

The Essential Guide to:

Contact Center Cloud Migration

Your Eyes Are Set on the Cloud. But Are You Ready for Launch?



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CONTACT CENTER LEADERS AROUND THE GLOBE HAVE THEIR SIGHTS SET TOWARD THE STRATOSPHERE. WELL, THE DIGITAL STRATOSPHERE, THAT IS. THEY'RE LEAVING BEHIND PHYSICAL, LEGACY CONTACT CENTERS IN FAVOR OF THE CLOUD.

The market for cloud-based, contact center as a service (CCaaS) technology is, quite literally, shooting skyward. According to Market Research Future, this market is set to reach \$45.5 billion by 2030, while boasting a compound annual growth rate of 24.8%.¹

This rapid move to the cloud is getting a lift from all directions. Consumer trust in the cloud continues to improve, businesses recognize the many advantages of cloud computing, and platform providers such as Zoom, Microsoft and Salesforce offer attractive new cloud-based

solutions while others encourage the phasing out of on-premise technology altogether.² Fundamentally, though, it comes down to what the cloud means for customer experience and contact center efficiency. Simply put, the cloud allows contact centers to embrace leading-edge technologies, like AI, and deliver better service with more control, scalability, and cost saving potential compared to what's achievable with legacy systems.

The momentum for this change has reached a tipping point, and companies that don't adopt

now are already falling behind. Still, that doesn't mean cloud migration is something you should rush or approach haphazardly. Missteps abound, and a poorly executed migration can be costly. You need to understand the new opportunities that cloud presents, and how to be prepared to maximize the new features and functionality afforded by AI in today's CCaaS platforms.

The chapters ahead will help you chart a clear course to the cloud for your contact center so you can plan for a successful launch.

CHAPTER 1

Why the Cloud?

In 2021, research from Deloitte showed that only 32% of contact centers had completed the cloud migration process. Yet, 75% of those surveyed planned to complete the journey by mid-2023.³ It's a massive shift in a short period. The question is, why is it happening now?

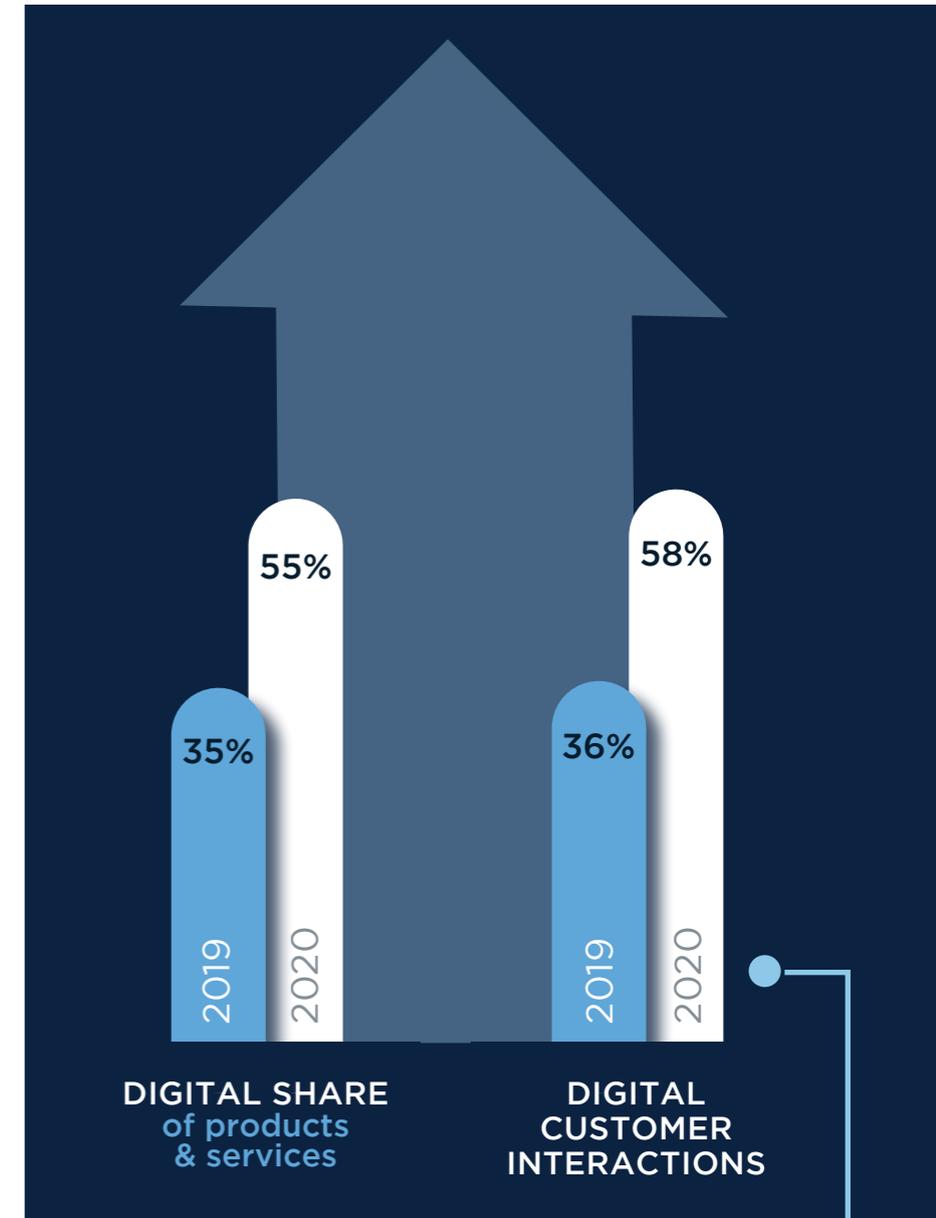
To understand the allure of the cloud, you have to see how it fits within the larger context of digital transformation.

The shift to cloud technology is part of – really, central to – a broader technological move toward digitizing the delivery of products and services across the board. This process, known as digital transformation, or DX for short, was already well underway before COVID-19 hit. The pandemic just kicked it into high gear.



According to a report from McKinsey and Company, pandemic pressures pushed organizations forward in digital transformation by seven years in a matter of months.⁴ The demand for digital customer service options and remote work changed consumer and worker expectations overnight, and organizations had to adapt quickly. Our own research in 2021 showed that 98% of business leaders and IT decision-makers saw DX as essential to maintaining their competitive edge.⁵

For contact centers, in particular, this digital transformation starts with cloud migration. To offer competitive customer and employee experiences in this changing climate of customer and worker expectations, contact centers can no longer rely on legacy, on-premises models. The cloud makes it possible to deliver enhanced IVR and omnichannel, digital experiences at scale – and without a physically bound workforce – in a way that legacy technology simply can't touch.



From December 2019 to July 2020, the digital share of products and services jumped from 35% to 55%, and customer interactions jumped from 36% digital to 58% digital.⁴

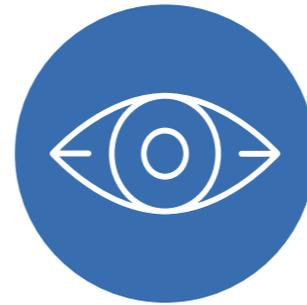
LET'S EXPLORE FIVE OF THE KEY REASONS CONTACT CENTERS CAN BENEFIT FROM MIGRATING TO THE CLOUD.



FLEXIBLE SERVICE SOLUTIONS

The cloud provides near-limitless flexibility for how contact centers deliver their services. It doesn't matter whether you have a workforce that's remote, on-premise, or somewhere in between. The cloud isn't constrained by physical location, and neither is your contact center.

It's also infinitely scalable compared to legacy systems. Whether you run a contact center with seasonal shifts in volume, or you simply need to expand your business and manage multiple sites more efficiently, it's as easy as purchasing more bandwidth and cloud storage. There's no need to add more real estate or physical infrastructure to scale your business.



DELIVER FUTURE-PROOF CX

Today's contact centers are quite different from the simple call centers of the past. What was once a single channel for customer engagement is now a multichannel customer experience hub. It blends voice channels, live chats, email and chatbots across various devices, mixing delayed and real-time engagement. It often starts with digital connections driven by AI and moves toward phone calls handled by human agents.

As customers increasingly expect these types of digital-first experiences, contact centers must prioritize technology that can deliver. The cloud allows you to offer a robust, integrated suite of services and deliver a seamless, omnichannel experience. It grants you real-time control over your customer experience so you can keep it competitive for the years to come.



FASTER, MORE EFFICIENT UPDATES

Centralizing contact center operations in the cloud transforms the process of building and maintaining the system. With on-premises technology, every update requires IT to be on site to deploy and test. For a company with contact centers across the globe, this represents a major undertaking.

With a cloud-based system, however, it's easy to push updates to every interconnected server. One update can get the job done everywhere. When paired with continuous, automated testing, this frees resources for continuous innovation and ongoing updates that would previously have been a burden.



MORE POWERFUL REPORTING TOOLS

The best CCaaS software includes robust data reporting and analytics tools. Where you once had to sort through disparate data points, now you can view everything together. Whether it involves agent performance reviews, average downtime, day-by-day call volume or specific customer details, cloud-based contact centers can analyze it.

This kind of data access radically changes how you manage a contact center. With a full view of the contact center, you can drill down on efficiency while dialing up the customer experience.



LOWER COSTS OF SERVICE

Finally, the cloud allows you to gain all these benefits with substantial cost savings. With less reliance on physical infrastructure, more flexibility around remote labor, and a more efficient process for system updates and maintenance, contact centers that rely on the cloud spend less money in the long run. One study by Forester showed that an average contact center that moved to Genesys Cloud would save more than \$800,000 in legacy system costs and net a total benefit of more than \$5 million over three years.⁶



CHAPTER 2

When the Cloud Brings Thunderstorms:

THE CHALLENGES OF MIGRATION

WITH SO MANY READILY APPARENT BENEFITS, IT'S NO SURPRISE THAT MANY CONTACT CENTERS ARE SET TO ACCELERATE THEIR JOURNEY TO THE CLOUD. BUT A WORD OF CAUTION IS IN ORDER. THAT IMPULSE TO HURRY THE PROCESS COULD GET YOU INTO TROUBLE. IF YOU SURGE INTO THE CLOUD, YOU MIGHT ENCOUNTER A THUNDERSTORM.



A survey by McKinsey and Company showed that these costs can be substantial:

- Mistakes and inefficiencies in cloud migration lead to an average budget overage of 14% for the project.
- Three-quarters of organizations go over budget, and 38% fall behind by at least a quarter in completing the project.
- In total, companies are expected to waste roughly \$100 billion on inefficient cloud migration projects from 2021–2024.⁷

For contact centers, these project delays and cost overruns usually start with incomplete planning. In many cases, that means insufficient mapping of the IVR system. And a sparse map of the customer journey will hinder the migration process and cause delays in building CX in the new system.

Many organizations also fail to account for the complexity of a cloud contact center solution. As a result, they don't put the correct testing solutions in place to meet these complex demands.

From 2021 to 2024, organizations are expected to waste \$100 billion on inefficient cloud migration.⁷

Electrolux, a leading consumer electronics brand and Cyara customer, experienced the challenges of a complex cloud migration project first-hand.

When Electrolux set out to consolidate their European, on-premise contact centers into one cloud-based solution, the team soon realized that bringing together the staff, processes and legal requirements from different countries and languages would create a new set of challenges.

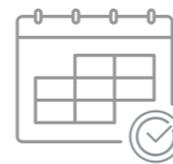
With its existing, fully manual testing process, there was no way for Electrolux to run tests at the new scale demanded by the cloud.

Challenges

- Slow manual testing process caused delays and inefficiencies in migrating to a cloud contact center
- Inability to consistently measure cloud environment stability and quickly identify issues that needed to be addressed from the customer's perspective
- Modern contact center interactions required an omnichannel and AI solution that was able to accommodate dozens of languages



Benefits Achieved with Cyara



ACCELERATED TESTING FROM 14-DAY CYCLES TO OVERNIGHT



IMPROVED END-TO-END CALL ROUTING PROCESS FOR BETTER CUSTOMER EXPERIENCE



REAL-TIME VISIBILITY OF CALL CENTER ENGAGEMENTS ENABLES FASTER, MORE PROACTIVE RESPONSE

That's only one example of the complexities cloud migration can bring. Especially since offering or expanding omnichannel service is frequently one of the primary goals of migration, it often involves connecting an array of different channels to create a seamless CX. Failure to plan for these complexities regularly results in delays. And, worse still, when testing doesn't assess these connections from the customer's perspective, the final product may be worse than the original legacy system.

These risks should give any contact center leader pause before green-lighting a CCaaS migration. The potential problems go far beyond cost overruns and project delays. Ultimately, your brand reputation is at stake. In today's marketplace, a poor customer customer experience is highly visible, and can be extremely costly in terms of lost customer confidence.

Don't forget this: When you migrate your contact center to the cloud, you're migrating the customer experience with it. If you're not ready to navigate through the storm, your CX could end up in the ditch.

5 Key Questions

To Ask Before Migrating to the Cloud

For contact centers considering a move to the cloud, part of the planning process involves some self-examination. Here are five key questions that will help you chart a course and get all key stakeholders on the same page:

1

WHAT ARE WE MOVING TO THE CLOUD?

Especially at the start, cloud migration doesn't need to include every aspect of the contact center. You can start with a hybrid cloud/on-premise setup. Examine core systems, management systems and service applications to determine the most important candidates for migration.

2

IS THIS A REPLICATION OR A REDESIGN?

If you're happy with your existing CX, it may just be a matter of replicating this in the cloud for a more efficient operation. However, migration is a great opportunity to evaluate and improve the entire customer journey. Don't pass it up without evaluating this important aspect.

3

HOW WILL WE ACHIEVE FEATURE PARITY?

They may have reached their limit, but often legacy systems have been customized and tailored to the needs of your business. The features available in cloud options may have been designed for a broader user base. You can, however, use APIs to fine-tune your own CX applications or source them from other cloud providers. Ultimately, you can achieve the same features within a more flexible framework.

4

WHAT NEW SKILLS WILL OUR TEAMS NEED TO HAVE?

Although the cloud unlocks more omnichannel potential for your contact center, it also demands more skills from your agents. Text and voice communication are vastly different, and they require different skill sets. Plus, as cloud and AI technologies make more self-service options available for customers, agents need to be prepared to handle the more complex issues that get past self-service and arrive at their desks.

5

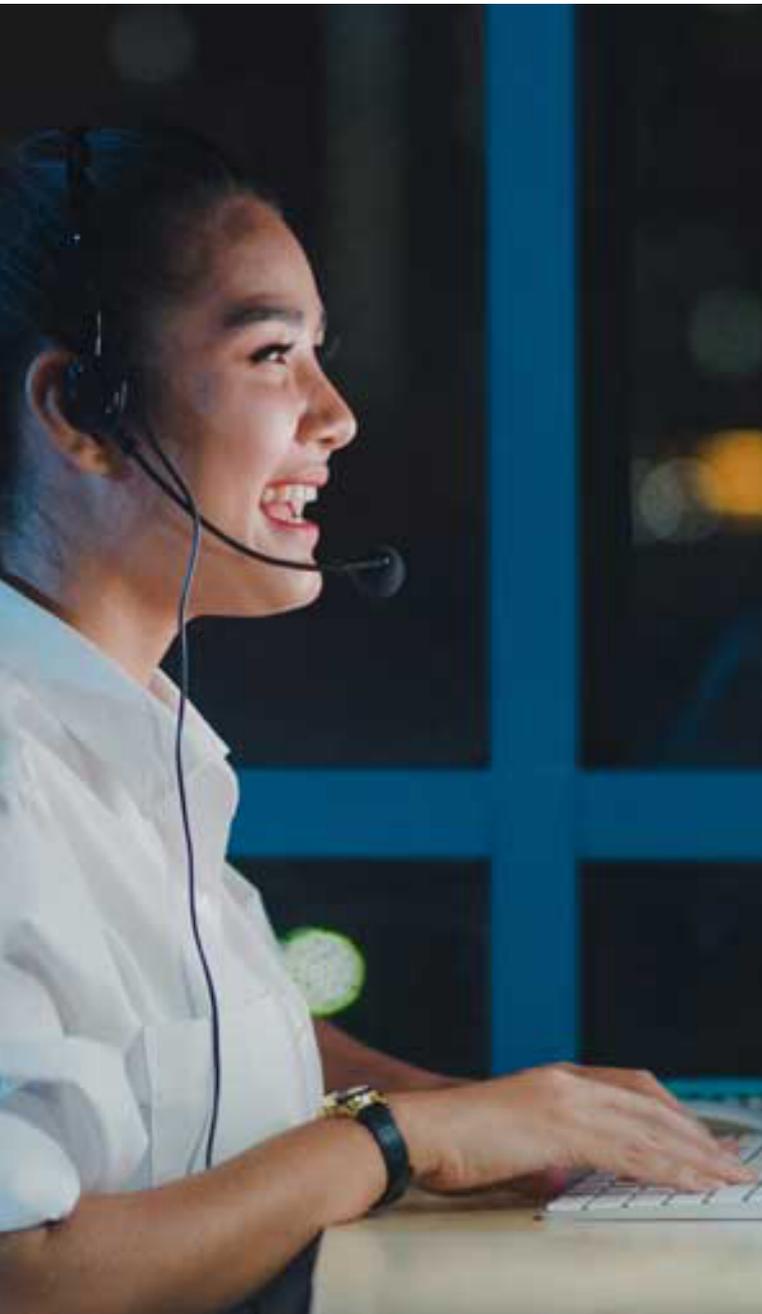
HOW WILL THIS CHANGE OUR BUDGETING PROCESS?

In moving from an on-premise to a cloud solution, you're also switching expense models. In place of long-term capital expenditures, you'll pay on a subscription basis, ideally only for the services you need as your business ebbs and flows. This should present a net gain for your contact center, but it still requires an adjustment in how you plan and budget for these expenses.

CHAPTER 3

**How To Ensure
a Successful
Cloud Migration**





THERE'S ONLY ONE WAY TO SEE YOUR CONTACT CENTER SAFELY THROUGH THE STORMS OF CLOUD MIGRATION: YOU NEED THE RIGHT TOOLS AND PROCESSES FOR QUALITY ASSURANCE.

HERE ARE FIVE QUALITY ASSURANCE BEST PRACTICES THAT WILL HELP YOU MANAGE RISKS AND MAKE A SAFE JOURNEY TO THE CLOUD.

1 DOCUMENT CUSTOMER JOURNEYS, BASELINE, AND BENCHMARK SUCCESS

As you prepare to migrate your contact center to the cloud, this is one of the most important steps you can take. Your existing customer journeys may be the result of years of evolution and updates. You may have consolidated various IVRs over the years, creating a tangled web that you don't want to reproduce in the cloud. It's important to get the lay of the land before you chart a new course for your customers and create new benchmarks for CX success.

Beyond the IVR, you may be migrating or adding chatbot technology and various service channels, from website and mobile apps to text messaging services. Building a smooth omnichannel

experience requires a clear baseline for customer journeys throughout the entire system.

If you try to create a baseline map manually, you expose your migration process to tedious delays and mapping errors. Rather than relying on manual mapping to discover your existing customer pathways, use an automated testing solution that includes discovery mapping capabilities. This accelerates the process and allows you to obtain baseline documentation and functional and regression tests at the same time.

2 DESIGN YOUR NEW JOURNEYS

Discovering existing customer journeys is only the beginning. Your cloud-based CX shouldn't be constrained by what you already have. If it is, you're not taking full advantage of what the technology has to offer.

Take the time to update and optimize customer journeys to fit this nimble and flexible environment. Are you adding conversational AI? New channels? You can leverage automation and bring Agile and DevOps practices to your contact center. Envision what a modern CX should look like, and assemble cross-functional teams that can redesign your CX from the customer's perspective.

3 PROGRAM AND TEST

As soon as you begin the migration process, you need to begin testing for CX assurance. Build functional tests while customer journeys are being designed so they're accurate and ready as soon as you begin.

These functional tests help you ensure that each component is performing as it should – piece by piece – as you work through the migration project. Instead of untangling problems after the fact, you can smooth out the issues as the process moves forward. If voice quality is an issue, for instance, it's much better to discover this early and correct it before it affects every aspect of the new system. This will speed up your cloud migration journey and help ensure that zero defects make their way into production.

4 ENSURE YOUR NEW PLATFORM IS READY FOR LAUNCH

Testing your cloud CX during migration is essential, but it's not sufficient for ensuring success. You need to be sure the system can perform at scale – and under pressure when service demands reach peak levels.

Load testing helps you assure your CX at maximum scale by pressure-testing your new platform, voice and chatbot interactions, as well as every functional aspect of agents' environments. As you make changes and updates to the system, you'll need ongoing performance tests to capture and correct defects and prevent them from reaching customers or causing larger issues.

5 LAUNCH AND ORBIT

Live monitoring is the final component of a complete cloud migration. For Electrolux, it was the last key piece of the puzzle, allowing its testers to discover defects in production environments, but before they ever disrupted a customer-agent interaction.

For monitoring to be effective, set it up to start running right from the beginning of your cloud migration journey. Be sure it covers all customer journeys and channels to assess quality in voice and chatbot applications. Monitor connections to back-end systems, business rules, agent routing and other components. Assess availability, transaction completion, performance, and any other attributes that are key to customer experience.

“Take the time to update and optimize customer journeys to fit this nimble and flexible environment. Envision what a modern CX should look like.”



A Basic Roadmap

for Cloud Migration

Every cloud migration project has its own unique nuances and steps. In general, though, there are five phases in the journey. Use these to sketch your initial roadmap, then fill in the details as you have them.



1. PRE-PLANNING:

This first phase involves evaluating the need for a move to the cloud vs. existing on-premise systems. Here, you weigh the pros and cons and determine whether migration is truly necessary.

2. CONSIDERATION:

Once you've decided to go forward, you must consider the details. This phase is your chance to ask key questions (see the "key questions" on page 11), weigh the costs and benefits of desired outcomes, and decide on the scope of your project. You'll also identify teams for project ownership.

3. DOCUMENTATION:

Now you're getting into the depths of migration planning. Consider every customer interface that could be impacted and map all systems and integrations for a complete picture of your new cloud contact center.

4. IMPLEMENTATION AND TESTING:

This is the execution phase of migration, where you work with the cloud technology provider and a CX assurance provider like Cyara to ensure you migrate systems successfully and avoid (or quickly resolve) customer-facing issues.

5. CONTINUOUS TESTING AND MONITORING:

Even as you conclude the intensive part of the cloud migration journey, you'll need to continually monitor and test to optimize your cloud CX delivery going forward. Continuous testing allows for ongoing optimization and a faster return on your investment.

CONCLUSION

The View from the Cloud

For today's contact centers, the momentum of movement toward the cloud is in full swing. With so many organizations already having made the move, the view from the cloud is clear. Its flexibility, efficiency and lower costs all give it an edge over legacy contact center technology.

Simply put, it's no longer a question of "When will our contact center migrate?" It's "How quickly can we do it without risk?"

Rather than getting swept up in the momentum, contact center leaders must step back to assess their plans and learn what the cloud migration

process entails so they can better prepare for a successful journey. A well-prepared contact center team understands not only the benefits of migration, but also the risks involved and the best practices for safely navigating them.

Most of all, a fully ready contact center team understands that no cloud migration project is ever truly finished. Electrolux wouldn't have successfully brought together its disparate European contact centers in the cloud without

its dedication to ongoing CX assurance. That meant a commitment to continuous testing and monitoring. Ultimately, that's what it takes to get the highest return on investment from your cloud migration project.

Are you prepared for a successful cloud migration?

Download our Migration Strategy Checklist today to start planning your launch to the cloud.

[Get Checklist](#)



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About Cyara

The award-winning Cyara CX Assurance Platform helps companies accelerate customer experience development, increase quality across all digital and voice channels, and assure customer journeys end-to-end. The Cyara Platform supports the entire software development lifecycle for customer experience, from design to functional and regression testing, user acceptance testing, load testing and production monitoring. We test from the customer's perspective, ensuring that you identify issues that impact the customer's experience from across the complex set of technology used to deliver that experience. www.cyara.com



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