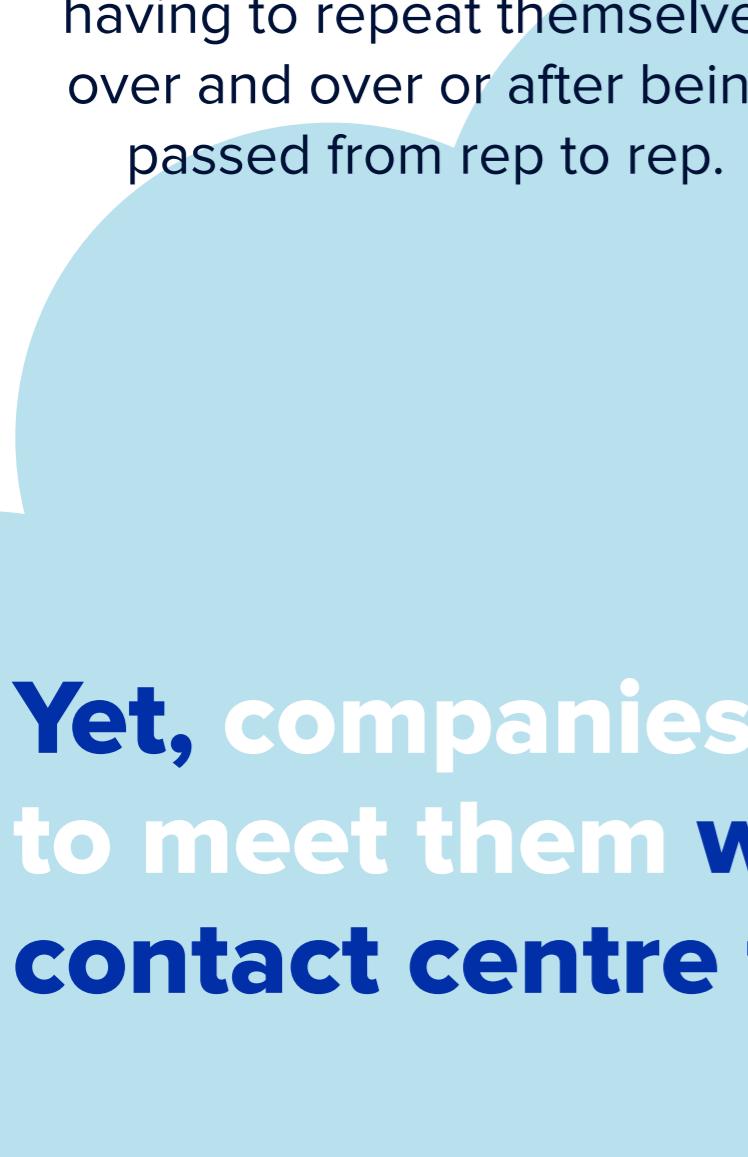


# THE CASE FOR CLOUD CONTACT CENTRES

**RingCentral®**  
CONTACT CENTRE

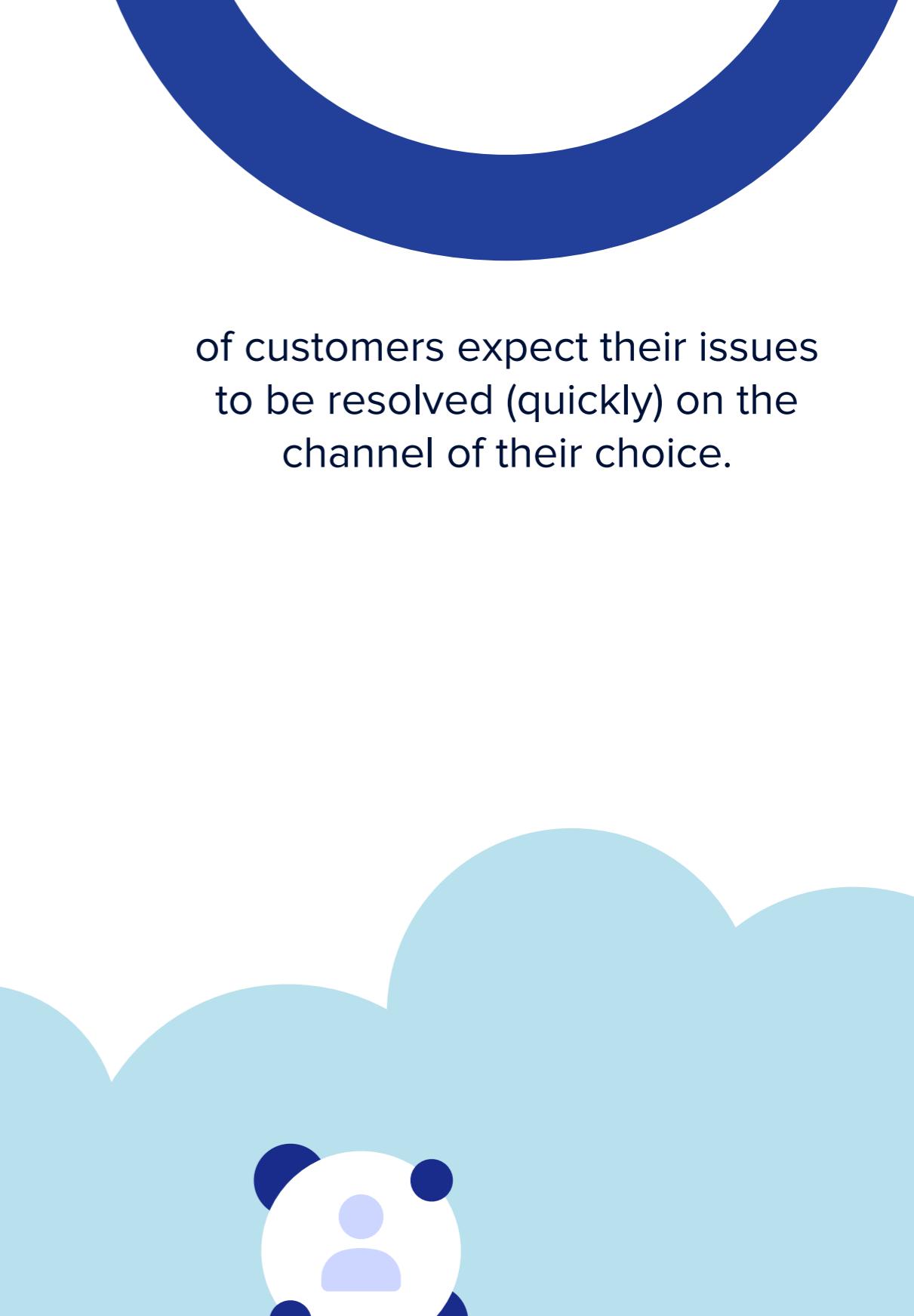
**Customers have very specific expectations when it comes to service**



of customers have stopped using a product or service after having to repeat themselves over and over or after being passed from rep to rep.



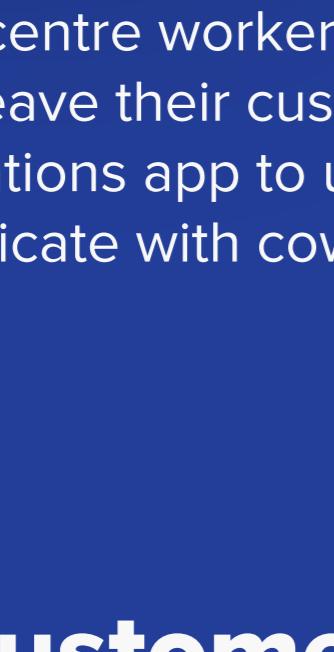
of respondents say that a knowledgeable and friendly customer service rep ranks as a top-three factor for a great customer service experience.



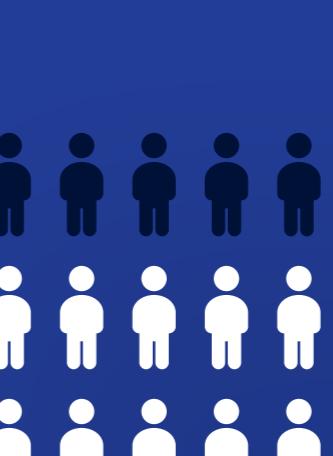
of customers expect their issues to be resolved (quickly) on the channel of their choice.

**Yet, companies are struggling to meet them with on-premise contact centre technology**

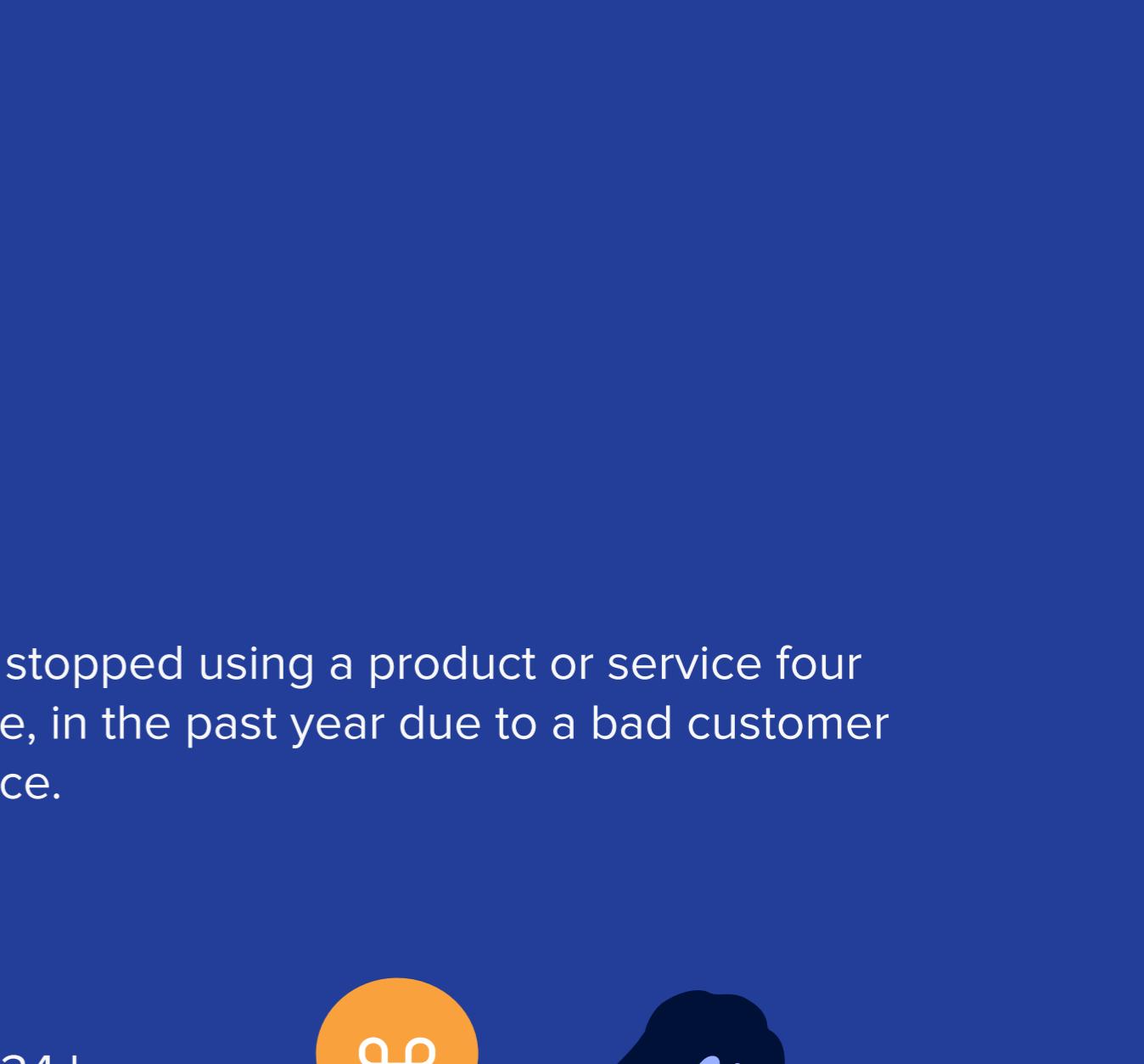
**74%** of agents have to toggle between applications to reach a customer resolution every day, which wastes up to 60 minutes a day.



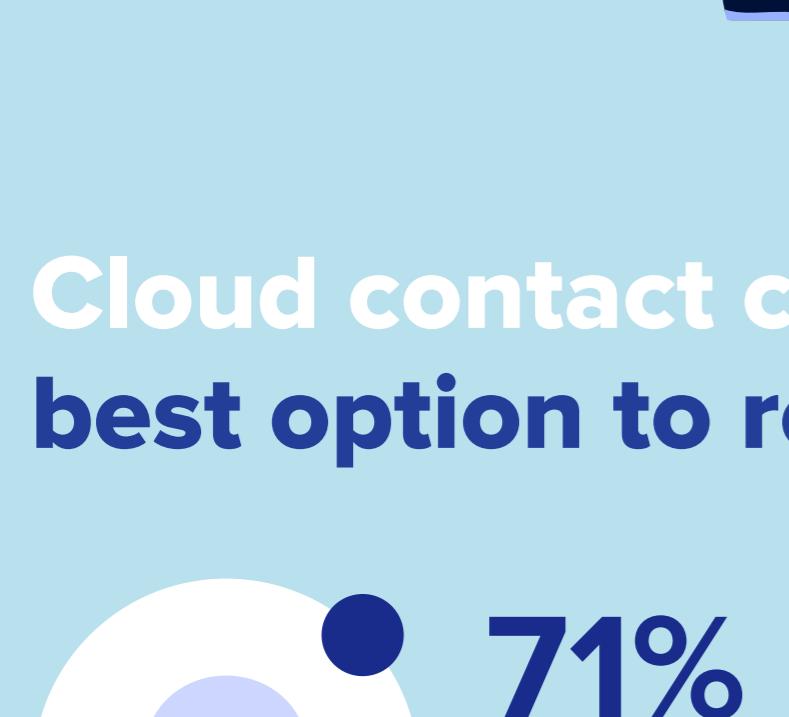
**24%** of companies said that integrating new technologies ranks as a top-four challenge.



**<50%** of respondents have chat, text, social and/or video interactions available within their contact centre.



**Which has serious implications for service quality**



of contact centre workers report having to leave their customer communications app to use another to communicate with coworkers.



of agents say when communications technologies fail, they get unhappy at work; and half say this makes them more likely to be rude to coworkers, friends, and family.



of contact centre workers report having to put their customers through longer than needed service times due to ineffective communication technology.

**And customers simply won't tolerate it**

**4x**

Customers have stopped using a product or service four times, on average, in the past year due to a bad customer service experience.

**5x**

And younger customers between the ages of 18–34 have stopped using a product or service over five times, on average, in the past year due to a bad customer service experience, revealing the higher standards that today's companies must meet for younger customers.



**Cloud contact centres are clearly the best option to resolve these issues**



**71%**

ranked customer experience as their top area of focus when it comes to digital transformation.



**1**

Ability to meet the needs of customers

**2**

Better reporting and analytics

**3**

Increasing reliability

**Top-rated benefits of integrated contact centres with mission-critical apps**

**52%**

Improving customer service levels

**52%**

Time savings

**53%**

Cost savings

**61%** of companies have already partially or fully transitioned to the cloud.

**86%** will transition within three years.

**52%**

of CXO and senior-level employees agree that contact centre employees would stay at their jobs longer as a result of having a seamless communications and collaboration platform.



The cloud can help you meet the changing, and often critical, needs of your customers, helping to keep them happy while using your product or service. As more companies begin their migration to the cloud, enabling them to provide superior customer service, don't let your competition and your customers pass you by. What are you waiting for?

Find out more about the benefits of migrating to the cloud. Discover RingCentral's cloud contact centre solutions at:

[ringcentral.co.uk/contact-centre](http://ringcentral.co.uk/contact-centre)

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