TOP 4 CONCERNS

## OF MIGRATING YOUR CONTACT CENTER TO THE CLOUD

AND

HOW TO OVERCOME THEM

SERVION | Crafting CX Solutions

The move to the cloud is accelerating. A recent report from McKinsey ⧉ found that 65% of enterprises have increased their cloud budgets due to the pandemic, and 55% have moved more workloads than initially planned. Much of this growth has been driven by the explosion of cloud contact center solutions, with Gartner predicting that Contact Center-as-a-Service (CCaaS) will hit mainstream adoption ⧉ by 2023. The agility, scalability, mobility, and global availability of the cloud have become non-negotiable for customer service, work-from-home, and business continuity – now and post-pandemic.

Enterprises with on-premises contact center deployments need to consider how they're elevating customer service, helping employees do their best work, driving down costs, and increasing revenue opportunities – and how moving to the cloud can take things to the next level. Yet the migration path is riddled with concerns and missteps that data shows cost companies time and money. How can organizations sidestep landmines and anticipate potential disruptions?

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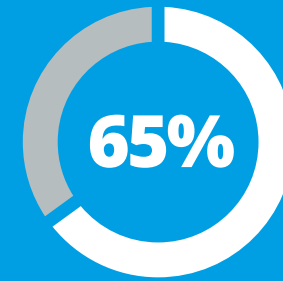
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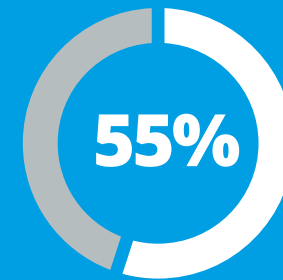
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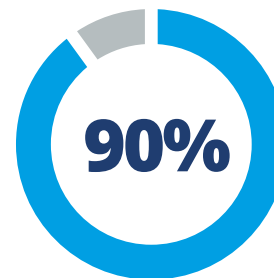
CONCERN #1
CLOUD SECURITY RISKS

As powerful and innovative as the cloud is, it poses a challenge for many organizations in the form of security loopholes. IT teams can struggle with misconfiguration, lack of visibility into what data is within cloud applications, theft of data from cloud applications, shadow IT (cloud applications being provisioned outside of IT visibility), inability to maintain regulatory compliance, and more. An increasingly multi-cloud, non-sanctioned world of "work from anywhere" exacerbates these challenges.

Without the proper support, firms across all industries face significant risks.

66%
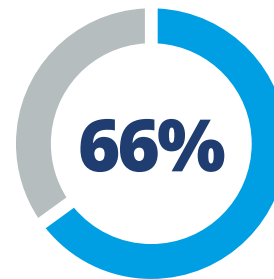
According to Sophos' 2020 State of Cloud Security Report ⧉
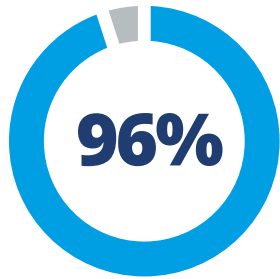
66% of enterprises inadvertently leave themselves open to attacks through misconfigured cloud services.

90%

According to Gartner ⧉

90% of organizations that fail to control public cloud use will inappropriately share sensitive data by 2025.

96% Overall, 96% of organizations are concerned about their current level of cloud security.

There's no one solution for resolving these issues. At the network level, for example, there is a swath of tools and technologies to help combat cloud security challenges, including Software-defined Wide Area Network (SD-WAN) solutions, Cloud Access Security Broker (CASB) solutions for preventing the use of unsanctioned cloud services (a.k.a. shadow IT), Secure Web Gateway (SWG) solutions, Zero Trust Network Access (ZTNA), Endpoint Detection and Response, and Secure Access Service Edge (SASE) solutions.

Data center certification is also essential for creating a more proactive cloud security approach. Look for a technology partner with skilled/certified resources to expertly guide your cloud contact center migration. A certified team should be able to answer the following questions to help cement your organization's security posture in the cloud:

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> What short-term vulnerabilities could the cloud migration process cause?

> Will systems be monitored for threats in real-time?

> Will data be end-to-end encrypted and backed up?

> Is the cloud platform compliant with data security compliance standards (HIPAA, PCI DSS, GDPR, etc.)?

CONCERN #2
TALENT SHORTAGE

For many enterprises, it's not the decision to migrate to CCaaS but the execution of the migration process that's a challenge. Those who attempt to migrate without adequate support face a precarious course, with analysts predicting ⬈ that enterprises will collectively waste $100 billion in migration spend between 2021 and 2024 due to lack of expertise.

The appropriate skill sets are needed for identifying compelling business use cases (more on this later) and for answering questions such as what parts of the contact center should be migrated to the cloud and when. Breaking the migration process down into stages is crucial for reducing the risk of critical errors that could corrupt data or lead to vulnerabilities.

If you don't have the right people in-house, you must either recruit new talent, re-skill current staff, or look for an outsourced, specialized team.
According to McKinsey, the average company needs to expand its staff from 35% to 50% to meet increasing cloud ambitions in-house.

35% ➜ 50%
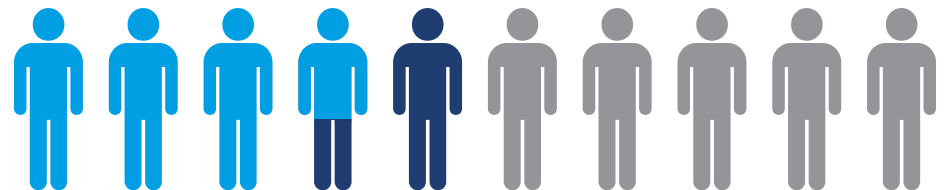
If this is unfeasible, companies can attempt to upskill or re-skill current staff, yet potential vulnerabilities still lie. There may not be time to account for the learning curve, and employees you invested ample time and money into can bolt at the drop of a hat – further slowing your cloud migration. According to A Cloud Guru's 2020 "State of Cloud Learning" report ☐, high staff turnover impedes about 35% of enterprises' cloud strategies.

That leaves the final option of external help, which has its own set of considerations. Spending on system integrators can quickly become a cost overrun, made only worse by organizations hastily or haphazardly engaging without thinking through the best way to structure the partnership. There's no definitive list of considerations one should make, but here's a good starting point when assessing a migration partner for customer experience:

⊙ Deep contact center domain expertise (Servion, for example, has 20+ years of experience)

⊙ Global delivery and support capabilities

⊙ Vendor agnostic, end-to-end solution provider (this is crucial for avoiding vendor lock-in)

⊙ Security compliance (HIPAA, PCI DSS, etc.)

⊙ Shift left methodology (a delivery process where issues and defects are prevented before they occur)

⊙ Extensive experience with application development (Servion, for example, has 25+ years' practice)

⊙ Intellectual property assets created to augment existing platforms and assist transition

⊙ Expertise on end-to-end process for cloud (Servion has a unique, four-pronged assessment to develop clients' introduction or transition plan, overseeing everything from application development to integration to maintenance and support)

⊙ Connecting infrastructure to applications

⊙ 24x7 support

⊙ Expertise in integrating leading platforms and applications with any cloud delivery model (public, private, hybrid, on-premises)

CONCERN #3
LACK OF COMPELLING BUSINESS USE CASES FOR MIGRATING TO THE CLOUD

The benefits of CCaaS are many , but developing clear business use cases for migrating to the cloud can be challenging. Overcoming this challenge requires domain expertise to identify use cases, design them, and migrate to the cloud seamlessly.

An end-to-end, consulting-led specialist can help identify business use cases such as scalability, availability, ease of administration, and omnichannel based on an assessment of your current contact center setup and key migration objectives. A consultant with a vendor-agnostic approach offers a special edge. This kind of partner is qualified to sell, deploy, integrate, customize, support, and deliver best-in-class customer experiences globally across contact center platforms offered by leading tech vendors.

Servion, for example, has established partnerships with industry-leading vendors including Cisco, Amazon Web Services (AWS), Genesys, NICE inContact, and Avaya to help businesses plan around cloud use cases like:

Security and scalability

Designed and built from the ground up as a cloud solution, Cisco WebEx Contact Center offers innovation, flexibility, and agility of the cloud with a high degree of security and scalability. Servion has been a trusted Cisco partner for more than 20 years, facilitating hundreds of contact center deployments. Servion is also the only certified provider that can offer Cisco cloud services globally.
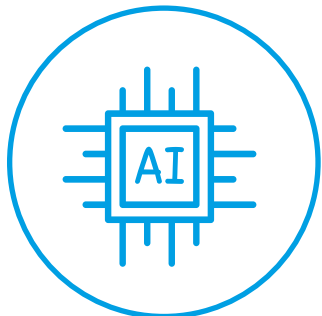
AI and automation

Amazon Connect is a powerful solution for companies looking to move their contact center to the cloud, especially for leveraging AI and automation. For example, Amazon Transcribe and Comprehend – as part of Amazon Connect – analyze call interactions in real-time to provide agents with contextual suggestions for resolving customer issues, helping create better service experiences while reducing operational costs. A partner like Servion can help you deploy Amazon Connect, AI-enable the solution, and provide comprehensive managed services.
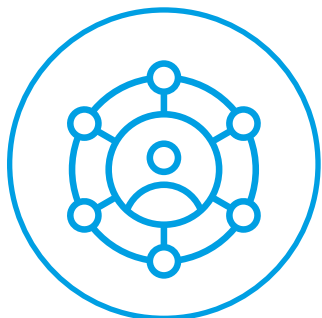
Omnichannel

Genesys Cloud is a suite of cloud services for enterprise-grade communications, collaboration, and contact center management. Many organizations rely on the solution for delivering omnichannel CX. As a certified Genesys partner, Servion can combine its custom-built solutions with the power of the Genesys platform to help clients deliver seamless and personalized experiences across channels – with expertise available through its 24x7 managed services.

REGULATIONS, POLICIES, AND CONSTRAINTS OF GLOBAL EXPANSION

Global expansion is a top priority for moving to a cloud contact center, yet operating in more than one country means dealing with more than one set of regulations. The risk can be significant if an organization is found to be lacking in terms of compliance.

Some of the greatest considerations are around data privacy, technology, and information law. A new jurisdiction may have its requirements regarding data privacy, data transfer obligations, customer/employee notifications, data monitoring, and payment obligations.

Data regulations in India , for example, are a patchwork of legislation. This is particularly true for payment systems, which the Reserve Bank of India has advised should be stored locally even if the information can go

abroad for short periods. This regulation has found major players like Mastercard and PayPal in hot water. Failure to conduct a proper data audit is punishable with a fine of over $650,000 or 2% of annual fiduciary turnover (whichever is higher).

Outside of data regulations, there are contact center regulations for recording telephone conversations, tracking sensitive information, and more. When it comes to phone recordings, for example , the U.S. typically adopts a one-party or two-party consent policy, with consent requirements based on the physical location of the prospect (not solely based on the area code that the phone number is registered in). In Australia, an organization must tell the other party at the beginning of the conversation that the call will be recorded (in the state of Queensland, however, it is not illegal to record a phone conversation by a party to the conversation). In New Zealand, you are legally entitled to record the people you are speaking to on the phone without telling them so long as you are part of the conversation. Requirements vary, and failure to comply can lead to significant consequences.

Overcoming this challenge requires the right expert to ensure compliance with location-specific regulations to simplify your migration. Look for a consultancy that offers a robust partner ecosystem for ensuring the best solutions to meet global expansion, as well as access to 24x7 managed services with worldwide support and scale. Servion, for example, provides 24x7 support using a combination of global resources and dedicated on-site engineers.

We have four network operations centers (NOCs) located in the U.S., U.K., and India, and our team currently manages

100
customers

32,000
agents

200,000
endpoints and ports

All this experience is used to provide comprehensive contact center managed services.

PLAN YOUR PERFECT CLOUD MIGRATION WITH SERVION

Powered by 25+ years of contact center and customer experience expertise, managing hundreds of clients, and enabling over 1 billion next-generation customer interactions each year, Servion helps firms across all industries harness the true power of the cloud. Our contact center services cater to the needs of organizations small and large, adapting cloud solutions to specific business requirements.

As a leading, end-to-end technology consultant, Servion is proud to offer one of the industry's most expansive partner ecosystems including Cisco (Cisco WebEx Contact Center), AWS (Amazon Connect), NICE InContact, Genesys, Five9, Avaya, and more. Strategic alliances with best-of-breed technology providers and superior system integration capabilities enable us to help enterprises overcome all their cloud contact center migration concerns.

Here's how we were able to do so for two clients:

Client #1: One of the largest chemical companies in the world with six integrated production sites and over 360 other production sites across more than 90 countries worldwide.

The need: A cloud-based contact center solution capable of supporting seamless work-from-home and business

continuity to accommodate higher-than-normal call volumes.

The solution: Servion's CX consultants analyzed the client's existing set-up and proposed AWS's cloud-based contact center, Amazon Connect. As an Amazon Connect Standard APN Consulting Partner, we were able to implement the cloud-based work-from-home solution in less than one week. Our quick deployment strengthened the client's ability to deal with the sudden spike in call volumes while ensuring agents' safety and business continuity.

Client #2: A leading U.S. stock exchange that transformed the financial markets by introducing the world's first electronic stock market.

The need: This client wanted to move its entire contact center functionality to the cloud and consolidate its contact center solutions (AWS Connect, Cisco UCCX, and Cisco UCCE) from different business units and countries to one common platform.

The solution: Servion worked with stakeholders across seven business units to understand the client's specific needs and proposed Cisco WebEx Contact Center and Cisco WebEx Calling with Cisco PSTN to meet business requirements. Servion dramatically improved productivity for each business unit by embedding an agent desktop solution within the Salesforce application, enabling agents with telephony call control and state changes within a single application. We also configured the cloud contact center solution to work across different countries, time zones, and country-specific PSTN providers. The new solution enabled agents to seamlessly work from anywhere with an Internet connection, improving their availability and responsiveness for better CX and empowering all business units to respond to real-time market conditions without dependency on IT.

SCHEDULE A MEETING

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centres and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle.