

# Contact Centers

## Why businesses prefer Cloud based vs. On Premise solutions

Wondering why more and more contact centers are moving to the cloud? We've gathered the facts for you to determine what is best fit for your business and customer experience.

Many contact centers when they want newer technologies, add platforms and software on top of their already existing software. Which then can become stressful and somewhat impossible to manage. That ultimately affects your customer experience and your employees day to day work.

Omnichannel is another buzzword that has gained traction in the past several years. What is omnichannel and how does that involve cloud based contact centers? Society in general wants to stay connected, by many different channels. Whether that's a text message to a family member, a WhatsApp message about meeting a friend, making a reservation via email, and/or all the other messaging applications available.

Customer service now works the same way. Many businesses offer multiple channels to their customers to contact them; email, chat box, text message, and phone calls. Cloud based contact centers bring that all together into one platform.

Studies show that switching to an omnichannel cloud contact center can increase CSAT scores, decrease long-term costs through more efficient operations, and enables employees to work from anywhere.

In other words, revamping a call center into a cloud-based contact center equips businesses with the tools to have a customer-centric approach to communications.

# Cloud Based

# On Premise

Cost Efficient, Faster deployment and set up

**Implementation**

Costly, Time consuming planning, hardware & user set up

Cloud Based

**Hardware Location**

On site

Yes, and most cloud based software is built for omnichannel

**Omnichannel Capabilities**

No, only inbound/outbound calls.

No hardware costs, so adding/removing users is much easier and cheaper

**Scalability**

Not seamless, charges for increased hardware and upgrades

Want to learn more about our Contact Center Solutions?

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