



SAFE, SCALABLE, AND FUTURE-READY

The Essential Cloud Migration Guide for CX

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Introduction

Imagine this: your brand's contact center teams have been hard at work for months carrying out plans to migrate your on-premise call center to the cloud. Finally, after completing the long processes of selecting vendors, onboarding teams, and executing exhaustive technical preparations, you launch your cloud-based contact center on a Monday morning.

But by midday, agent consoles start to lag, your interactive voice response (IVR) systems are routing callers incorrectly, and customers are frustrated by dead ends, dropped calls, and other defects littered throughout your CX channels.

What happened? Why, after months of hard work, did your infrastructure fail?

A post-mortem reveals that, while the cloud architecture was solid, gaps in integration and insufficient end-to-end testing led to a domino effect of CX defects.

Scenarios like this are more common than many organizations anticipate. Even with sound architecture and months of preparation, hidden gaps can quickly cascade into customer-visible failures. But by following key steps from the initial planning stage onward, to [continuous testing](#) and monitoring infrastructure even after going live, you can mitigate issues and reap the advantages of the cloud.

Why move to the cloud?

Business needs are growing at an exponential rate, and as enterprises move into new global markets and expand their remote, hybrid, and international workforces, physical contact centers have reached their limits. The only way organizations can scale and embrace full-scale digital transformations is by adopting cloud technology.

When handled well, a cloud migration empowers organizations to access modern capabilities, such as omnichannel interactions, AI analytics, scalable infrastructure, and improved availability, without owning and maintaining the hardware themselves.

Compared to traditional contact centers, cloud contact centers offer several critical benefits, including:

- Reduced infrastructure and overhead costs.
- Increased innovation, such as when adopting AI-powered CX channels.
- Improved scalability and flexibility for meeting demand.
- Enhanced security and compliance.
- Ease of managing remote and hybrid agents.
- Real-time visibility and data analytics.



By making the jump from an on-premise to a cloud contact center, businesses can reap significant benefits, all while cutting costs and improving efficiency. [A recent article in Information Week](#) highlighted cost savings as one of the top reasons why enterprises should make the transition to embrace cloud technology.

But cloud migration is about much more than simply lowering costs: it's about how you future proof your contact center to deliver exceptional CX, even as customer expectations and business goals evolve.

Understanding where many migrations go wrong

Despite the clear advantages of moving to the cloud, it's also critical to be aware of the hurdles your team may face throughout the transition.

These challenges include:

- **Downtime and rework:** You can't afford to take migration lightly. A poorly planned or executed migration can cause service disruptions, which will require extensive rework to fix. And, during that time, your business operations will be compromised, leading to significant financial, reputational, and compliance risks.
- **Integration issues:** It's important to ensure your applications and infrastructure are compatible with your cloud platform. In other cases, you may need to update your systems or find replacements that are compatible.
- **Data privacy and security:** During migration, massive amounts of sensitive data move from on-premise servers to the cloud. Without rigorous oversight, you risk data corruption, security risks, and downtime.

- **Security and compliance concerns:** It can be difficult to ensure you're protecting customer data in a new cloud environment. As regulatory bodies continue to roll out new legislation, it's critical to align your organization with your industry's best practices, or you may be subject to compliance penalties.
- **Onboarding staff:** Your employees may be resistant to adopting new technologies and your staff may have a skill gap when it comes to cloud technology. From the earliest stages of your migration, you must plan processes for onboard staff and ensure your IT teams contain necessary cloud expertise.

Throughout the migration, one of the largest challenges lies in preserving the quality of your customer experiences. Even a small disruption, such as longer wait times, dropped calls, or broken IVR paths, can lead to customer frustration and loss of trust.

When you jump headfirst into migrating your contact center, you're immediately leaving your organization vulnerable to a wide range of challenges. The only way to set your migration up for success is by following a thorough plan with an emphasis on CX assurance.

5 steps for a successful cloud migration



1. Assess and plan your objectives

Before you start migrating your infrastructure, set a solid foundation for the actions and decisions that will come later.

Set your business goals for the migration, assign responsibilities to relevant stakeholders, and take stock of your current CX journeys and infrastructure.

Define your objectives and scope

A successful migration begins with clarity.

Ask yourself and your team: *What business goals do we want to achieve by moving to the cloud?*

Whether your priority is reducing costs, improving scalability, enabling new digital channels, or all of the above, defining the scope upfront ensures alignment across stakeholders.

Assess your current infrastructure

Before charting a course forward, take stock of where you are.

This step involves documenting your current systems, dependencies, and integrations -- from telephony and CRM platforms to workforce management tools. Once you have a comprehensive inventory of your existing contact center environment, you can begin verifying whether your systems are compatible with cloud technology, charting a baseline for CX performance, and highlighting opportunities for optimization.



Document your customer journeys

Just as with your technology, you must start with a roadmap of what your current customer journeys look like across all channels and critical touchpoints.

Customer journeys that worked flawlessly on-premise may not do so post-migration, and you'll need to continuously test and monitor your pathways to ensure you're meeting performance standards. But, by mapping your CX journeys proactively, you can streamline the work to recreate experiences in the new cloud environment, without risking unnecessary gaps.

Tip! Manually mapping customer journeys is a time-consuming, error-prone, laborious process. Instead, use an automated CX testing solution with discovery mapping capabilities.

Determine the types of testing you'll need

[Contact center testing](#) is the foundation of CX assurance. Without it, your customer interactions are susceptible to defects that can frustrate your customers, damage your brand reputation, and hurt your bottom line.

At a minimum, plan for:

- Functional testing to confirm systems behave as expected
- Load testing to validate scalability
- Regression testing to ensure core capabilities continue to work post-migration
- Establishing a testing framework early prevents costly surprises later.



2. Choose a cloud strategy and provider that aligns with your goals

Not every business or contact center is built the same, so you need to find the cloud strategy and provider that will best align with your business' goals and needs.

Types of cloud strategies

When migrating to the cloud, organizations typically adopt one of three approaches:

- **Lift and shift:** Move existing applications as they are to the cloud.
- **Re-platform:** Make limited optimizations to better align with cloud capabilities.
- **Re-architect:** Redesign applications to fully leverage cloud-native benefits.

Each approach has trade-offs in terms of cost, complexity, and long-term value, so carefully weigh each option as they relate to your business goals and the objective you set in step 1 to choose the best fit for your organization.

Selecting a cloud provider

Similarly, it's important to choose a cloud provider based on your business' needs. When it comes time to decide, be sure to consider factors including your architecture, your cloud migration strategy, and any relevant security and privacy regulations.





3. Design your new customer journeys

It isn't enough to only map and migrate your existing journeys. Moving to the cloud opens an entirely new world of opportunities to innovate and optimize your CX offerings.

Instead of merely replicating existing (and, in some cases, outdated) customer journeys, a cloud migration offers you the chance to rethink your current journeys and identify areas for growth and improvement.

Consider:

- Omnichannel journeys
- AI-powered CX channels
- More personalized experiences
- Improved handoffs between self-service channels and agents

During this step, consider what you want your contact center to look like in the future, and what types of interactions you'll need to meet rising customer demands.

4. Test for CX assurance

Simply migrating to the cloud isn't enough to deliver high-quality customer interactions. Defects and issues may enter your infrastructure during the migration process, which can leave your CX channels vulnerable when it comes time to go live and connect with your customers. Unexpected downtime, audio quality issues, and poor IVR routing are only a few of the defects that may occur following a migration. If not properly identified and remedied, they will frustrate your customers, hurt your reputation, and shrink your bottom line.

The only way to regain visibility and confidence in your CX performance is by making CX assurance a cornerstone of your contact center strategy.

From the earliest stages of your migration, continuously test and monitor your infrastructure for potential issues. When you catch defects earlier in the development lifecycle, you significantly reduce the amount of rework and remediation for your team later down the line. Instead of chasing issues after the fact, you can stay ahead of the curve and streamline operations.

There are several different testing types you must leverage to assure performance, including:

- **Security testing:** Verify your customer and business data is protected against potential vulnerabilities.
- **Performance testing:** Evaluate your customer journey behavior as well as voice and network performance to ensure your CX is not just “on,” but working seamlessly from end to end.
- **Load testing:** Confirm your systems can handle sudden and prolonged traffic spikes, such as during a product release or the holiday season, without crashing or slowing down.
- **Regression testing:** Confirm your systems are still performing as intended after every update or change, and that no new defects have been introduced.
- **Integration testing:** Ensure your applications and technologies are compatible with your chosen cloud platform and other components of your infrastructure.

Manual vs. automated testing

In the past, contact center teams were forced to rely on manual testing processes for their CX assurance. However, these processes are time-consuming and prone to human error, requiring hours of intensive labor to validate even a fraction of their infrastructure. In the same way that businesses have recognized the benefit of replacing legacy, on-premise contact centers with the cloud, so too have contact center teams sought an alternative to manual testing.

Compared to manual testing processes, an automated testing solution accelerates your CX assurance, allowing you to scale your operations and meet rising customer demands. More than just offering a fast-track to innovation and troubleshooting, an automated CX testing solution also provides actionable, data-driven insights, which informs future business decisions and pinpoints areas of optimization.





5. Leverage continuous testing and monitoring post-deployment

A migration doesn't end at go-live. Continuous testing and monitoring are critical to maintaining service quality. Contact centers must be able to detect issues in real time, measure performance against SLAs, and adapt quickly as customer demands evolve. Embedding CX assurance into ongoing operations ensures your cloud environment delivers long-term value.

Conclusion

Too often, organizations finish a migration only to realize that while the technology has changed, their CX quality has degraded. [A recent article](#) states that over half of all cloud transformations fail to reach their goals within three years, spelling disaster for the companies that invest their valuable time and resources into crossing the finish line.

Why is that?

There are many obstacles that stand in the way of a successful cloud migration, and you can't take the process lightly. Businesses that fail to set and follow a plan with a focus on assuring CX quality are much more likely to fail and deliver frustrating customer interactions.

But by leveraging an effective and [continuous cloud contact center testing and monitoring solution](#), you can proactively pinpoint and eliminate defects before your customers are affected.

Your cloud contact center migration isn't the end of the story, but rather the beginning of the next generation of innovative and reliable customer interactions. When completed successfully, your migration secures your ability to deliver seamless, resilient, and future-ready experiences.





The Cyara Advantage

As the [No. 1 choice for AI-powered CX productivity, growth, and assurance](#), Cyara is your partner through every step of your cloud migration journey.

When you choose Cyara, you eradicate bad experiences, ensure compliance, improve customer loyalty, and protect your bottom line against unnecessary CX risks.

Are you prepared to migrate to the cloud? Let's work through every step together.