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EMPOWERING ADVISORS WITH CLOUD SOLUTIONS

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INTRODUCTION

Cloud transformation can bring huge benefits for contact centre operations. Cloud-based technology solutions typically make CX systems much more agile and flexible, enabling seamless connectivity across the business, and – potentially – providing a much improved experience for customers and agents.

However, while many innovators and early adopters have seized the initiative and embraced a rapid transformation to cloud contact centres, the reality remains that most organisations are still trying to establish exactly what their cloud contact centre journey might be like.

Part of this no doubt comes from confusion around just what cloud transformation might be. It sounds like the sort of initiative that gets discussed when people talk about improving their customer experience, but what exactly is it?

In Contact Babel's 2022-23 UK Customer Experience Decision-Makers' Guide, it's perhaps significant that cloud only ranked 11th when contact centre leaders were asked to rank their Top 5 most important areas of contact centre IT expenditure in the next two years. Cloud was listed by 21% of respondents, while the top five categories - Omnichannel, Artificial Intelligence, CRM/Agent Desktop, Web Self-Service and Homeworking – scored 51%, 50%, 40%, 36% and 31% respectively.

It's clear that CX teams value the potential that these top five technologies can offer, without perhaps acknowledging the importance of an underlying cloud infrastructure to support these transformational capabilities. Indeed, this perhaps emphasises **a fundamental characteristic of cloud transformation: it's not what it is, it's more about what cloud can do to enable your CX team to achieve new levels of customer service performance.**

Cloud also provides agents with a powerful platform that enables them to deliver a more personalised and seamless service for customers. Unlocking cloud innovation can change things around for advisors – providing them with insight into customer interactions across all channels, detailed AI support to assist their conversations, as well as support in automating less productive tasks. And by making things easier for agents, cloud can make things so much better for customers.

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FINDING THE CLOUD CONTACT CENTRE SOLUTION THAT'S RIGHT FOR YOUR BUSINESS

Any major technology transformation is difficult, and one of the biggest challenges with transitioning to a cloud contact centre is one of choice. There's a vast array of providers out there who are all keen for you to embrace their technology – each with seemingly compelling claims that their solution or approach will resolve all your business challenges quickly.

With cloud there are three main options available: Contact Centre as a Service (CCaaS), a private cloud solution, or a more customisable programmable dev-ops style approach. Key characteristics for each include:

CCAAS

For smaller contact centres, start-ups, digital-first operations, typically pre-packaged solutions with transactional costs.

PRIVATE CLOUD

For organisations with voice-critical service, operational maturity, high levels of regulation, dedicated architecture, higher levels of complexity.

PROGRAMMABLE CONTACT CENTRE SOLUTIONS

Core dev-ops approach for organisations that want to build it themselves and customise everything, continuous development, data-driven, ideal for Internet voice traffic.

Any one of these three approaches could be right for your business, while it's also possible to opt for a hybrid solution that allows you to stay ahead with regards to innovation while minimising the risk to the rest of your core contact centre operation. However, key challenges still remain:

AVOIDING REPLICATION

It's not unusual for businesses to undergo a lengthy and costly project to take advantage of a cloud contact centre platform only to replicate the functionality and capabilities they had with their previous on-premise system. **It's important to remember it's not the act of moving to the cloud that delivers business transformation - it's how you use the power of the cloud to empower agents to better serve customers.**

RECOGNISING THAT CLOUD TRANSFORMATION IS NEVER COMPLETE

A key cloud characteristic is that the technology is flexible – so when customer behaviour changes, new regulations are implemented, or even when external events dictate a complete transition to homeworking, your contact centre can adapt. The result is that your CX team can constantly evolve the customer experience offered, always keeping your cloud platform current and aligned with your customer service goals.

KNOWING WHERE TO START

Many organisations stall for time while wresting with their cloud decisions. This of course also means continuing to rely on their legacy contact centre platforms and potentially missing out on cloud transformation benefits. A great place to start, however, is by focusing on the actual customer and advisor experience – get this right, and you can quickly work back through the technology to know exactly what it is you're trying to achieve with cloud.

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SUPPORTING YOUR TRANSITION TO CLOUD-BASED CONTACT CENTRES

The pressure for brands to differentiate via their customer experience now makes any CX technology decisions taken more important than ever. That's why it's essential that organisations consider the broader implications of transitioning to cloud. If you're migrating to cloud in response to changing customer demands, then it's important to ensure that you also evolve your business DNA to adjust to and commit to the sheer scale of the changes involved. Sabio works with a broad range of organisations supporting their transition to a cloud-based contact centre infrastructure, with examples including:

IMPROVING ADVISOR PRODUCTIVITY AT LOVEHOLIDAYS WITH TWILIO FLEX

When loveholidays needed to update its on-premise solution to a cloud-based platform so that agents could work from home, it worked with Sabio's team and selected a Twilio Flex cloud-based platform. Sabio is a Twilio Gold partner, and was able to transfer over 300 loveholidays contact centre agents to Flex in under six weeks.

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Our flexible Twilio platform and agile processes mean that loveholidays is much more able to focus on customer-centric and value-driven initiatives. For example, thanks to the Flex single user interface we've not only been able to improve overall service quality for customers but also enable our advisors to increase productivity by 20%"

- Eugene Neale, Director of Business IT and CX Engineering, loveholidays

KISIO TAKES FIRST STEPS ON ITS DIGITAL TRANSFORMATION JOURNEY

French mobility and transportation specialist Kisio has worked with Sabio to replace its legacy system with a new contact centre infrastructure for over 350 agents powered by a Genesys Cloud CX solution. With six sites already up-and-running, Sabio is also supporting Kisio by integrating Genesys Cloud with Salesforce to provide a platform for true omni-channel customer service delivery.

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We have been impressed not just by the Genesys Cloud CX solution, but also by Sabio's attention to detail, expertise and flexibility. This project is a crucial step in the long-term digital transformation ambitions of our business."

– Elodie Marechaux, Project Manager, Customer Experience, Kisio

SUPPORTING A BEST-IN-CLASS ADVISOR EXPERIENCE FOR DAS UK

DAS UK, the UK's leading specialist legal expenses insurer, chose the next generation Sabio Cloud CX Platform to enable its transition from a legacy on premise system to a scalable, hosted infrastructure. The Sabio solution takes advantage of Avaya to support advisors with an extensible desktop framework and full support for remote working. And with Sabio's support, advisor teams can benefit from the latest virtualised cloud capabilities without the need for additional licensing investment.

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Transforming our CX infrastructure to the hosted Sabio Cloud CX platform is a smart move for DAS as it gives us access to the latest, best-of-breed CX technology and tools while also taking advantage of Sabio's secure, resilient and highly available cloud infrastructure services."

– Russell Levan, Group Head of Information Technology, DAS UK Group

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ADAPTABLE CLOUD TECHNOLOGY: EMPOWERING ADVISORS TO MEET EVOLVING CUSTOMER DEMAND

Cloud transformation has the potential to bring about rapid change, a deeper understanding of your customers, and better working practices for your advisors. But it won't happen automatically. Change is people-powered, often enabled by the technology. That's why Sabio offers a broad range of public cloud, private cloud and hybrid cloud solutions and services to help accelerate the transition to a cloud-based contact centre infrastructure, with examples including:

UNRIVALLED SUPPORT AND FLEXIBILITY WITH SABIO ONDEMAND PRIVATE CLOUD

Sabio's highly secure, highly available cloud-based CX solution provides a great platform for organisations looking to cut complexity and risk in cloud deployment. With support for over 11,500 advisors per deployment, OnDemand Private Cloud provides a great way to scale, with lower per-user, per-month charges the more advisors you add.

SALESFORCE SERVICE CLOUD ACCELERATOR

Specialist service from Sabio's Salesforce implementation company, makepositive, that draws on years of Salesforce expertise to help accelerate the process as organisations moving their service operations to the cloud with Salesforce Service Cloud. The service helps clients secure up to 35% lower deployment costs and implementations that are up to 40% faster, while also removing the disjointed data and systems issues than can cause so much frustration for advisors.

COMPREHENSIVE SUPPORT FOR GENESYS CLOUD CX DEPLOYMENTS

As the leading Genesys Gold partner in Europe, Sabio helps clients make the most of what Genesys Cloud CX can offer, optimising the solution's native customer and employee experience capabilities, taking advantage of workforce engagement management functionality, and also ensuring close integration with other customer-focused applications to ensure a simpler and more effective agent desktop for agents.

GOOGLE CLOUD CCAI

Sabio is recognised as one of Google Cloud's leading contact centre AI specialists in Europe, offering a range of solutions drawing on the power of Dialogflow CX, Agent Assist and CCAI Insights. Capabilities include enabling first call resolution and assisting contact centre agents with suggested responses, real-time knowledge suggestions, auto population of content, and auto-summarisation of calls.

AVAYA SUBSCRIPTION

Targeted at Avaya on-premise contact centre systems users keen to progress towards a full SaaS-based Contact Centre as a Service solution, Sabio's Avaya Subscription programme provides Avaya customers with a clear pathway towards cloud deployment – along with benefits including access to the extensible Avaya Workspaces agent desktop framework.

CLOUD CONTACT CENTRE COMPLIANCE & SUPPORT

It's important to make the right choices when transitioning to cloud, particularly around the primary requirement for systems to be robust, reliable and compliant. Sabio monitors and supports your cloud contact centres from service hubs around the world, keeping you up and running – and in line with regulations – across every channel, touchpoint and advisor transaction.

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SETTING CLEAR GOALS TO SECURE VALUE FROM CLOUD CONTACT CENTRES

Before deciding whether to follow a public cloud, private cloud or hybrid approach, organisations first need to think about their specific business goals and what they really want to achieve with their CX. What are you trying to achieve with your contact centre migration strategy? Is it just a technical project in response to changing customer demands? Or are you also working to evolve your business DNA to adjust to and commit to the sheer scale of the changes involved?

That's why it's so important for all stakeholders to be on board with an achievable cloud strategy, with realistic timelines and an approach that underpins the inner workings of your business? Cloud alone can't be the sole answer to your CX business challenges or a destination for your business – but it is the first step through a door that will allow you to unlock potentially significant improvements in terms of operational efficiency and costs, customer satisfaction, and advisor performance and retention. Potential benefits include:

LOWER OPERATIONAL COSTS, SIMPLER SCALABILITY AND PRICE TRANSPARENCY

Moving from resource-intensive legacy platforms to a cloud contact centre approach is far more flexible in terms of scalability and pricing. Access to the cloud is typically on a subscription basis, and fees are generally based on the number of agents or users you have – so it's much easier to budget knowing exactly how much you're going to be billed at the end of each month. And with limited on-site equipment to pay for up front, and no specialist internal IT team required to run, operational costs are much lower – particularly given that business continuity and disaster recovery are often included in the per user pricing.

ENABLE AND SUPPORT MORE COMPLEX CUSTOMER EXPERIENCES AT SCALE

Organisations increasingly recognise the contact centre as a key competitive battleground and, with a powerful cloud platform in place, their CX teams will have more opportunity to recognise customers, resolve their issues and cement loyalty. Additionally, cloud's interconnection and integration capabilities can draw on data to support seamless cross-channel support across both automated service via digital channels as well as expert contact centre services for more complex customer concerns.

EMPOWERING AGENTS WITH THE SUPPORT NEEDED TO IMPROVE CX PERFORMANCE

With customers now only tending to call up when something has gone wrong, it's essential that advisors have immediate access to the information that can help them resolve customer concerns. If they are to provide consistently excellent service to customers, then it's only right that CX teams equip them with real-time, data-driven insights that give them a view into end-to-end customer journeys. And by providing all the tools they need within a single, unified platform, brands can ensure that their contact centre teams are well placed to make every moment count. **Only cloud solutions can keep evolving to meet today's changing customer requirements, help drive employee engagement, and enable increased advisor retention.**

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WHY SABIO?

Sabio Group is a digital customer experience (CX) transformation specialist with major operations globally. Through our own technology, and that of world-class technology leaders we help you optimise your customer journeys by making better decisions across multiple contact channels.

Sabio offers a full portfolio of solutions and services to support contact centre advisors as they adapt to a world of longer and more demanding conversations. Here are some of the ways we do that:

WE'RE TECH-AGNOSTIC

Having lots of partners means we have a broad technology stack, allowing us to supply more appropriate solutions tailored to match your requirements. First, we help you to identify the challenges you need to solve, then we'll suggest the solution that best fits your business. And because we have specialist teams for each technology, you'll always be dealing with experts.

WE'LL EMPOWER YOU

With the growth of cloud-based contact centre and CPaaS communications platform capabilities, it's now much easier for brands to build out their next generation employee and customer engagement capabilities at scale. At Sabio we share our cloud platform expertise with clients, making it much easier for your CX teams to add to the mix of channels, power customer journeys across multiple departments and open up access to best-of-breed AI capabilities. And we can offer you a completely flexible engagement model – either building and optimising solutions for you, enabling your team with all the tools and knowhow, or finding the right balance in-between for your business.
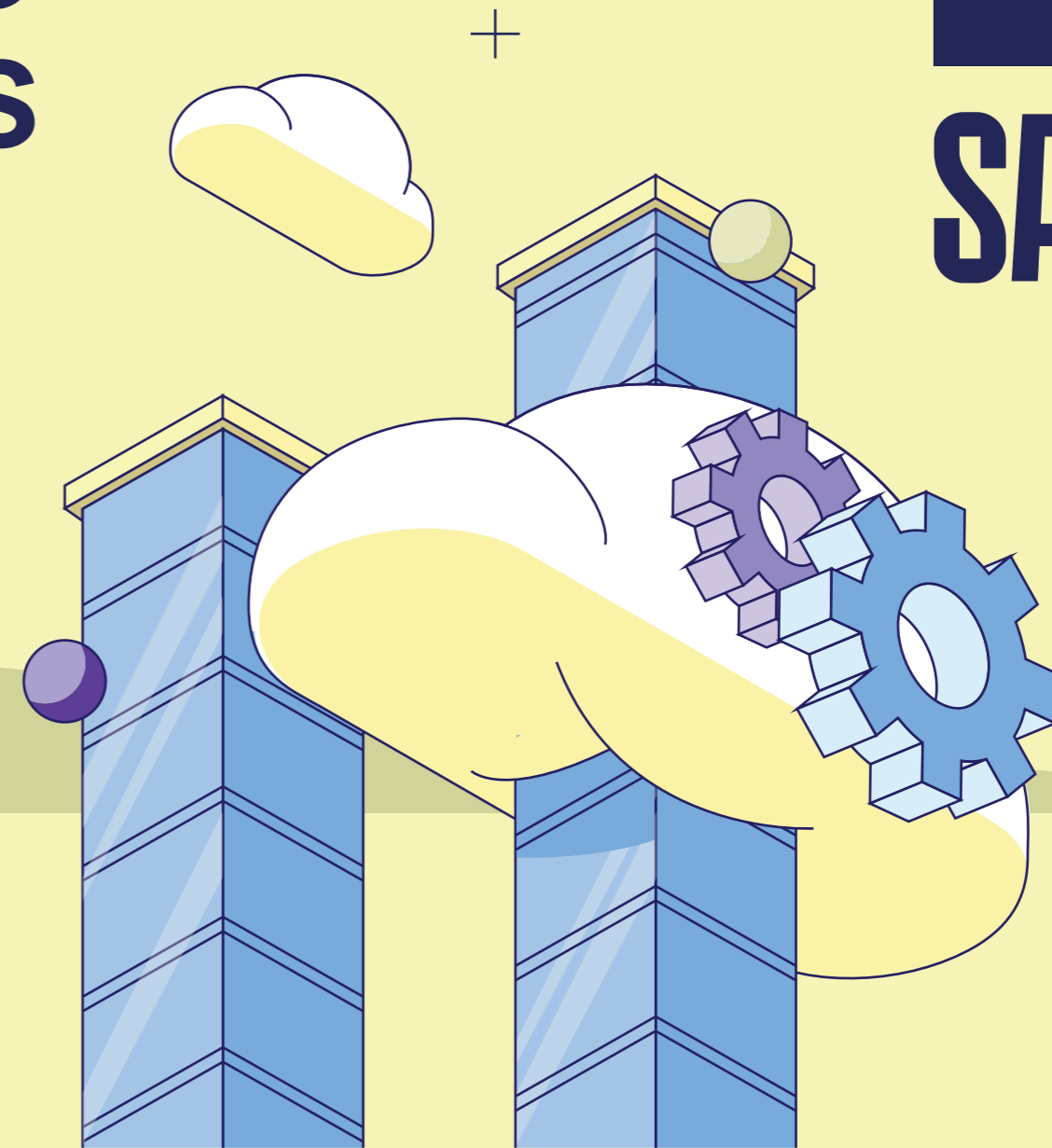
ONLY THE FEATURES YOU NEED

Because we're data first, we only propose features or new technologies when the level of data supports it. Rather than suggest the biggest scale solution, we often do a small piece of work with clients – then use the data to expand the business case together. Our wider technology portfolio means you will always have a range of options, allowing you to select only the features needed for your specific solution.

MANY INDUSTRIES, MANY PARTNERS

We're dedicated to providing excellent solutions through innovative technology . We do that by working with world-class technology partners such as Avaya, Verint, Genesys, Twilio, Google, Salesforce and Amazon Connect. Plus, we have deep and wide industry specific knowledge covering Banking, Insurance, Housing, Travel & Leisure, Utilities, Telcos and Retail.

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