NebuLogic White Paper

Embracing the Challenge Head-On:

Benefits of Cloud-Based Contact Center Technologies

Introduction

Inflexible and intricate contact center technology can inhibit your organization's ability to support day-to-day operations and business expansion plans. Maintaining an on-premises software solution can be difficult and limiting. Cloud-based contact center technology is a quickly implemented alternative that gives the flexibility needed for growth and expansion.

To bring these benefits to your organization, you need to set the stage now, and locate a capable vendor who paves your way to explore opportunities and streamlines your business processes. The expertise of the vendor must include strong partnerships and unrivalled service in your sector. The technology's potential impact can be leveraged to provide high functionality that supports leading-edge best practices of the industry to reap the rewards such as growth, agility and ROI.

Why Move To The Cloud?

In the technology industry, change is constant. New client? Great. New Program or product? Exciting! New contact processes for your Customer Service Representatives (CSRs) to learn? Challenging.

A contact center is a smart way to tap your potential customers and bridge communication gaps with them in an effective and satisfactory manner. But, contact center systems are complex. They require a wide range of business and communications functions, and depend on multiple technology layers in order to yield the expected results. Applications and tools, often outsourced from multiple vendors, require careful implementation combined with smart component configurations. The slightest slip can be daunting for your business, turning SLAs into a lengthy and expensive proposition. The question is: How can contact centers stay competitive, capture market opportunities, and scale operations whenever needed? Switching to Cloud-based contact center technology has shown impressive results by effectively handling today's demanding and dynamic market environment. These virtual contact centers consistently cite the advantage of rapid scaling with value added resources in the Cloud as a key benefit.

The common issues faced by almost every service oriented businesses are:

- Revenues must go up
- Quality must improve
- Output must meet the deadline
- Costs should be kept in check
- Service Level Agreement requirements must be met

Today's client is aware, smart and fully expects that the chosen solution will work for him or her. Clients expect their CSRs to proactively help customers get precisely what they need. Agents will do that if they have organized access to the contact history, customer's information, and other relevant information. Any misses can send the customer experience and your organization's corporate image into a tailspin.

Flawlessly organizing each element with perfect focus requires a number of technologies and applications to work seamlessly. Automatic Call Distributor (ACD), Computer Telephony Integration

(CTI), and Interactive Voice Response (IVR) should work effortlessly. Your organization's workforce management keeps staffing levels and costs in sync, and it all has to be linked with sales automation

and Customer Relationship Management Solutions. And, custom-developed plug-ins must be configured in the CRM implementation to make it all work. A perfect implementation promises excellent returns, and will win you customer advocates.

Internally maintaining the CRM infrastructure can keep your IT groups fully occupied. A new program, SLA or a sales process might turn into a catastrophe if not properly run. The resulting projects can take months, and demand unplanned man-hours of effort, translating to missed opportunities, negative image, and skyrocketing costs. And, increased maintenance costs prevent you from focusing resources on defining and building an optimal customer experience.

Can Contact Center Technology Help?

Yes. Technology that is fully integrated, properly customised, available on demand, and with almost no or a minimum need for hardware and software eliminates the problems discussed above.

Cloud-based solutions are comprehensive with state-of-the-art functionality, fully capable of supporting leading-edge best practices. Thanks to these features, Cloud-based solutions are very easy to use. Even the largest implementations can be scaled up or down to match resource- or location-related needs.

CRM applications help your agents take advantage of improved system usability immediately, instead of waiting while the contact center IT teams brainstorm integrations that can be used. The applications offer solutions that are mature, up-to-date, and administrator-friendly. New processes and other changes can be implemented in a matter of minutes instead of weeks or months. By eliminating the delays associated with internally managed systems, contact centers can cost-effectively add functionality, boost capacity, change processes, and tap new opportunities. The greatest benefit that they can enjoy is maximum agent productivity, and seize market opportunities that otherwise would have been missed. The technology can be launched rapidly, and it is highly usable. It is ideal for organizations ready to eliminate on-premises software solutions.

The Cost Pro

❖ Basic Hardware and software is all that is needed. Hardware and software investments are minimal.

❖ Application experts just a call away; there is no need to spend money on recruiting IT personnel. Our solutions are easy to administer, requiring less involvement from IT staff, which can instead stay focused on core business issues.

❖ We have the industry's best applications, customized to your requirements.

❖ Better result analysis leads to better performance.

❖ Maximum productivity from your CSRs.

With technology no longer an obstacle, businesses are moving to the Cloud. How will more effective technical capabilities affect your business? Pin down the present and future touch points that can be resolved by our Contact Center Technologies. Analyze how greater ease of integration with IVR, plug-ins and other back-office applications might change your processes. Moving your organization to the Cloud can tranform it by focusing everyone on delivering the right customer experience.

About NebuLogic Technologies

NebuLogic Technologies, LLC is a leading System Implementation and Integration Information Technology company that specializes in delivering comprehensive Service and Sales Automation solutions. NebuLogic provides solutions and services using SaaS/Cloud based as well as enterprise class applications. Our definition to deployment services include but not limited to: 1) Conducting requirements discovery and analysis (RFI, RFP review and response); 2) Conducting master requirements workshops; 3) Developing Business Requirements Documents (BRD) and Technical Requirements Documents (TRD); 4) Building prototypes, mockups and pilot solutions; 5) Configuring core Customer Relationship Management (CRM) applications; 6) Enhancing and/or developing integration components; 7) Developing use cases based on client requirements; 8) Implementing data and application security requirements; 9) Conducting Quality Assurance and User Acceptance Testing (QA and UAT); 10) Developing user and administrator training guides and related documents; 11) Delivering hands-on user and administrator training; 12) Analyzing risk factors and implementing risk mitigation processes; 13) Conducting system stress testing and developing pre-production checklists; 14) Enabling successful Go Live/production rollouts; 15) Providing post-production support and maintenance services; 16) Providing hosted services and more.

To find out more about NebuLogic's Services and Products please reach us at: www.nebulogic.com

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