A cloud-based contact center can help your organization unlock higher levels of agility, flexibility, scalability, innovation, and customer success.

Why is the transition to the cloud worth the effort? Let’s explore the benefits of a cloud contact center.

**Improved agility**
- Increased flexibility and scalability
- Faster deployment of new capabilities
- Decreased IT support

**Innovative cloud features**
- Instant access to the latest features
- Faster access to emerging technologies
- Integration with major cloud apps

**Reduced costs**
- More predictable costs
- Reduced capital overlay
- More accurate budgeting

**Faster deployment of services**
- Frequent updates to new capabilities
- No IT planning required
- No disruption to your employees

**IT efficiencies**
- Reduced IT management
- Consolidate customer data for on-premises and cloud
- More time for strategic initiatives

**Higher security**
- Strict regulatory and legal compliance requirements
- Protect contact center uptime and customer privacy
- Cisco-trusted security standards and investments

The Case for Cloud Contact Centers

**What you get when you embrace a cloud contact center**

**Know your customers better**
- Use big data analytics to understand your customer's journey, enabling you to predict their needs based on the stage of their journey, match them with the best available agent to meet their current need, and deliver the best business outcome.

**Provide cognitive and intelligent experiences**
- Extend your contact center to the rest of your organization
- Agents can more easily collaborate with colleagues and subject matter experts via voice and chat right from within their agent desktop.
- There’s no need to switch apps while your agents focus on solving those difficult customer issues, improving your first contact resolution rate, and making your customers happy.

**Predict your customers’ needs and route them accordingly**
- A cloud solution provides a 360° view of your customers' journey. Consolidating cross-channel and cross-system data in one secure place enables you to better understand your customers' journey at each stage of the journey, with the necessary tools to engage with them effectively in multiple ways. This matches the right agent to the right customer, and helps avoid all channel friction and space.

**Streamline your operations and workflows**
- Learn more about our cloud-based contact center solutions.

Now is the ideal time for a cloud-based contact center.

Let Cisco lead the way.