

klearcom

# ***THE ESSENTIAL GUIDE TO CLOUD MIGRATION***

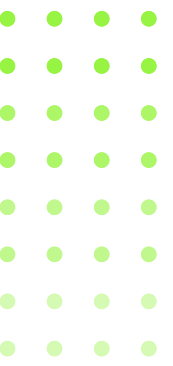


# **TRANSFORMING CUSTOMER EXPERIENCE WITH CLOUD BASED CONTACT CENTERS**

In the fast-evolving realm of customer engagement, contact centers have transcended their conventional roles to become epicenters of **digital transformation**.

The emergence of cloud-based contact centers stands as a pivotal solution to meet the dynamic demands of today's business landscape.

Here we delve into how **cloud technology** is reshaping the contact center industry, supported by recent surveys and expert analysis.





During the COVID-19 pandemic, businesses have felt a greater need to adopt cloud-based contact centers. The need for rapid digital transformation and **customer-centric service delivery** prompted enterprises to accelerate their journey to the cloud.

Notably, a McKinsey survey predicts that by 2024, most organizations aspire to channel a substantial proportion of their IT hosting budget toward **cloud solutions**.

The primary driving forces behind this surge are the pandemic's transformative impact and the substantial \$1 trillion in business value that cloud adoption promises.



## ***THE PARADIGM SHIFT: CLOUD-BASED CONTACT CENTERS***



# CLOUD MIGRATION: UNVEILING BENEFITS & CHALLENGES

The cloud offers **unparalleled flexibility** for businesses, allowing them to quickly adapt to market changes and customer demands. The benefits of this transition are underscored by insights from a Deloitte Digital survey, which illuminates how industry leaders perceive cloud adoption as a means to fortify their technology infrastructure, foster innovation, and elevate the **quality of customer experiences**.

However, the journey to the cloud is not devoid of obstacles. Concerns related to security, cost implications, systems integration, the management of legacy infrastructure, and leadership inertia have posed challenges to many organizations. Addressing these concerns is pivotal to ensuring a **seamless transition** to cloud-based contact centers.



An array of industry-specific applications hosted in the cloud are gaining traction across diverse sectors.

Organizations are projecting significant increases in spending on **vertical applications**, such as warehouse management and enterprise risk management, to facilitate transformational customer experiences.

With cloud technology at their disposal, companies can **streamline intricate customer journeys** and proffer personalized omnichannel solutions that align seamlessly with the evolving expectations of a globalized customer base.

The graphic features a green background with a faint world map. The title 'EMERGING TRENDS IN CLOUD-BASED CONTACT CENTERS' is written in large, bold, white, italicized capital letters. There are decorative grids of small white dots in the top right and bottom right corners.

## ***EMERGING TRENDS IN CLOUD-BASED CONTACT CENTERS***

# THE LONG-TERM DIVIDENDS OF CLOUD MIGRATION

Despite the challenges and intricacies surrounding cloud migration, the rewards are substantial. Cloud capabilities empower contact centers to **collect and analyze customer data** efficiently, facilitating informed decision-making and propelling overall profitability. With the ability to understand and respond to evolving customer expectations, cloud-based contact centers are poised to deliver more **personalized customer experiences** based on customer lifetime value.

Cloud-based contact centers are redefining customer service by enabling businesses to remain agile in the face of **ever-evolving customer expectations**. While embarking on the journey to the cloud may entail its share of challenges, the enduring benefits in terms of customer experience, flexibility, and operational efficiency make it an imperative path for contact centers to tread with confidence.



# ENSURE A SUCCESSFUL CLOUD MIGRATION WITH KLEARCOM

Successfully migrating your contact center to the cloud requires the right quality assurance tools and processes. Here are five best practices to help you navigate the risks and ensure a smooth transition using Klearcom's solutions. Here are five quality assurance steps that lay the groundwork for a successful transition.





## 1. MAP CUSTOMER JOURNEYS

Document current customer journeys to avoid transferring inefficiencies to the cloud. Use

Klearcom's automated testing for efficient discovery mapping, baseline documentation, and simultaneous functional and regression tests.

## 2. DESIGN NEW CUSTOMER JOURNEYS

Leverage the full potential of cloud technology by envisioning a modern, flexible CX.

Design customer journeys that transcend siloed channels and adhere to customer feedback and expectations.

## 3. IMPLEMENTATION AND TESTING

Start testing as soon as migration begins. Develop functional tests during the design phase for accuracy.

Early testing and issue resolution, like voice quality, will speed up migration and prevent production defects.

## 4. PREPARE YOUR PLATFORM FOR LAUNCH

Ensure reliable system performance during peak demands. Use Klearcom Loader for load testing to pressure-test your platform, including voice and chatbot interactions.

Periodic load tests are essential for handling surges in customer interactions.

## 5. MONITORING AND MAINTAINING

Continuous live monitoring is crucial. Track all customer journeys and channels, including voice, chatbots, and backend connections.

Regular monitoring assesses availability and performance, allowing you to address issues before they affect customers.





# CLOUD MIGRATION ROADMAP

Every cloud migration project has its own unique set of challenges and steps. Generally, there are five key phases in the journey. Use these phases to outline your initial roadmap and refine the details as you progress.



1

## PRE-PLANNING

Evaluate the need to move from on-premise systems to the cloud. Assess pros and cons to decide if migration suits your contact center. Klearcom's solutions offer insights into the benefits and challenges, aiding your decision.

2

## STRATEGIC CONSIDERATION

After deciding to proceed, delve into specifics by asking critical questions, assessing costs and benefits, and defining the project scope.

Identify stakeholders and form dedicated teams. Klearcom's platform provides tools to effectively analyze and plan your migration strategy.

3

## DOCUMENTATION

Begin detailed planning by documenting all customer interaction points and mapping systems and integrations for a complete view of your future cloud-based contact center.

Klearcom's automated testing ensures accurate baseline documentation.

4

## IMPLEMENTATION & TESTING

During execution, work with your cloud provider and use Klearcom's solutions for a smooth transition.

Klearcom's tools enable functional and regression testing, quickly identifying and resolving issues to minimize customer impact.

5

## OPTIMIZATION & MONITORING

After migration, continuous testing and monitoring are essential. Klearcom's live monitoring provides real-time performance insights for ongoing optimization. This maximizes investment and ensures superior customer experience, ensuring a seamless transition.



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- ✓ Automated Inbound Testing
- ✓ Global Coverage in 96+ Countries
- ✓ Zero Integration Required
- ✓ Local testing of DID, Toll Free, UIFN's
- ✓ Audio Quality Testing and Validation
- ✓ Full IVR Mapping and Transcription

## Let Klearcom make this transition to the cloud easy

With Klearcom, you can guarantee that your local phone lines are operational 24/7/365. This ensures uninterrupted service for your global Contact Centers, Conference bridges, and customer-facing IVR options.

