



CONTACT CENTRE CLOUD MIGRATION: THE PATH TO CX NIRVANA

The global disruption caused by COVID-19 has forced Australian contact centres to rapidly switch to new ways of working and technology deployments to handle increased volumes and allow agents to work remotely. In a post-COVID world, on premise contact centre solutions are not able to deliver the functionality required.

Fifth Quadrant's latest research report, commissioned by Cyara, shows that:



Only 24% of businesses have fully migrated their contact centre infrastructure



53% of businesses have hybrid contact centre infrastructure (mix of cloud and on-site)



24% of businesses have not migrated any part of their contact centre to the cloud

COVID-19 will likely accelerate the trend towards a channel management infrastructure based on connected technologies

Pre-COVID-19...



Only 40% of businesses were managing 7 different channels with connected technologies



By 2021...



62% of businesses expect to be managing 10 different channels with connected technologies

With the majority of contact centres operating hybrid cloud solutions many technologies are still hosted on premise



39% Analytics Systems



38% Knowledge management



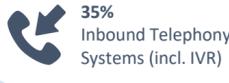
39% CRM



31% Enterprise Resource Planning

% of businesses (hybrids and fully migrated) with cloud hosted administrative and back-end technologies)

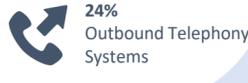
% of businesses (hybrids and fully migrated) with cloud hosted customer interaction systems



35% Inbound Telephony Systems (incl. IVR)



33% Digital Channel Systems

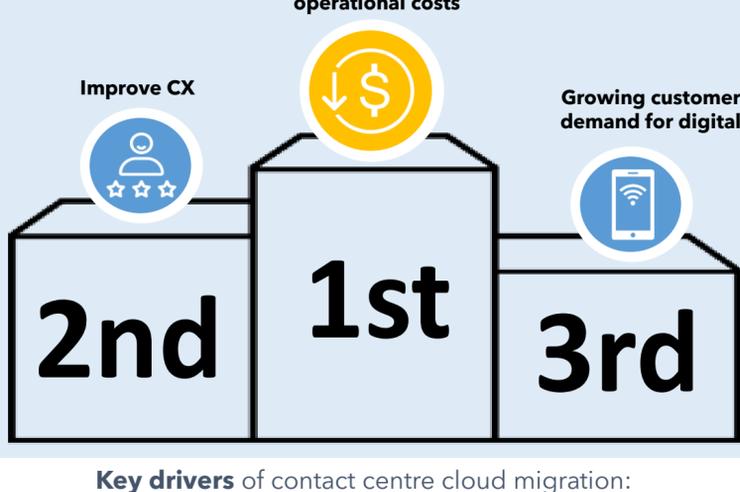


24% Outbound Telephony Systems

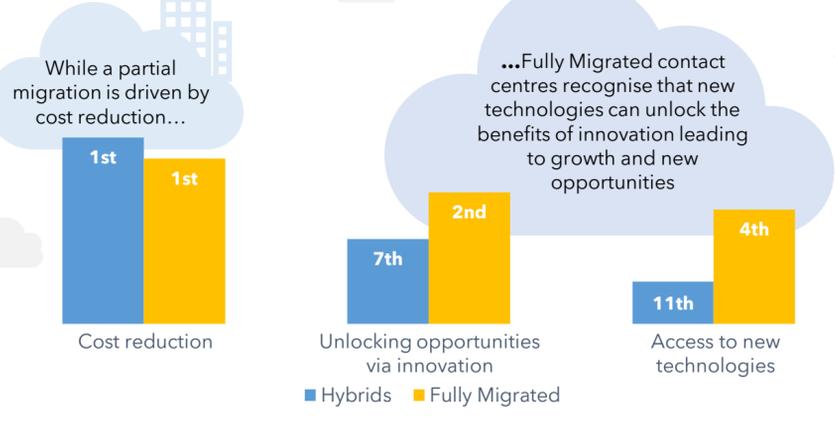
Over 80% of businesses that have started their contact centre cloud migration journey are using technologies provided by one of the following vendors:



The **key drivers of a contact centre cloud migration project** are reducing the cost to serve, improving customer experience, introducing new digital self-service channels, and increasing sales



Key drivers of contact centre cloud migration: hybrids vs fully migrated



The pathway to contact centre enlightenment is not without its obstacles...

Contact centre migration can be a challenging experience, no matter the level of integration.



On premise contact centres are lacking focus

Competing priorities, a lack of funding, and organisational structures prevent their advancement to the cloud



Hybrid contact centres are held back by outdated legacy systems

A mix of cloud and on premise technology systems means they are struggling to integrate customer interaction channels



Fully Migrated contact centres are discovering new ways of working

The journey to full migration requires a change in company culture and the formulation and execution of a digital strategy

Success hinges on getting your people on board

The factors that are most effective in delivering a successful cloud migration project are enabling and educating staff to fully engage with the new technology

3 most effective factors:

"It was initially time-consuming to train our staff, but it turned out to be effective and prepared us for the future."



91% Engaging the employee base



98% Educating employees on the benefits of the cloud

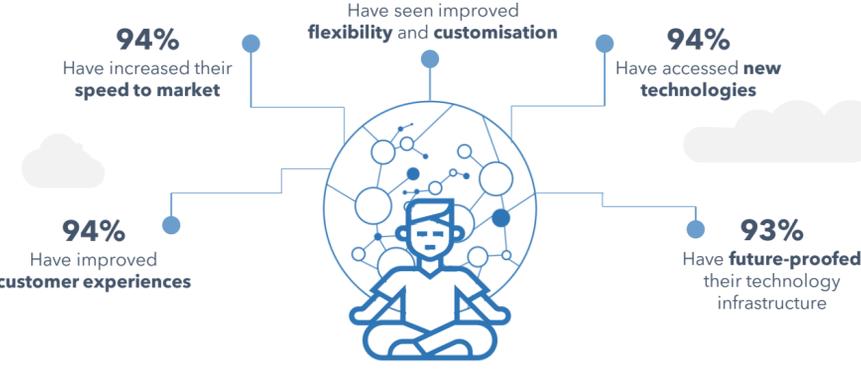


91% Detailed training on using cloud technologies

CX Nirvana = Business Transformation

Businesses with cloud hosted contact centres have transformed into more resilient, agile, and responsive organisations with a sharpened competitive edge that deliver an optimal CX

Key outcomes of a contact centre cloud migration



Download the ANX Contact Centre Cloud Migration Research Report today



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Cyara's 5 Keys for Assuring a Successful Contact Centre Cloud Migration:



1. Have a clear understanding of the kind of CX you would like to deliver
2. Baseline your current CX, including through discovery and mapping, so you can benchmark success
3. Test CX before your customers do, especially voice quality
4. Monitor your cloud environment
5. Speak in the language of your stakeholders and align to their commercial realities

Getting started on the journey to Nirvana

The award-winning **Cyara Automated CX Assurance Platform** enables companies to deliver better CX with less effort, cost, and risk.



Customer Smiles. Delivered at Scale.

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FOR MORE INFORMATION:
Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands