

A Custom Technology Adoption Profile Commissioned By Windstream | November 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

GET STARTED ►



A Custom Technology Adoption Profile Commissioned By Windstream | November 2016

## Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

### Adopting Contact-Center-As-A-Service Creates Better Customer Satisfaction And Loyalty

Delivering a superior customer experience is mission critical for organizations that wish to survive and thrive in the age of the customer — an age in which enterprises are putting the customer at the center of their service strategies in order to win, serve, and retain increasingly empowered customers.

Today's customers expect brand interactions and experiences that are seamless and effortless regardless of touchpoint, time, or location. They are increasingly leveraging self-service and digital communication channels, which has raised their expectations around their experience with contact centers. Businesses are increasingly leveraging reliable, cloud-ready contact center technology to deliver superior customer experiences that help drive customer loyalty and advocacy, which ultimately correlates to increased topline revenue.



Custom survey of 112 professionals involved with data analytics and visualization

**Region:**  
US only



#### Position/department

72% IT  
25% Operations  
3% Marketing



#### Title

23% Managers  
24% Directors  
53% VP or C-level



#### Company size

17% Less than 500 employees  
34% 500 to 999 employees  
23% 1,000 to 4,999 employees  
26% 5,000 or more employees

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Midmarket Enterprises Prioritize Customer Experience

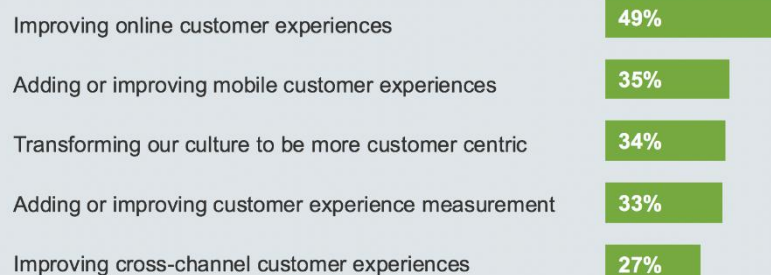
Businesses recognize that in order to win, serve, and retain customers in the age of the customer, a focus on customer experience is critical. In fact, nearly seven out of 10 IT managers reported that improving the experience of their customers is a top business priority.

As midmarket companies plan to take action in the coming year, they are focusing on the following:

- › Improving online customer experiences (49%)
- › Providing eLearning for agents, improving their ability to support work-at-home agents, and supporting agent resourcing.

*Sixty-nine percent of IT decision-makers reported that customer experience is a top business priority, according to Forrester's Global Business Technographics® Priorities And Journey Survey, 2016.*

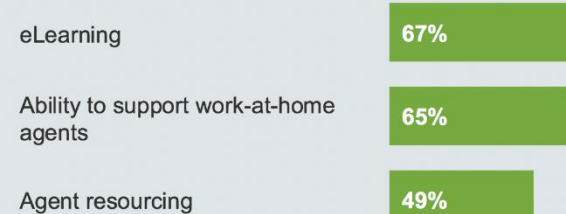
### Companies are taking action to improve customer experience in the next year



Base: 234 US decision-makers at the manager level or above who work in the IT department (at organizations with 100-plus employees)

Source: Forrester's Global Business Technographics Priorities And Journey Survey, 2016

### Educated and empowered agents are a key asset to improving customer experience



Base: 112 technology decision-makers involved with contact centers

Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## The Potential Benefits Of Contact-Center-As-A-Service Adoption Are Substantial

Midmarket companies considering adoption of contact-center-as-a-service (CCaaS) are weighing the ways that CCaaS can improve customer experience. Our study found that:

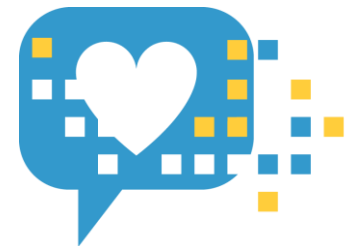
- Improving adoption of CCaaS can lead to higher customer satisfaction and increased loyalty. Increased loyalty leads to repeat business and improved customer advocacy, thereby reducing customer churn.
- CCaaS can lead to improved agent utilization and efficiency, ultimately driving cost savings.

### Which of the following benefits do you anticipate or have you realized as a result of adopting CCaaS?

|  |   |     |
|--|---|-----|
| Better customer satisfaction, loyalty                  |    | 42% |
| Improved agent utilization, efficiency                 |    | 42% |
| Cost savings due to standardizing on a single platform |   | 39% |
| Reduced customer churn                                 |  | 36% |
| Increased revenue                                      |  | 35% |
| Options for disaster recovery                          |  | 20% |

Base: 112 technology decision-makers involved with contact centers  
Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016

*Midmarket companies consider improving customer experience, growing revenue, and improving products/services to be critical business priorities, according to Forrester's Global Business Technographics Priorities And Journey Survey, 2016.*



A Custom Technology Adoption Profile Commissioned By Windstream | November 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Midmarket Companies Are Turning To CCaaS

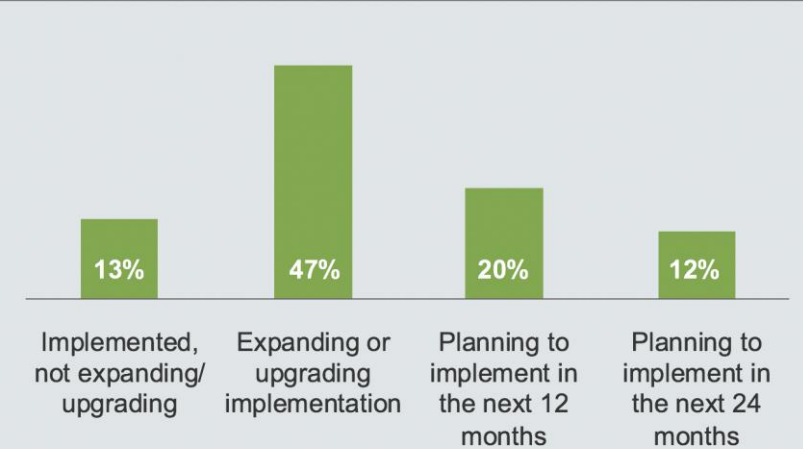
Midmarket companies are realizing the economic value of delivering better customer experiences. Forrester data shows that higher customer satisfaction leads to customer loyalty and advocacy, which increases customer lifetime value and decreases customer churn.

All of these benefits have a direct impact on topline revenue. It's no wonder that nearly half of the midmarket companies are expanding or upgrading their CCaaS. Another third are planning to implement CCaaS in the next 12 to 24 months.

*Ninety-five percent of midmarket companies are planning to embrace or have embraced CCaaS as a critical asset to improving CX.*



### What best describes your organization's current adoption or plans for CCaaS?



Base: 112 technology decision-makers involved with contact centers (not all responses shown)

Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Contact Center Capabilities Are Focused On Improving Customer Experience

Midsize companies have invested in the core technology solutions to provide differentiated customer experiences. They actively monitor and report on the type and volume of incoming customer interactions. They route these contacts to the right skilled agent. They have in place workforce management, call recording, and quality management solutions in order to optimize their agent scheduling and monitor the quality of the service delivered.

Companies are now going beyond the fundamentals and investing in customer engagement technologies to provide superior experiences in line with customer expectations. Forrester data shows that 77% of customers say that valuing their time is the most important thing a company can do to provide good customer service. It's no wonder that survey respondents are investing in technologies that reduce interaction friction and value the customer's time. These technologies include chat, speech recognition, cobrowse, and video, or even modern interactive voice response (IVR) technologies.

Which of the following best describes your firm's capabilities for your contact center(s)?

### Implemented, not expanding

|                      |     |
|----------------------|-----|
| Workforce management | 40% |
| Email                | 35% |
| ACD reporting        | 34% |
| Call recording       | 34% |
| Skill-based routing  | 34% |
| Quality monitoring   | 20% |

### Expanding, planning to expand

|                                  |     |
|----------------------------------|-----|
| Chat                             | 65% |
| Speech recognition apps in IVR   | 61% |
| Interactive voice response (IVR) | 61% |
| Video                            | 60% |
| Cobrowsing                       | 58% |

Base: 112 technology decision-makers involved with contact centers  
Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016

A Custom Technology Adoption Profile Commissioned By Windstream | November 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

1 2

## Contact-Center-As-A-Service Provides Efficiency And Cost Benefits

The benefits of implementing CCaaS go beyond improved customer satisfaction. More than a third of midmarket companies anticipate or have realized increased revenue as a result of adopting CCaaS. In addition, they anticipate the following improvements:

- › Midmarket enterprises can better allocate internal resources to mission-critical initiatives instead of technology support.
- › More than a third anticipate increasing reliability with a guaranteed quality of service.
- › Standardizing on a single platform trims operational costs and enables flexibility to ramp resources up or down as needed.

Which of the following benefits do you anticipate or have you realized as a result of adopting CCaaS?

**42%** Better customer satisfaction and improved customer loyalty

**36%** Reduction in customer churn

**23%** Better overall customer service experience across channels



Base: 112 technology decision-makers involved with contact centers (percentages may not total 100 because of rounding)  
Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016

A Custom Technology Adoption Profile Commissioned By Windstream | November 2016

# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

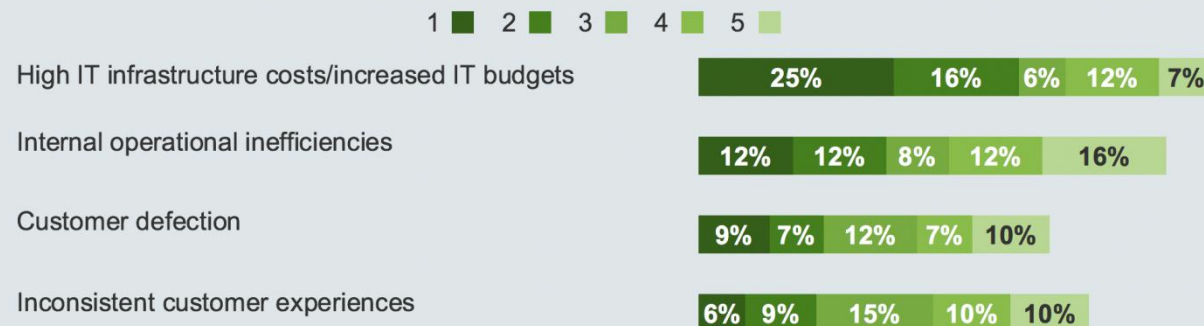
1 2

## The Potential Risks Of Not Adopting CCaaS Are High

While the benefits of CCaaS are strong, the risks of not implementing CCaaS are perilous. Inconsistent customer experiences can lead to higher levels of customer churn. This, in turn, creates operational inefficiency. But the largest potential risk associated with not adopting CCaaS is increased IT budgets driven by high IT infrastructure costs.

*Fifty percent of midmarket companies fear inconsistent customer experiences, according to Forrester's Global Business Technographics Priorities And Journey Survey, 2016.*

**What are potential risks associated with your company *not* adopting CCaaS?  
Please select the top five potential risks.**



Base: 112 technology decision-makers involved with contact centers

Source: A commissioned study conducted by Forrester Consulting on behalf of Windstream, September 2016



# Adopt Contact-Center-As-A-Service To Improve Your Customer Experience

OVERVIEW

SITUATION

APPROACH

OPPORTUNITY

CONCLUSIONS

## Conclusion

In today's age of the customer, customers control the conversations that they have with the companies they do business with. Customers demand seamless experiences that value their time. They also want effective experiences that are personal and contextualized to their situation. Companies are increasingly leveraging contact-center-as-a-service to provide service experiences that align with customer expectations. In doing so, they reap the rewards of customer satisfaction and loyalty, which directly influences topline revenue, as measured by decreased customer churn, increased customer lifetime value, and increased advocacy. They also see additional operational benefits in improved agent utilization and lower total cost of ownership.

## METHODOLOGY

- › This Technology Adoption Profile was commissioned by Windstream.
- › To create this profile, Forrester Consulting conducted a custom survey of 112 technology decision-makers involved with contact centers, from US midmarket companies. Respondents come from IT, operations, and contact center roles.
- › The auxiliary custom was completed in September 2016.

### ABOUT FORRESTER CONSULTING

Forrester Consulting provides independent and objective research-based consulting to help leaders succeed in their organizations. Ranging in scope from a short strategy session to custom projects, Forrester's Consulting services connect you directly with research analysts who apply expert insight to your specific business challenges. For more information, visit [forrester.com/consulting](http://forrester.com/consulting).

© 2016, Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, RoleView, TechRadar, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. For additional information, go to [forrester.com](http://forrester.com). [1-10R50LK]

### Project Director:

Lisa Smith  
Market Impact Sr. Consultant

### Contributing Research:

Forrester's Application  
Development and Delivery  
research group