How do I transition my contact center to the Cloud?

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As the number of channels available to communicate with customers has grown exponentially over the last decade, so has the need for brands to engage with them when, where and how they want. Many contact centers have been playing catch-up, trying to integrate all these channels into their customer experience model while elevating the quality of their service. A tricky task at best. That's why an increasing number of organizations are moving their contact center to the cloud to catapult customer experience into the future with advanced, tech-driven solutions.

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In this second article in the "Digital RX for CX" series that focuses on solving contact center pain points, **Ravi Guntuku** **[https://www.linkedin.com/in/raviguntuku/]** *, Solution Architect,* **HGS Digital,** **[https://hgs.cx//digital/]** *shares his insights on why the time is now for contact centers to design a dynamic data foundation and leverage insights for better customer experience.*

What is driving today's interest in moving contact centers to the cloud?

The pandemic has really reshaped the dynamics of contact center operations. Large spikes in call volumes, a challenging labor market and the need to operate in a work-from-home environment has all resulted in the desire for cloud contact centers.

What is the Impact if contact centers fail to consider cloud migration?

There are multiple impacts. Most importantly, y̶   ̶   ̶   able to effectively meet customer expectations. Today's customers expect to interact with brands in multiple channels, not just via live agents. That's

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brand via email, voice, chat, text, social media and the web. By not delivering quality customer experiences in multiple channels and platforms, brands will lose customers…and revenue. Additionally, contact centers that do not embrace advanced technology like cloud solutions will find it difficult to attract top talent.

What top three steps can contact centers take now to prepare to transition to the cloud?

First, define what you really want your cloud contact center to be doing. Document your requirements in detail so you can identify the right cloud solution and strategy. Second, think outside the box and beyond voice only as a platform for the future. Are your customers able to interact via channels like SMS, social media, email, and chat? Plan for an omni-channel customer experience including self-service capabilities. Third, research and evaluate cloud telephoning platforms available in the market. Companies like HGS Digital can assist in the strategy, evaluation and migration process.

The HGS Digital differentiator

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offer a number of quick-start tools that can be deployed to fast track a go-to-market strategy. In fact, depending on the complexity of the migration, we can move an entire contact center to the cloud within two weeks to two months.

Best HGS Digital advice

Don't be afraid to embrace digital solutions. Think about your changing customers' needs and apply cloud solutions to meet and exceed them. Leverage the cloud to enhance customer experience and respond to customer queries efficiently and effectively.

Are you ready for the cloud? Experience first-hand the real-time benefits a cloud contact center. *Contact an HGS Digital expert [https://hgs.cx//digital/]* to learn how you can leverage the cloud to drive improved customer experience and revenue.

Tags: cloud, cloud contact centers, cloud soluitions, Customer Experience, omni-channel

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