



# Cloud Contact Centers Deliver Success



Customers Take **\$5.9 Trillion** with Them When They Switch Companies



**82%** felt the company could have done something to prevent them from switching



Source: Accenture study of customer service practices



## Top 3 Frustrations Consumers Have about Customer Service



Source: Accenture study of customer service practices

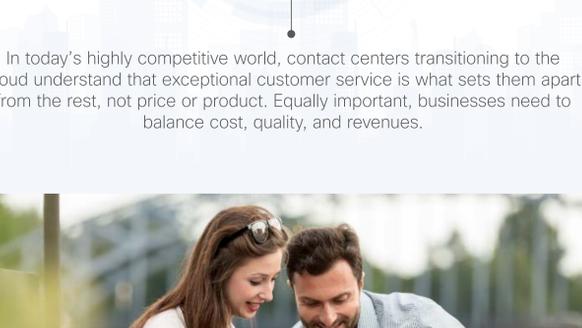
“Customers don't want to start over and explain their situation multiple times. It's one thing to give them a wide variety of channels or choices, but if the channels don't link up anywhere, it can be extremely frustrating. Stitching together all of the channels and offering a holistic experience is arguably more important than offering a wide range of choices.”

-Peter Quinlan  
Vice President, Tata Communications, a Cisco Cloud Partner

**82.5%** of companies recognize customer experience (CX) as a competitive differentiator



Source: Dimension Data's 2016 Global Contact Centre Benchmarking Report



In today's highly competitive world, contact centers transitioning to the cloud understand that exceptional customer service is what sets them apart from the rest, not price or product. Equally important, businesses need to balance cost, quality, and revenues.



## Time to Turn to the Cloud



Cisco® Hosted Collaboration Solution for Contact Center offers a full-range of innovative contact center solutions that helps businesses deliver a connected digital experience.

“We're consuming the contact center as a service. We're able to use our 450 multilingual agents around our centers much more effectively. We've already started to see a 10 percent increase in their efficiency.”

-Robert Webb  
Etihad Airways' CIO and CTO



“Cisco is breaking down barriers and leading the industry into the future. They continue to offer a solid product with a reputation for stability, reliability, strong customer relationships, and a clear vision of company strategy as it relates to the evolution of the customer care industry.”

-Paul Stockford  
Source: The 2016 CRM Service Leaders: Contact Center Infrastructure



“In the past, technologies and people were largely siloed. The website was driven by the marketing team, the contact center was orchestrated by services or operations teams, and mobile apps were the domain of the IT team. The cloud helps break down those silos.”

-Steve Pollema  
President, eLoyalty, a Cisco Cloud Partner

“It was hard enough stitching together voice, and now you have voice, web, video, chat, co-browsing, and on-demand experts who may be in different locations. With the cloud, companies can take advantage of these capabilities quickly, without the time, effort, and cost of implementing and integrating them.”

-Peter Quinlan  
Vice President, Tata Communications, a Cisco Cloud Partner



Find a certified partner to help meet your business needs as you begin your journey in the cloud.