

CONNECT WITH MORE CLIENTS BETTER AND FASTER

A smarter way for SMBs to increase sales
using a cloud contact center





For any sales team, maintaining open channels of communication is essential to acquiring and retaining customers. And in an era when sales teams can connect with potential new customers and existing customers through email and virtual visits, there's still something to be said for a good, old-fashioned phone call.

For small businesses and sales teams within large corporations, a phone call can go a long way in building the personal relationships that are so critical in business. But phone calls are only effective if you can efficiently reach the people you're trying to connect with—every voicemail, busy signal, or gap between calls stands in the way of reaching your goals.

What if you could avoid annoying busy signals and wasted outbound dialing time? Well, now you can. The right cloud contact center can supercharge sales teams by allowing them to make more connections faster through automated outbound dialing, and by letting them focus on personally serving clients rather than going through the mechanics of dialing.

Thanks to cloud technology, modern-day cloud contact centers can offer intelligent and easy-to-use solutions for small organizations looking for big features without the cost or complexity or need for IT. And they can handle both outbound and inbound calls.

In other words, the right cloud contact center can drive, rather than hinder, productivity, having a direct impact on your bottom line.

The important question: Which cloud-based contact center is right for your sales team?

This white paper can help you answer this question by outlining the benefits of deploying a cloud contact center and can help you select the best solution by exploring specific features to look for.

The Sales Benefits of a Cloud-Based Contact Center

A majority of small and medium-size enterprises are already transitioning from on-premises contact center models to cloud-based models.¹ In fact, according to a recent study, the cloud-based contact center market is projected to grow from \$5.4 billion in 2016 to over \$15 billion by 2021.¹ What's the attraction? Let's explore some key benefits.

MAXIMIZE CUSTOMER REACH

With a cloud contact center, sales reps can connect to a list of prospects significantly faster than with manual dialing. Features like automatic, predictive dialing can dial several numbers simultaneously to maximize talk time. Moreover, modern cloud contact center technology can improve contact rates through auto-detect features that skip voicemail answers so sales people can reach more live people.

INCREASED PRODUCTIVITY

By automating calls, a cloud contact center lets sales reps remove "no answers" and voicemails, and routes live conversations immediately to available reps. Downtime between calls can be virtually eliminated by queuing up the next call once the previous one ends.



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IMPROVED CUSTOMER ENGAGEMENT

Contact centers with built-in integration with Salesforce and Zendesk put customer information at your sales team's fingertips. Sales reps can use details pulled from your CRM system to decide whether and how best to engage the prospect, allowing more customer-centric phone calls.

LOW COST OF OWNERSHIP

Contact centers built around cloud-based technology remove the need for costly onsite equipment, which also lessens the burden on your already-strained IT department. An on-premises contact center requires a large amount of capital to establish and operate, as well as resources for monitoring the effectiveness and efficiency of call agents. With cloud contact centers, organizations can immediately shift contact center expenses from Capex to Opex, save on the costs of software licenses, and opt for a pay-as-you-go model based on usage, matching resources with actual need. Organizations can also utilize advanced contact center technologies and implement new features without bearing the overhead, complexity, and potential disruptions that accompany onsite upgrades.

EASE OF IMPLEMENTATION

Cloud contact centers offer quick set up and management through a simple interface designed to be used by non-technical end users. Users can work through a friendly interface connected to the internet instead of working directly with the equipment.

And a cloud-based contact center has the flexibility of intelligent call-monitoring features, allowing agents to be more adaptable with how they handle calls and avoid falling into the routine of manual dialing.



KEY ADVANTAGES OF CLOUD-BASED CONTACT CENTERS

- Automatic dialing features for improved contact rates
- Inbound calling (skills-based routing and automated workflows)
- The ability to record every interaction
- A focus on agent performance as opposed to system maintenance
- Quick deployment
- No hardware investment
- Scalability and flexibility
- Web-based interface allows users to work from anywhere
- Enhanced business continuity and disaster recovery
- Real-time reporting provides valuable insights about efficiency, targeting, and development
- Easy-to-use, intuitive interfaces
- Analytics for the visibility to optimize processes and identify trouble
- Automatic software updates free you from maintaining the system
- Reduced in-house administrative burden



The Features You Need: What to Look for in a Solution

The right cloud-based contact center solution depends on the features your organization needs. Here are some features to look for.



SCALABILITY AND FLEXIBILITY

Cloud contact centers for organizations such as collection agencies, financial firms, insurance agents, and real estate agencies have an operating load based directly on the number of contracts being fulfilled. That number tends to fluctuate over time and, as a result, the size of the staff fluctuates accordingly. A cloud-based system allows companies to staff at necessary levels—and no higher—and allows you to pay only for what you use.



EASE OF SETUP

Easy setup allows you to get your contact center up and running quickly with no or minimal effort from the IT team, so you can start seeing a return on investment faster. Web-based configuration tools often provide simple drag-and-drop self-service menu creation.



EASY ADMINISTRATION

After setting up the system, easy administration means that nearly anyone can maintain and manage the system with little to no training.



POWERFUL MANAGEMENT TOOLS

Management tools allow organizations to gain better insight into customer engagement, helping to create the custom agent workflow and customer experience you need.



COMBINED INBOUND AND OUTBOUND CALLING

By combining inbound and outbound calling capabilities in one solution, you can save money, streamline administration, and make best use of your contact center resources.



PREDICTIVE DIALING

This feature enables instantaneous, automatic dialing, eliminating dial time and maximizing talk time for agents. Predictive dialing results in more calls per agent per day, increasing the likelihood of turning leads into new business.



CONTACT CENTER MONITORING

Look for a real-time dashboard with status reports, alerts, and other critical information that can be accessed from any device, so you'll always have your finger on the pulse of your contact center.



CALL MONITORING

Look for features that allow you to listen to calls as they happen, enabling supervisors to provide one-to-one assistance when needed.



CALL RECORDING

Call recording, and cloud storage of those recordings, means you'll have a copy of every call, whether for training purposes or for troubleshooting if a problem arises.



REAL-TIME ANALYTICS

By having instant access to customer information, call activity, and agent performance, you can make better decisions about how to allocate resources for your contact center. Since cloud-based contact centers are subscription-based, often with a pay-as-you-go plan, understanding your activity levels and agent performance will let your organization downsize when appropriate—and upsize to handle increased traffic.

Building Customer Trust, One Call at a Time

In today's ultra-connected world, sales staff can communicate with prospects and customers in a myriad of impersonal ways. But hearing an actual voice is an easy, proven way to build and reinforce those relationships, make impersonal transactions more personal, and build the customer trust that's necessary for business success.

Cloud-based contact center solutions can help. While setting up a traditional, on-premises contact center might require more resources than a small organization can spare, a contact center built on cloud-based technology offers everything a small organization needs at a fraction of the cost—while increasing productivity. What's more, a cloud-based solution eliminates the headaches and unknowns of managing a contact system by providing easy-to-use tools as well as visibility into contact center activities.



8x8: An All-Inclusive Solution

Are you ready to boost your sales team's productivity and ease the burden on IT? 8x8 ContactNow™ contact center software is built on a scalable cloud platform and encompasses every best-in-class feature discussed in this white paper—so your contact center can grow as fast as your business. This solution enables a variety of easy-to-use and fully customizable tools to launch your own contact center right from your browser—exactly the way you want it.

Getting started is easy. Add agents, set up queues, and import customer data—then you're ready to go. Pay-as-you-go pricing allows you to add resources during busy times and scale down after big campaigns are over.

With 8x8 ContactNow, you get quick and powerful customer engagement through drag-and-drop IVRs and a powerful outbound campaign manager, which also improves KPIs and provides critical employee and business insights from a robust reporting engine.

Best of all, 8x8 ContactNow incorporates both outbound calling for sales and inbound calling for customer service, and it provides the tools to ensure your customers are connected to the right agent, right away. Outbound calling capacity includes preview, progressive, or predictive dialing to maximize agent productivity and sales, while inbound calls can be customized and routed with an easy-to-use, web-based, drag-and-drop IVR system and advanced skills-based routing.

Ready to increase your sales?

8x8.com/contactnow

8x8 Communications
Cloud

SOURCE:

¹ "Cloud-Based Contact Center Market by Solution (Dialers, Reporting, and analytics), Service (Professional and Managed), Application, Deployment Model, Organization size, Industry vertical, and Region - Global Forecast to 2021," *MarketsandMarkets*, November 2016.
<http://www.marketsandmarkets.com/Market-Reports/cloud-based-contact-center-market-160166082.html>