

Need a Breather? Catch up with CCaaS

If we've learned one thing from a year full of social distancing and sheltering in place, it's that we want our virtual interactions to feel good. All you need after a long day of seeing no one is to run into hassles when you reach out for help online or via the phone. It's not that we're getting crankier. We're just starving for a good customer experience (CX) and those opportunities are harder to come by when our engagement options are limited. If these first sentences have stirred up anxiety because you've been feeling the pressure in your own organization, you are not alone. Fortunately, technology has supplied some affordable Contact Center as a Service (CCaaS) options that will take your organization's communication methods to new levels resulting in much happier clients.

Before we blow your mind with all the ways CCaaS will make life easier and grow your business, let's take a moment to break down how you got here. This trend didn't start with a global pandemic turning our world upside-down, but that sure did push it into high gear. Retail online communication channels have been evolving and consumers have been adopting favorites (which means developing habits) for years. What has changed was the overnight dependence on these channels for more services than ever before. Many businesses and medical practices found themselves stuck behind the eight ball as people began to settle into a 'new normal'. Consumers have made clear that CX is the number one factor in choosing where they do business and they want easy access across the board, not just when buying socks. Whether you already have contact center staff dedicated to handling incoming calls or need agents as part of the package, CCaaS options will help your business step fully into the 21st century.

The Best Reasons to LOVE CCaaS:

- **The Cloud is the Contact Center gift that keeps on giving.** Businesses that have shifted to remote workers and virtual appointments have realized quickly that the Cloud offers the most user-friendly features by far. For customer service agents working from home, CCaaS brings fast deployment, greater business agility, enhanced security, seamless collaboration, heightened business continuity, and overall far fewer headaches.

- **Clients love feeling like you know them.** When your organization makes the switch to a CCaaS platform, your representatives will have data-driven information about the person they're interacting with in real time. They'll know that consumer's full history with your organization to provide the fastest, and most efficient assistance. That level of service builds loyalty and repeat business because everyone likes to feel recognized.
- **More communication channels mean more opportunities.** Most people have an opinion about how they interact with their preferred companies. Some still like to call and talk to someone but they may not love long wait-times trying to reach an actual person. Others like to send an email to break the ice and get more specific information before fully engaging or a chat option on a company website can bring an opportunity for customers to multi-task. With CCaaS, you'll have voice, SMS, chat, email, AI-powered chatbots, automatic call routing, and more available, so you can customize your communication to meet everyone's needs.
- **Organizations get the most advanced technology while saving money.** Many business owners are still scarred by the days when software changes meant huge investments in hardware as well. Not to mention that the best software platforms are extremely expensive and unrealistic for most businesses. Partnering with a CCaaS provider means you'll have access to sophisticated tech infrastructure you'd never be able to acquire on your own.
- **Smart consumers know and appreciate expertise when they see it.** For most businesses, the cost of employing the number of customer service agents necessary to offer pristine CX is way out of reach. Still, some hesitate to outsource their contact center because of the prominent misconception that they will be compromising expertise. Seasoned CCaaS providers have a large professional team of personnel not only experienced in IT but also top-notch customer care.
- **Geography doesn't have to be a barrier to great CX.** Traditional contact centers kept all the agents in one building to answer incoming calls or messages. Since the shift to more remote work over the last year, many people are home but still live in a specific area. Many CCaaS providers have agents that are scattered around the country and even the world when multilingualism is necessary. That means that if there is a regional issue that takes one area offline, there are plenty of others to automatically route customers to.
- **Real time scalability ensures never having to hire short-term help.** So often organizations go through predictable fluctuations in volume, which is difficult to deal with in customer service. You have to hire and train people for

a temporary job, and finding someone truly capable is no small feat. Outsourced contact centers allow businesses to ebb and flow as they naturally do, and only pay for services as needed. That saves a lot of wasted planning, time, hassles and ultimately money.

Falling in LOVE is just the first step

Now that we've built a case for outsourced Cloud Contact Centers as the most cost-friendly and innovative CX solution for your business, how do you get it? This is less complicated than it seems at the outset. Managed IT Services companies like LightPoint are experts in determining your company's contact center needs to find the best provider for you. The market is full of vendors who offer CCaaS software and services so it's imperative you utilize the guidance of an IT professional who knows them all. LightPoint takes the time to thoroughly analyze your business to identify the features most crucial for your consumers and make a match based on data. For example, if you're running a legal practice, you might do better with AI technology than a medical facility would. This understanding will help a professional MSP point you towards the right CCaaS platform for your organization. Contact [LightPoint](#) today and take the first step to grow your business with cutting-edge technology.

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