You Can Transform Your Contact Center to Meet Today's Needs—Without Sacrificing Benefits, Increasing Costs, or Incurring Downtime

FROST & SULLIVAN VISUAL WHITEPAPER

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The Time Has Come to Upgrade Your Contact Center

Customers today expect companies to leverage advanced analytics, automation, and artificial intelligence to deliver a truly personalized experience. They want seamless interactions, whether via bot or human agent, on any channel or device. And they need data and privacy protections that don't sacrifice security for customization. Contact centers must meet these demands head on or risk losing business, reputational clout, and revenues.

But while many companies realize they must make smart investments in modern customer experience (CX) technology, they have spent years investing in their premises-based contact centers—and those systems are still delivering significant value. Do they really need to rip it all out and move everything to the cloud? Absolutely not.

Continuing to invest in a robust premises-based solution—either by adding more in-house capabilities or by layering in cloud-based solutions—can protect a company's investment, leverage the value of proven processes, and deliver an exceptional customer experience, without the chaos that can come with moving to an entirely cloud-based solution.

The vast majority of organizations are not using an all-cloud-based contact center solution—and they don't plan to do so in the future.
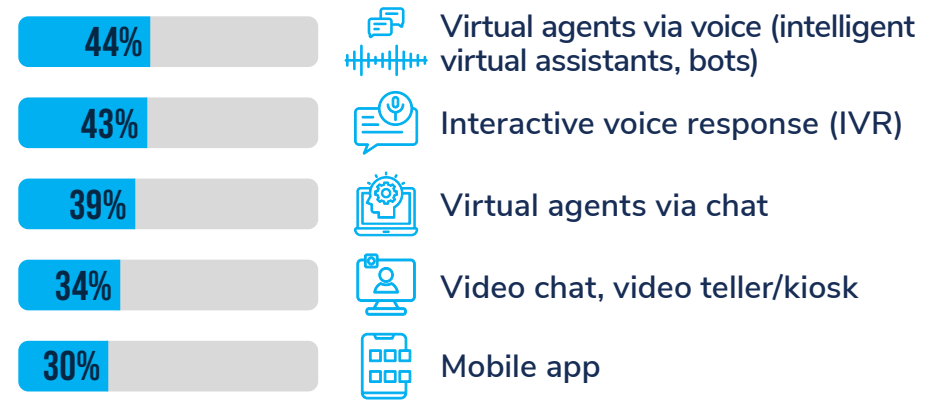
33%
On-premises contact center solutions
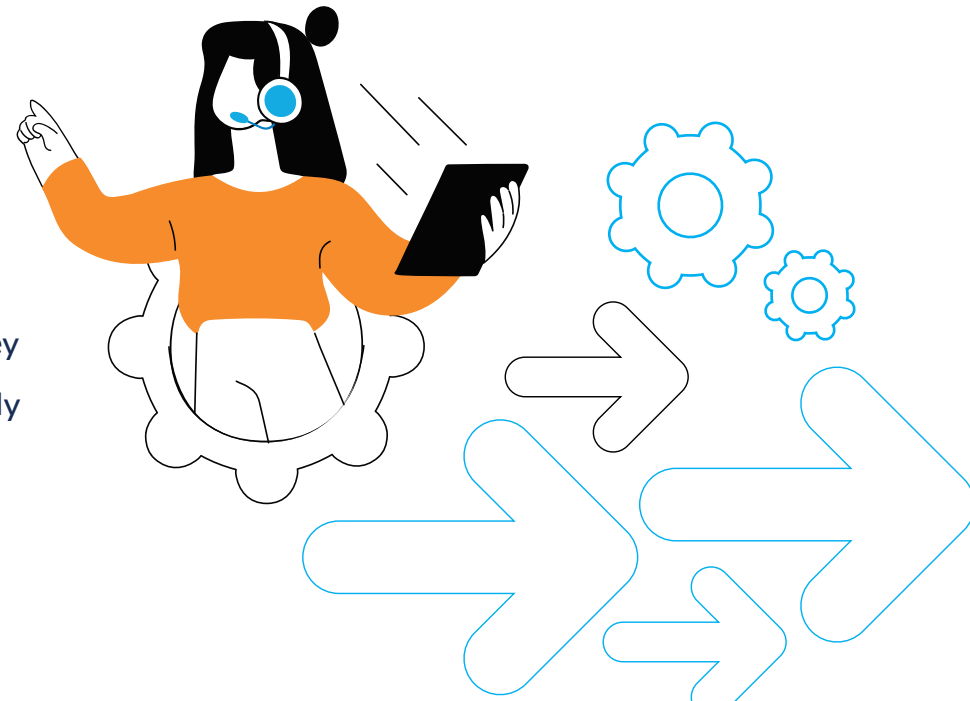
57%
Both

10%
Contact Center-as-a-Service (CCaaS)
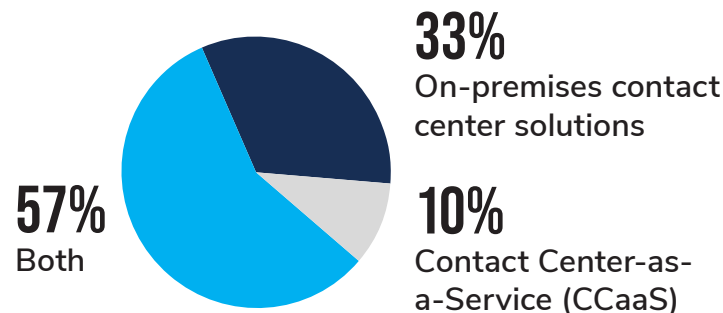
Spotlight of Frost & Sullivan Data

Which of the following interaction channels does your organization support today?

88%	Voice
75%	Email/web form
73%	Messaging
73%	Social media
72%	Chat with live agent
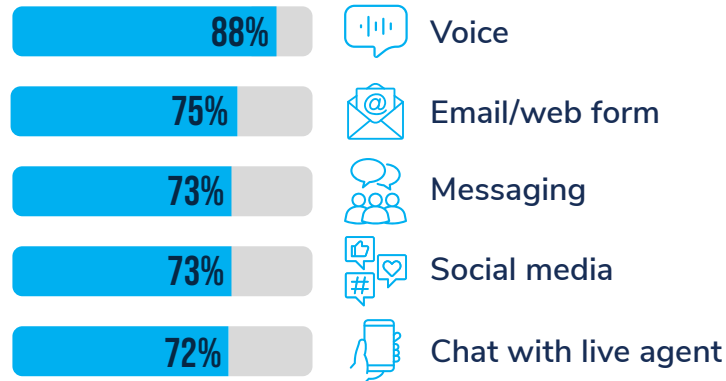
If not supported now, which of the following interaction channels does your organization plan to support during the next two years?

44%	Virtual agents via voice (intelligent virtual assistants, bots)
43%	Interactive voice response (IVR)
39%	Virtual agents via chat
34%	Video chat, video teller/kiosk
30%	Mobile app

The top-five CX priorities during the next two years:

78%	Ensuring customer trust
75%	Increasing security
75%	Building brand awareness/loyalty
70%	Managing the entire customer journey
70%	Resolving customer issues proactively to reduce contact center interactions

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Invest in New Technologies Without Losing Ground

Moving to a 100% cloud-based contact center doesn't just cost money—it costs time. And while many companies are led to believe that moving to a cloud-based contact center is necessary for modernization, everything (good) about doing so can be created in premises-based systems, including flexibility, scalability, and cost-efficiency.

The fact is, for many organizations, a total shift to the cloud can be more trouble than it's worth. Doing so takes significant time—most digital transitions are measured in years, not months. Customization and integration complexities can hinder the move, as new capabilities don't always align with the unique requirements and existing systems of every business. This can lead to delays in deployment, lower productivity, and poor ROI.

And the total cost of ownership (TCO) of a cloud-based contact center isn't always as good as providers claim. While subscription-based pricing models offer flexibility, the cumulative costs of monthly fees, data storage, and additional services add up. For businesses with fluctuating call volumes or specific compliance needs, the pay-per-use model may be more expensive in the long run than a premises-based solution—especially for companies that have already invested in these systems, and which have amortized those cost over many years.

The top challenges IT/telecom departments face in supporting contact centers during the next year:

32% Handling security concerns

29% Handling privacy concerns

28% Aligning IT/telecom with business strategies

28% Ensuring network stability/reliability

27% Supporting remote/ hybrid work

26% Ensuring systems integration; managing multi-vendor solutions

25% Addressing skills shortages and training requirements

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Maintain the Processes That Work
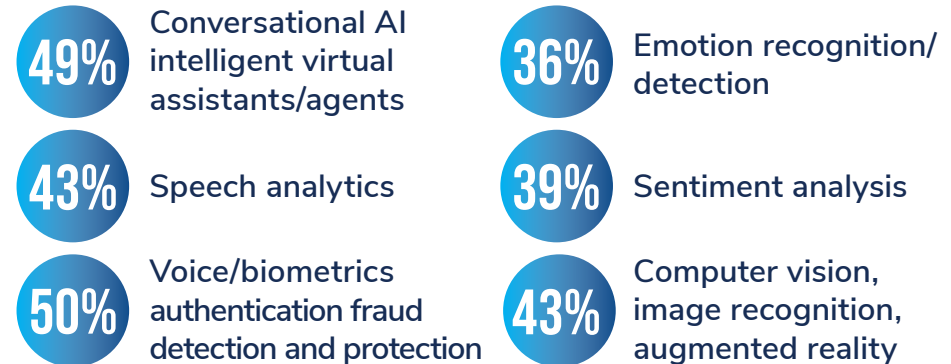## —While Improving Those That Don't

Modernizing the contact center doesn't mean throwing out existing processes. Although it's alluring to adopt cutting-edge technologies and methodologies, overlooking the tried-and-tested processes that contribute to operational efficiency and customer satisfaction can be detrimental.

> **When companies modernize their contact centers, they must recognize the value of retaining the business processes that are already effective.**
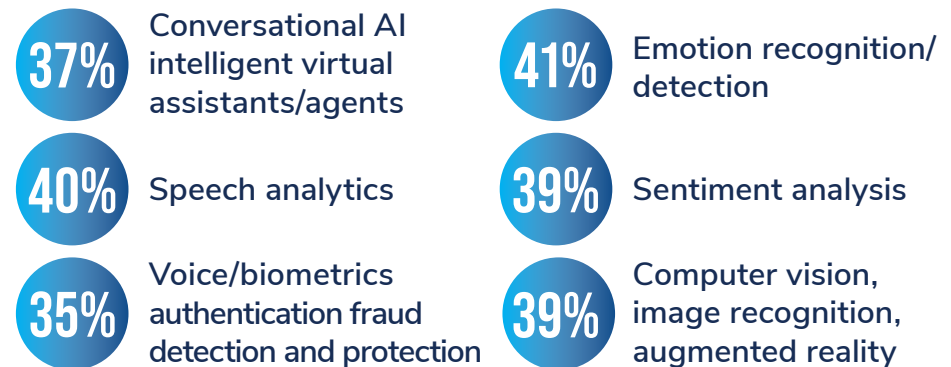
Established processes are often the result of years of investment in refinement and optimization, based on deep institutional knowledge and insights. By building upon existing processes, businesses can leverage their accumulated wisdom to drive improvements and innovation.

Preserving successful business processes also minimizes the risk of unintended consequences. Introducing changes without fully understanding their impact can lead to unforeseen challenges and operational bottlenecks. By focusing on what already works, businesses can mitigate risks and ensure a smoother transition to modernized contact center operations.

Which of the following AI technologies have you already deployed?

49% Conversational AI intelligent virtual assistants/agents

36% Emotion recognition/detection

43% Speech analytics

39% Sentiment analysis

50% Voice/biometrics authentication fraud detection and protection

43% Computer vision, image recognition, augmented reality

Which of the following AI technologies will be deployed during the next 2 years?

37% Conversational AI intelligent virtual assistants/agents

41% Emotion recognition/detection

40% Speech analytics

39% Sentiment analysis

35% Voice/biometrics authentication fraud detection and protection

39% Computer vision, image recognition, augmented reality

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Ramp Up with New Capabilities Quickly and Easily

By layering on to their existing systems, companies drive usage from day one, thanks to a quick and less painful ramp-up.

1. Leveraging an existing contact center helps companies avoid the time-consuming and costly process of procuring and installing new equipment or systems, significantly reducing the time required to implement changes or upgrades.

2. Employees are familiar with existing systems and workflows, and that expedites the onboarding process. When agents are already accustomed to the tools and processes in place, they require less training, which minimizes downtime and disruption.

3. Building on an existing contact center infrastructure lets companies make incremental upgrades and address specific pain points or needs as they arise. This positions users to fine-tune operations over time by making continuous improvements based on real-time feedback and requirements.

40%
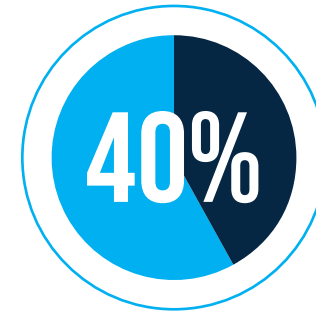
of all companies say that training on new processes, tasks, and/or applications is one of the main reasons they aren't meeting or exceeding their CX objectives.

65%
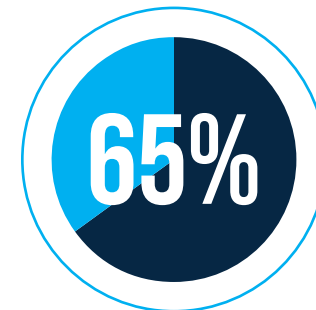
of companies say deploying AI technologies to improve EX and CX is a top priority for their organization.

Don't Embrace Change Just for Change's Sake

When companies embrace technology change solely for the sake of change, it can lead to negative outcomes, ranging from wasted resources to decreased productivity and even reputational damage.

One of the biggest risks is the misallocation of resources. Implementing new technologies without a clear understanding of how they align with business goals and objectives can result in significant financial cost that fails to deliver meaningful returns.

Hastily adopting new technologies without proper planning or evaluation can also disrupt existing workflows. Employees may struggle to adapt to unfamiliar systems, and frequent technology changes can create a sense of instability and uncertainty among staff, eroding morale and increasing turnover.

Deploying new technology without a clear strategy can also create a fragmented IT environment. Companies may end up with a patchwork of disparate systems, resulting in inefficiencies and data silos that hinder communication and collaboration, impede decision-making, and impact the company's ability to respond quickly to changing customer needs and market conditions.

Finally, embracing new technology without a clear strategy can erode customer trust. Customers expect companies to innovate, but they also value consistency and reliability. Constantly changing tools without a clear reason can create confusion and frustration among customers, leading them to question the company's competence and reliability.

35%
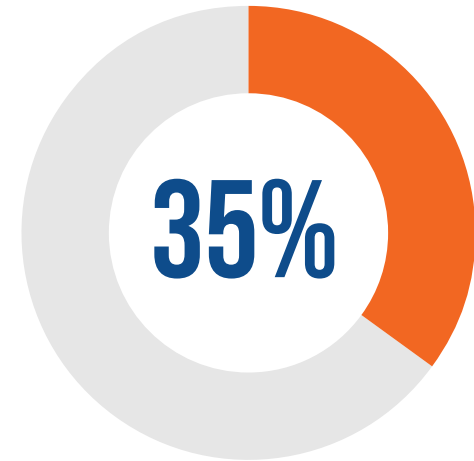
of companies report that they are not well aligned in providing a consistent customer experience across all departments in the organization.

Organizations must end up in a place they want to be—not just where the trends take them.

Case Study

Konecta Colombia is part of a multinational corporation that specializes in business process outsourcing (BPO) and contact center services. Its focus on innovation and technology has enabled Konecta Colombia to provide efficient and effective solutions to its clients, helping them streamline their business processes and improve customer satisfaction.

When leaders at Konecta Colombia considered future goals for its contact center business, they sought to incorporate AI-enabled digital channels and gain the flexibility needed to integrate cloud applications. The company was eager to innovate, but it had invested significantly in its existing on-premises hardware and software infrastructure for administration and call routing, which it valued highly. Changing this infrastructure would have incurred not only high financial costs but also significant disruption to the company's critical contact center business.

Konecta Colombia chose to partner with Avaya to help drive innovation while preserving the core elements of its existing solution. This approach not only safeguarded years of investment in infrastructure and training but also enabled Konecta Colombia to embrace cutting-edge advancements in AI and analytics. As a result, the company addressed its immediate modernization needs, protected its existing investments, and reinforced a strong partnership for future innovation and business growth.

> "Avaya solutions provide the peace of mind and the stability that we're always looking for."
>
> —José Arley Mejía, CIO, Konecta Colombia

Frost & Sullivan Recommends

As more and more customers expect to engage through self-service tools or via human agents online, automation is critical for survival. Companies that want to modernize their contact centers while maintaining customer trust must partner with a vendor that understands the value of existing infrastructure—and how that infrastructure can support the addition of automation and AI, either on premises or by layering in select cloud-based solutions.

Customers can reach their end-state transformation goals by innovating on the platform they have, moving more quickly and with lower risk as they do. Rip-and-replace is not a risk worth taking for a benefit that is not unique.

> It's critical to select a contact center platform that can deliver a truly hybrid solution that will quickly leverage your exiting technology while adding in the benefits of cloud for key locations and job roles.

Every Contact Center Must Have...

▶ **Speech analytics powered by generative AI**

▶ **Skills- and issue-based routing**

▶ **Workforce management**

▶ **Employee engagement**

▶ **A single dashboard view**

▶ **Seamless self-service**

▶ **Intelligent automation**
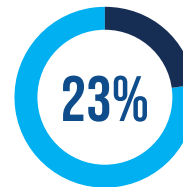
▶ **Out-of-the-box integration**

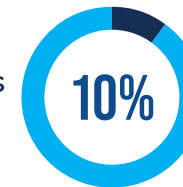## What is the top reason you are unable to deliver an omnichannel strategy?
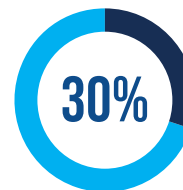
30% System/application integration difficulties
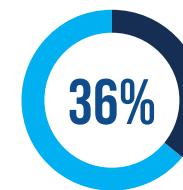
36% Cost of implementation

23% Channels are managed in silos by different departments

10% We don't have an omnichannel strategy

For information on the topics covered here and more, click below.

Innovate without disruption ➜

Discover the power of a digital contact center ➜

Use AI to create deeper connections ➜

Manage flexible deployments: remote contact centers ➜

YOUR TRANSFORMATIONAL GROWTH JOURNEY STARTS HERE

Frost & Sullivan's Growth Pipeline Engine, transformational strategies and best-practice models drive the generation, evaluation, and implementation of powerful growth opportunities.

Is your company prepared to survive and thrive through the coming transformation?

Join the journey. ➜

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