

CLOUD MAXIMIZES MID-SIZE CONTACT CENTER PERFORMANCE

Small and mid-size contact centers face challenges that impact their ability to delight the empowered customers. Using a cloud-based delivery model helps these firms address these challenges and enjoy superior results - which are elevated particularly across the mid-size contact centers.



Small and mid-size cloud contact centers enjoy:

55%

Greater inbound customer contacts that result in a sale

45%

Greater year-over-year increase in average customer profit margin

40%

Greater annual increase in first contact resolution rates

86%

Greater annual reduction in call abandonment creates

49%

Greater customer retention rate

As compared to their on-premise counterparts.



Want to learn more? Watch the webinar, [Sticky Business: Is Your Mid-Size Contact Center Ready for the Cloud?](#), presented by Aberdeen Group and 8x8.

The bottom line: Adopting a cloud delivery model is not the primary reason why both small and mid-size cloud contact centers out perform on-premise users. These organizations (particularly the mid-size contact centers) are also far more likely to use the Best-in-Class activities that enable them to maximize their performance and attain their objectives. Read the related report to learn more about those best practices.