

# 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**



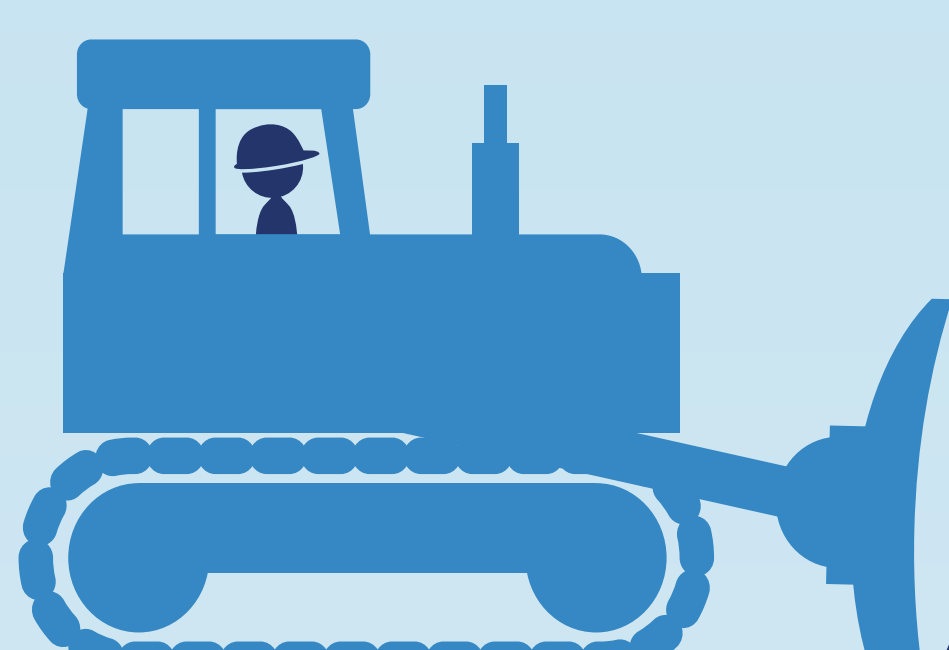
## BENEFITS OF CLOUD TECHNOLOGY

**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

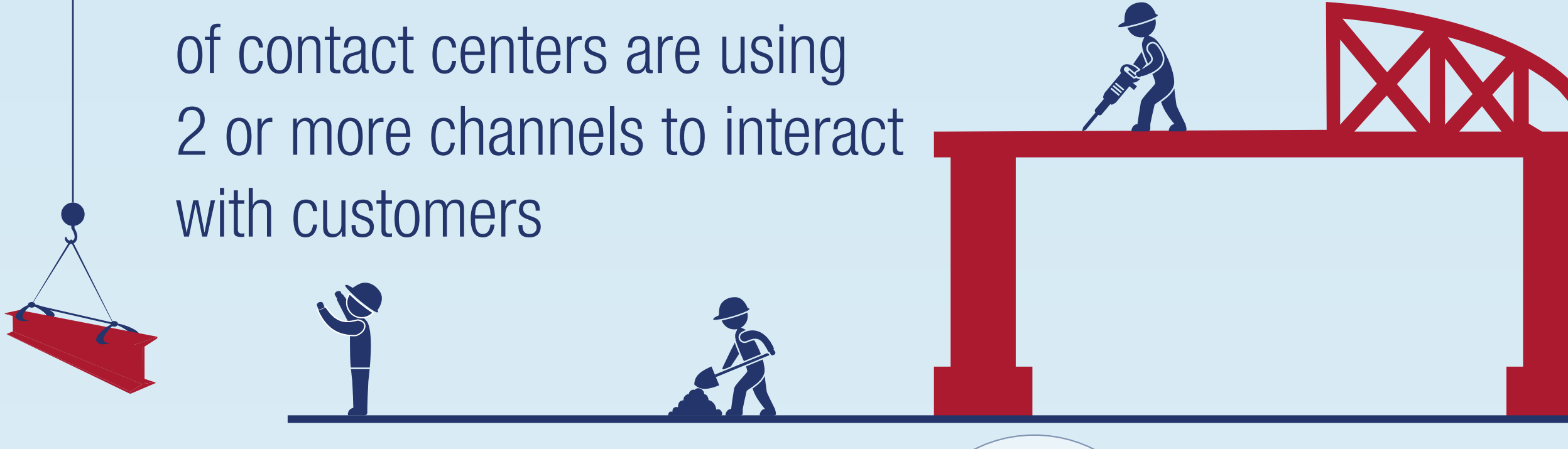
**7.3%**

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



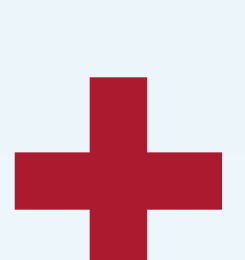
Effective use of cloud helps maximize agent productivity by **14.7% year-over-year**



Agent Interaction with Customers

Multiple Channels

Cloud Tech



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**7X**

Decreased Customer Care Costs



Contact centers using cloud technology

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increased customer retention and reduced costs.