

ROADMAP TO BETTER CUSTOMER EXPERIENCES FOR CLOUD CONTACT CENTERS

→ In a [recent study](#) Aberdeen Group found that 31% of contact centers are currently using a cloud infrastructure. Furthermore, the number of businesses utilizing a cloud deployment is anticipated to increase further through 2014. While companies are increasing their focus on this technology, we recommend incorporating the below activities as part of cloud contact center programs in order to reap maximum rewards and improve customer experiences.

<input type="checkbox"/>	Put processes in place and use reporting tools to track how contact center activities scale up or down based on changing customer traffic.
<input type="checkbox"/>	Provide agents with timely and relevant views of customer data through a single screen on the agent desktop. Integrate disparate systems that capture customer data in order to successfully execute this activity.
<input type="checkbox"/>	Analyze the volume of interactions taking place across all customer touch-points to determine trends and better forecast future agent demand.
<input type="checkbox"/>	Provide contact center agents with real-time or daily access to their own performance results to address areas of improvement and attain desired objectives.
<input type="checkbox"/>	Analyze customer data collected through your automated contact distribution (ACD) system to determine repeat customer contacts. Once identified, use business intelligence tools to seek common patterns driving customers to contact your business repeatedly due to no resolution.
<input type="checkbox"/>	Gauge the effectiveness of contact center processes each month, from the perspective of agent productivity. Use technology tools, such as business intelligence and workflow analytics, to conduct such analysis and streamline any inefficiency determined.
<input type="checkbox"/>	Segment and record contact center activities by using the relevant criteria for your business. Leverage these insights by deploying analytical tools to understand your strengths and weaknesses in meeting your key performance indicators.



→ [Read the full report: Cloud Contact Center: Path to Better Customer Experiences in Mid-Market and Beyond](#)