

CCaaS top ten *yes*



Why Contact Centre as a Service (CCaaS)?

Highlights

- Optus CCaaS is multi-channel, flexible, reliable, and feature rich service; it helps to provide your customers with a positive experience and lead them into the world of Digital Experience (DX) through webchat, email and social media interactions as well as voice.
- Optus CCaaS is consumed under a flexible 'per-agent' per month Opex model.
- Contact Centre services have traditionally been implemented as on-premise solutions. With the emergence of enterprise-grade services, the move to hosted, 'as-a-service' consumption is now possible.
- Optus CCaaS can help you focus on looking after your customers, managing your staff and improving your service offerings rather than worrying about complex Contact Centre infrastructure.

Here are ten reasons why your organisation should consider CCaaS from Optus, powered by Cisco.

1 A move to hosted solutions makes sense

At Optus we are seeing a trend towards increased adoption of cloud-based services. Market analysts forecast this to outgrow traditional site-based environments and include multiple interaction channels.

As experts in "hosted" application deployments as well as network and carriage services, you can rely on us to support your move to "as a service" consumption.

2 Empowered customer service representatives

CCaaS empowers your staff with the freedom to work from any location where they have access to a virtual private network connection and standard telephone service. They will also enjoy the integrated agent desktop environment that grants them visibility and control of their voice and digital interactions.

3 Easy to deploy, more flexible

A hosted CCaaS solution enables you to rollout Contact Centre capability with ease. Unlike premise-based solutions you are not limited by geography or site-based deployments. Host services can be very elastic – you can readily scale the services to help match the needs of your business as it evolves.

Delivering the Digital Experience (DX) through CCaaS, means your customers can contact you across a wider spectrum of channels and be serviced in a manner that better suits them.

4 Rolls out the welcome mat

Without a universally deployed set of Contact Centre services, your business may be delivering an inconsistent customer service experience, this can lead to customer irritation.

Providing your agents with standardised tools organisation-wide can assist you to deliver a truly great customer experience and when these tools are delivered as-a-service, they may be made ubiquitous across your sites and service teams.

Optus CCaaS helps provide an exemplary customer experience to customers, across all your selected contact channels.

5 Help makes budgeting easier

It can be challenging transforming your customer service technology when you're faced with budget constraints and technology options. CCaaS delivers services as a predictable monthly fee. Contrast this against a comparably large upfront infrastructure investment, and ongoing maintenance, upgrade and support costs you would incur setting up your own Contact Centre infrastructure.

With Optus CCaaS there's less need to make large investments in technology and software tools that are unused or underutilised, and CCaaS flexibility means you don't need to provision for contingency or resiliency.

Optus can also bundle all solution elements including unified communications and voice carriage to provide a greater predictability, transparency and clarity of costs. Importantly, you will be able to budget on a per agent basis and have visibility of the incremental costs as your agent pool fluctuates.

6 Support business continuity

When disaster strikes it typically has a dramatic impact on the level of customer service. CCaaS solutions help you to enact a continuity plan without the need to build redundant infrastructure. The service isn't tied to a particular site, so your agents can continue to provide service from alternative locations or even from their own homes. With a highly redundant service supporting your critical customer-centric needs, you can leave it to us to help keep your business operational and available if disaster strikes.

7 Better tools, for everyone

With CCaaS you can avoid the headache of staying current – Optus is responsible for updates and rollouts. This helps reduce obsolescence so that your Contact Centre agents, supervisors and administration staff can benefit from access to the new desktop tools and multimedia applications, and increase their ability to transform the way customer service is delivered. Centrally provisioned in a hosted environment, Optus CCaaS also helps to minimise inconsistencies across sites – regardless of their location or size. Wherever calls are directed and answered, the single system helps customer service staff function as one team.

8 Shifts the load to Optus, but leaves you in control

When you choose CCaaS from Optus, based on our foundational UCaaS (Unified Communications as a Service) solution, you shift the burden of IT procurement and management to Optus, leaving your organisation free to engage customers more effectively.

We essentially become an extension of your Customer Contact and IT departments, bringing our specialised Contact Centre infrastructure and application skill sets to you when and where you need them. While you may be handing over the heavy IT lifting to us, you still manage your Contact Centre and have visibility using the included web-based configuration portal for self-service. If you'd prefer we do all the management, you can hand it over to us as well. The choice is yours.

9 Optus has real credibility in the contact centre arena

Optus Business has extensive end-to-end experience in the design, implementation and management of Contact Centre and Unified Communications solutions for organisations large and small. Working with our partner Cisco, we have delivered Contact Centre solutions into customers for well over a decade.

As well as being a hosted service provider, we are also a carrier, so we can offer you end-to-end solutions that bundle ICT and carriage components, delivered through a single point of contact. We can also supply and manage your voice grade network, as well as arrange security options including firewalls and access controls.

10 Respond quickly to changing customer demands

Hosted Contact Centres offer you a wide range of customer engagement tools addressing your needs rapidly with visibility of charges. CCaaS includes optional media channels such as email, web and social media, as well as many reporting, analytical and work from home tools that are already integrated and available when you want them.

So if you want to respond to customer demands or competitive threats by offering new contact channels and functionality in your Contact Centre today, you can do just that with CCaaS.

Make the move to smarter customer service

Optus can help you to consolidate your infrastructure and operations, minimise your IT management efforts and alleviate your Contact Centre deployment concerns. We'll make sure we give you visibility, control and confidence.

We know you want to deliver your customers a positive experience. At Optus, we can deliver your Contact Centre needs in a hosted environment, helping you interact with your customers the way you want to today, with a smart adaptable service.

Let us do the management and keep you up to date with current Contact Centre solutions. Take advantage of CCaaS from Optus today.