor that has shifted their R&D away from on-premises investments and toward an incompatible cloud future?

Consider your answers to these questions. These are just a few of the signs that it's time to move to the cloud.



Why take Contact Centre as a Service?

Greater control on costs

Cloud-based contact centres can be set up and used without any investment in hardware or infrastructure other than a strong internet connection and internet-enabled devices (which most businesses will already have). Being cloud-based, you can pick and choose the applications, services, and features your contact centre needs, so you will only pay for what you use.

Users are billed on either a monthly or annual subscription basis, meaning a shift from capital expenditure (CAPEX) to operational expenditure (OPEX): a shorter billing cycle and lower costs.

Security

Surprisingly, a large number of data breaches are due to human error which your business is more susceptible to with an on-premise solution. Cloud and SaaS companies make it their priority to provide high security and to stay ahead of cyber threats. As enterprises have increasingly moved other applications to the cloud, they have spurred innovation and investment in cloud security making cloud providers the most secure businesses around.

Integrations

Cloud contact centres use open APIs and provide out-the-box integrations with leading CRM platforms and business applications. Because the application is in the cloud, you can ensure that your integration is kept up to date with access to the latest capabilities. No need for manual updates or crossing your fingers it will be compatible.



Why take Contact Centre as a Service?



Flexibility

Cloud-based contact centres offer greater flexibility when it comes to scaling, managing, and customising your requirements. Managing contact centre agents is as simple as managing a subscription. There's no additional hardware required, and any changes to your billing will be immediately transparent through Onecom's OneCloud portal.

Cloud contact centres also allow greater work-life flexibility as agents can work remotely so long as they have an internet-enabled device. Having a virtual contact centre can have many advantages for your business such as reduced over-head costs and reduced agent churn.

Innovation

One of the most important benefits of CCaaS is the ability to remain at the cutting-edge of technology. With cloud technology, the latest updates are readily available throughout your agreement. This ensures that your contact centre is continuously evolving alongside the latest innovations in CX technology and always keeps your organisation one step ahead of the competition. With enhancements at your fingertips, you're able to ensure your contact centre is always delivering the best possible experience to both customers and agents, rather than having to wait for contract end dates for your opportunity to update to the latest technology.

75% of customers expecting companies to use new technologies to improve their experiences, and **67%** saying the way a company uses technology reflects how it operates in general.



Evolving ways of working

Lockdown has changed the way we work forever. For decades, we have believed that 9 to 5, office-centric work was the best thing for business. With lockdown forcing employees to work from home, many businesses are experiencing a shift in heightened productivity, and a greater work-life balance for employees.

This shift in working habits has encouraged businesses to take only the best parts of office culture and liberate employees from inefficient processes. Leaders are switching their focus from office culture to becoming 'virtual first', with a renewed focus on how to improve the lives of employees while still getting the best from them, leading to workplaces being distributed across hybrid work/home environments which allow employees to have the freedom to choose how they work.

Cloud-Technology to The Rescue

During lockdown, the entire UK workforce had no choice but to develop new skills and experiences to adapt and collaborate remotely - and the result is that more people than ever have the skills and knowledge to work effectively from any location.

One key reason remote working has been a success during this period is the cloud. We use the cloud for almost everything we do when we work from home, but many people still don't realise its importance.

Levelling Up Your Lockdown Investments

Aside from the incredible work of the front-liners, the technology industry played an integral role in helping the workforce to survive, adapt and rebuild from the effects of lockdown and the pandemic. As a result, we are seeing collaboration at its finest, and many businesses are now looking to optimise their lockdown investments to support their long-term objectives.

Microsoft Teams has become a pillar of the working world, with [more than 250 million people using Microsoft Teams monthly, along with more than 145 million daily active users.](#) Thanks to Microsoft continually adding new features, benefits, and applications, it's never been easier to have your entire communication eco-system served directly from Microsoft Teams.

From March to June 2020, Microsoft Teams recorded **894% growth** making it the most popular, and trusted collaboration application during the pandemic.



Integrating Cloud Contact Centres with Microsoft Teams

Integrating Cloud Contact Centres with Microsoft Teams

Customer expectations are constantly evolving, especially since the pandemic. Customers now insist on being able to communicate with your business at a time, and on any platform that suits them. To provide smart and fast engagements, agents need the right information at their fingertips when communicating with customers.

Through [OneCloud](#), Onecom's Cloud Managed Service Portal, we deliver certified integration between Teams and Five9 providing UC directory integration and presence status allowing agents to identify and contact back-office experts in their organisation. Agents can view consolidated directory of agents and back-office employees, and view presence status of back-office workers. The integration includes click-to-call, transfer to, and conference capabilities to those experts.

In essence, the integration brings together a business' front office with the back office as agents can seamlessly call, conference, chat or transfer to an expert and provide a faster resolution to the customer. Expectations are constantly evolving, especially since the pandemic.





Why Integrate Your Cloud Contact Centre with Microsoft Teams



Your organisation is Teams invested

The fact your organisation utilises Microsoft Teams for internal communications and collaboration demonstrates that it's critical to your operation. Having access to experts within the company through the very same platform being used to communicate with customers means agents no longer have to switch between applications to find the answer they're looking for.

Quicker resolution times

Being able to tap into subject-matter experts to resolve customer queries reduces call handling times and ultimately creates a better customer experience. As agents are able to work in real-time with experts through the contact centre platform, it reduces hold times for customers as they're connected within the click of a button. By providing a first-touch resolution, there's less chance of the customer reaching out to a competitor whilst waiting for a call back.

Happy Agents

Agents' jobs are made easier. Time is saved by no longer having to jump around different apps and programmes trying to find the most relevant person to contact to help resolve this customer query. Instead, they simply search for the contact within the organisation and begin collaborating in real-time whilst continuing to speak with the customer.

90% of employees say mobile tools and collaboration services have improved the productivity of their workplace.



Agent Well-Being



The pandemic saw a sharp rise in mental health issues. In response, a lot of businesses are focusing on their employee's mental well-being as a priority. Companies are doing more than ever before to protect and promote positive mental wellbeing among teams; a priority that will continue to develop in the 'new normal'.

Given the range of issues contact centre agents face in their day-to-day roles, how can businesses move forward with a new agent well-being approach? Organisations need to ensure that they have the systems, tools and support in place and provide employees with training tailored to their needs and procedures in place to support engagement and satisfaction.

What are Intelligent Virtual Agents?

Intelligent virtual agents (IVAs) are automated, self-service applications. They offer service and support to customers 24 hours a day. If you've ever found yourself calling out for "Siri" or "Alexa", you will have already used an IVA.

They can engage across multiple channels to deliver consistent and compliant experiences. We see the most success in situations that are at once trivial, yet vital to customer experience.

IVAs use AI and machine learning to have conversations with customers and handle basic queries, which saves your agents' time. If a query becomes too complex, they can seamlessly handoff the customer and full context of their IVA discussion to a human agent who can take things from there.

51% of the workforce believes that voice assistants will transform how they work.



Intelligent Virtual Agents (IVAs)

- Speech Recognition
- Natural Language Processing
- Text-to-Speech
- Voice Biometrics
- Sentiment Analysis
- SMS
- In-App Chat
- PCI-Payments
- GDPR-Compliance
- Intelligent Callbacks
- BroadWorks Integration
- Workflows
- Dialler
- Remote Data Connectivity



AI Made Easy

Agent Assist generates practical, real-time results without the typical teams of data scientists or business analysts.



Get Accurate Results with Ease

Call transcription and summaries from Agent Assist are accurate, consistent, and detail oriented. Auto-generated summaries greatly reduce operator workload.



Powered by Google CCAI

Agent Assist is powered by Google Cloud and Google CCAI technology, which provides best-in-class speech recognition and natural language processing capabilities.



Real-Time Assistance

Real-time coaching and knowledge base integration provide agents with information to help them be more effective, while helping your customers with timely, accurate content based on their call.



Workforce Optimisation (WFO)

- Quality management
- Interaction analytics
- Workforce management
- Voice and digital interaction recording
- Performance management
- Gamification
- Customer surveys
- CRM connectors
- Automated workflows

Workforce Optimisation (WFO)

Inspire & engage agents wherever they work WFO helps you transform your customer engagement initiatives and create exceptional agent and customer experiences.

The quality management component gives you the ability to score customer interactions, enhance your agent review process, and shape the evolution of your contact centre staff.

Combined with quality management, you can intelligently select interactions to evaluate based on business value and automatically score every agent's performance across voice and digital channels.

WFO is deployed with enterprise-calibre security. Recordings are encrypted to the 256-Bit Advanced Encryption Standards with key management. Menus, programmes, and buttons are controlled at the user level, which provides application data security and robust auditing to help admins report on a user's activity.

Use Gamification to Improve Agent-Satisfaction

People need a little healthy competition to optimise how they work. Gamification provides a variety of reward systems to incentivise agent behaviour. It creates an environment for agents to see the big picture and shake off moment by moment setbacks to achieve something greater.



Games & Challenges

Supervisors and administrators can build and simulate games and challenges. Games are typically longer-term while challenges boost performance during critical periods or let agents initiate their own motivating competitions.



Marketplace

Agents can spend currency at the Marketplace. The Marketplace can offer a variety of perks, including event tickets, gift cards, company swag, or other items. This is a great way to reward agents for going the extra mile.

Why Onecom?

Onecom were awarded the Five9 EMEA Innovation Partner of the Year 2021, making us the perfect team. We work with organisations to empower them to realise the art of the possible through digital transformation, customer engagement and workplace optimisation technologies. We utilise our extensive, and award-winning expertise in cloud contact centre management to provide strategic consultation and support to help you deliver simply brilliant customer experiences.

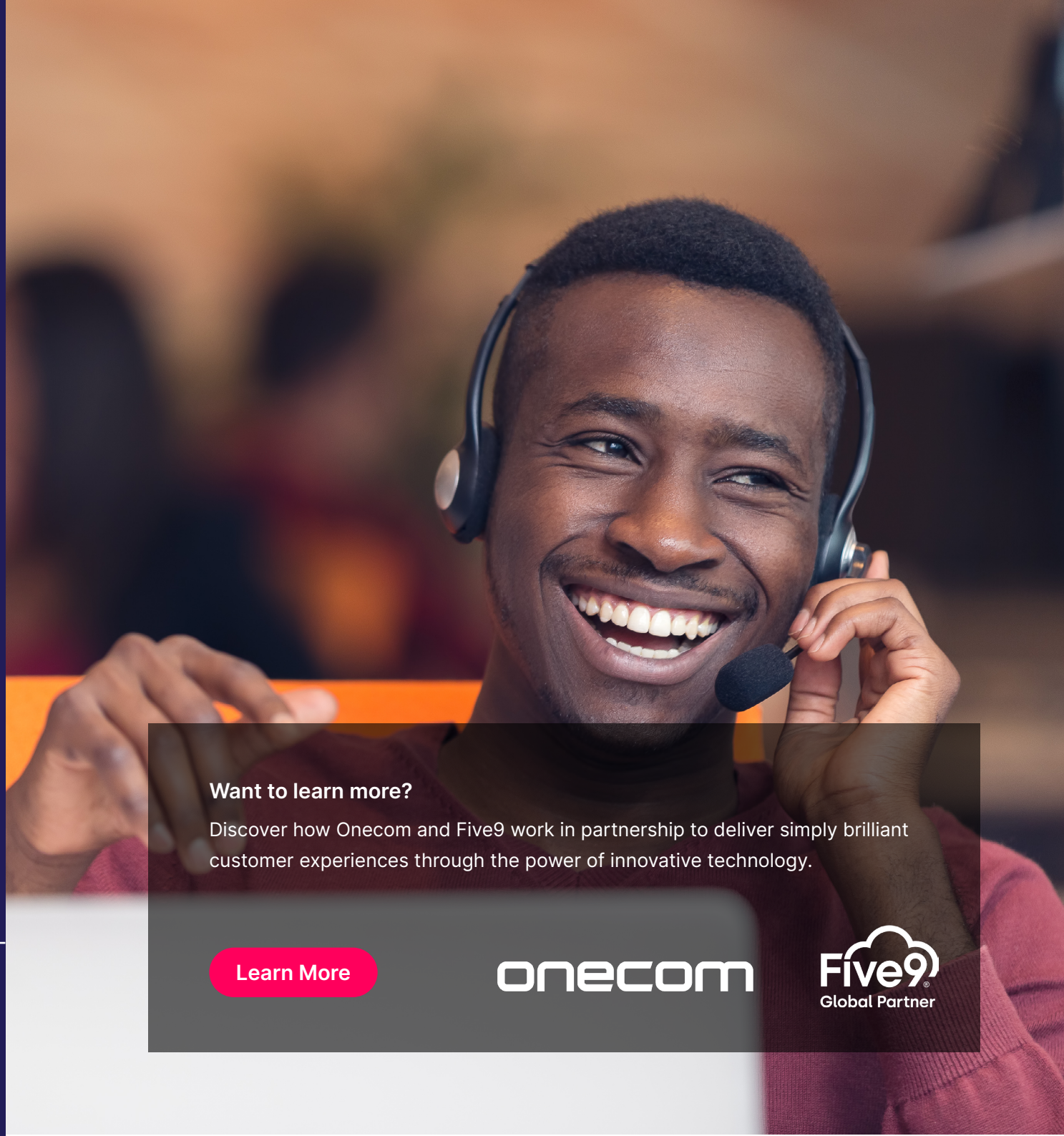
Why Five9?

Five9 is the market-leading provider of cloud contact centre software. They're driven by a passion to transform contact centres into customer engagement centres of excellence, coupled with a deep understanding of the cost and complexity involved in running a contact centre.

For more information

☎ 03330 151 160

🌐 [onecom.co.uk](https://www.onecom.co.uk)



Want to learn more?

Discover how Onecom and Five9 work in partnership to deliver simply brilliant customer experiences through the power of innovative technology.

Learn More

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