

CONSTRUCTING EFFECTIVE CUSTOMER EXPERIENCES

Building Connections and Maximizing Efficiencies Through Cloud Technology



Mid-size contact centers

drive better customer experiences through the benefits of

cloud technology



Using the capabilities provided in the cloud, in a more effective way

makes you #1



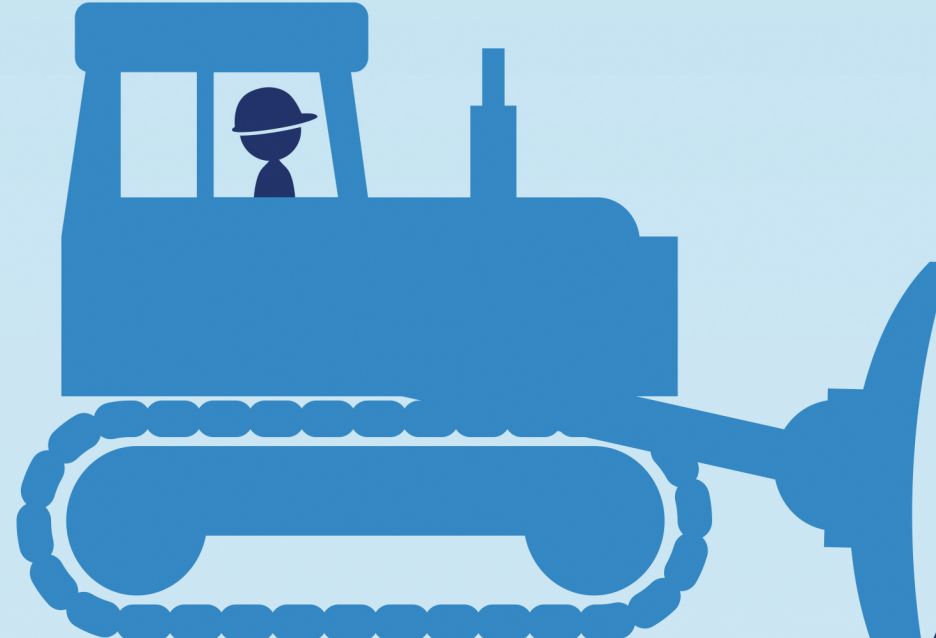
BENEFITS OF CLOUD TECHNOLOGY

EASY TO SCALE

EASY TO UPDATE SOFTWARE

NO ON-PREMISES INSTALLATION NEEDED

Contact centers that have invested in cloud technology see:



11.5%

year-over-year increase in annual company revenue

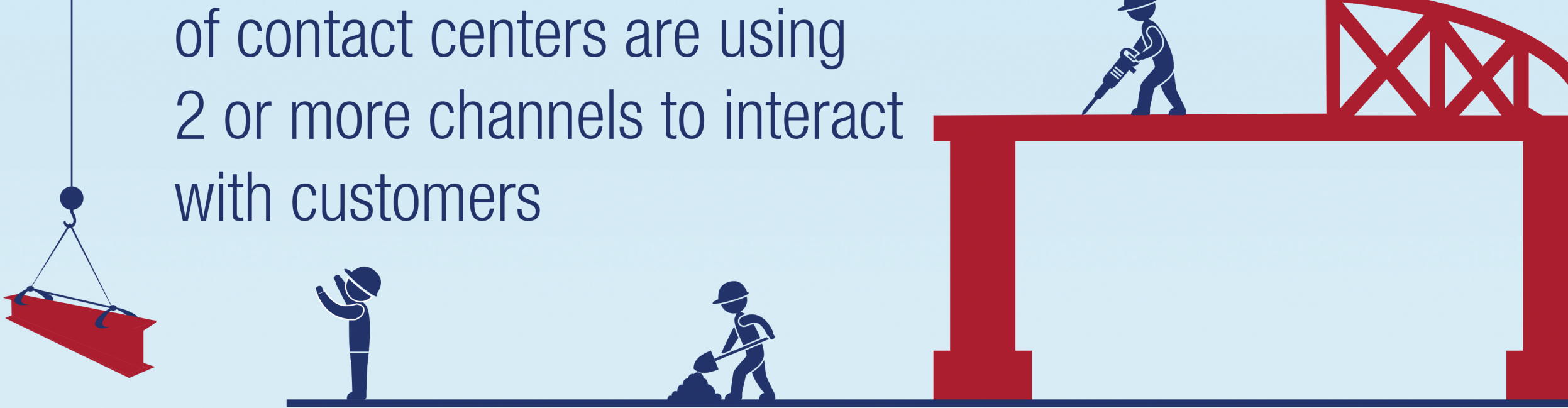
7.3%

year-over-year increase in first contact resolution rates

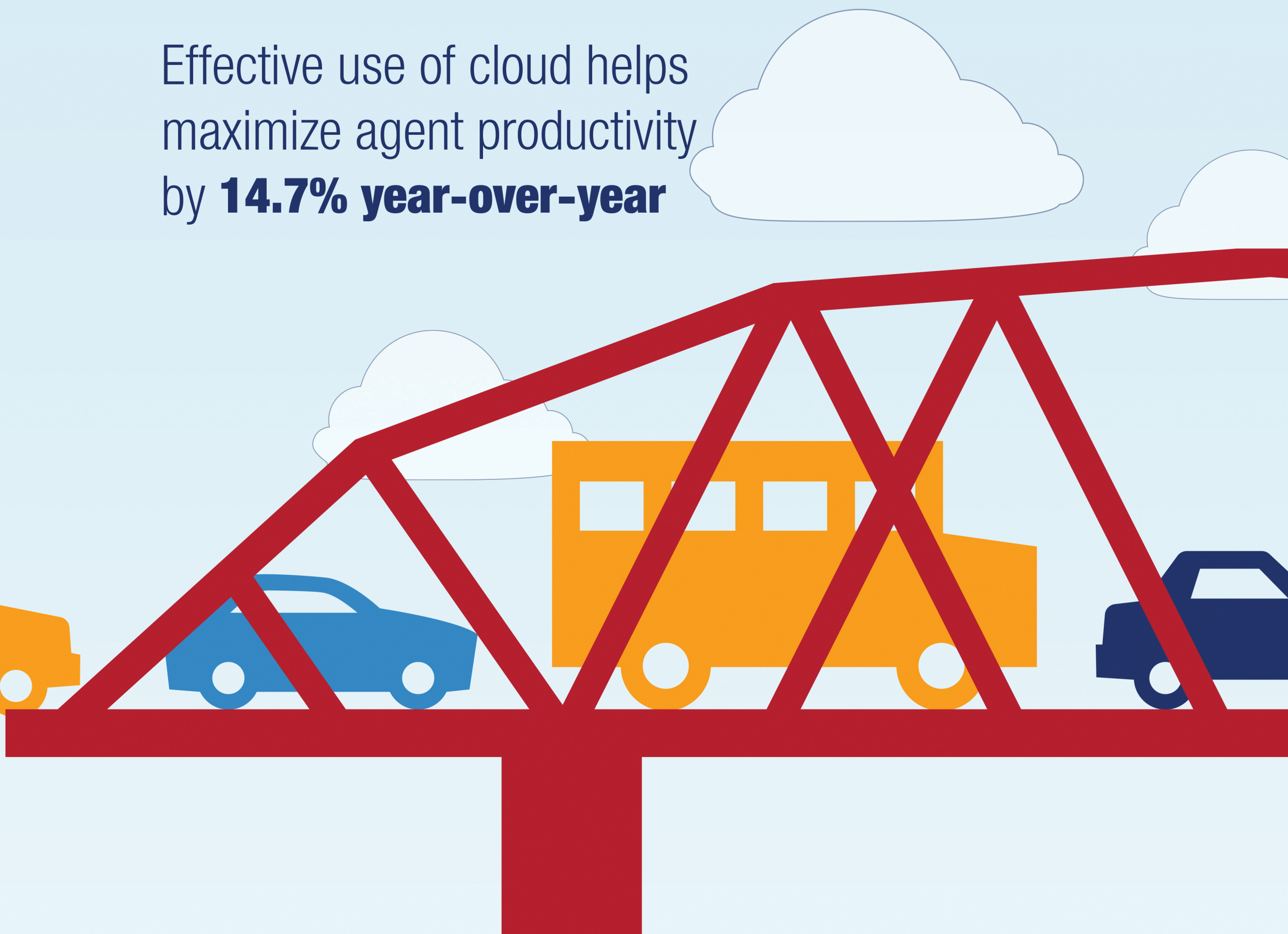
Customer experience begins with channel preference and agent efficiency:

99%

of contact centers are using 2 or more channels to interact with customers



Effective use of cloud helps maximize agent productivity by **14.7% year-over-year**



Agent Interaction with Customers

Multiple Channels

Cloud Tech



=

7X

Decreased Customer Care Costs



Contact centers using cloud technology

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increased customer retention and reduced costs.