

What value can CCaaS provide customers?

SaaS – or software as a service – is a well known sector in the business world, but have you heard of Contact Centre as a Service, or CCaaS? CCaaS can provide significant benefits to both customers and agents alike, but what actually is it?

CCaaS uses a variety of advanced technologies to help resolve customer issues in a quick and efficient way. It also tracks customer engagement and logs performance data, which is invaluable to businesses looking to experiment with different operational approaches.

A market study found that the global CCaaS market is projected to grow from \$4.07B in 2021 to \$11.76B by 2028, and its potential for businesses is clear. CCaaS solutions are most commonly deployed as a cloud-based customer service solution in customer contact centres. With them, it's easy for contact centres to deploy new features, functions, and channels both quickly and effectively.

Simplicity for customer service personnel

Still confused about what a *cloud contact center in the UK* is? Think of a traditional call centre – an office filled with hundreds of people wearing headsets answering customer phone calls all day. CCaaS is an alternative to

investing in on-site technology which needs maintenance and up-dating. It can fit in as part of more traditional office based call centre or expand operations to hybrid or at home working models and extends communications to multiple channels, not just phone calls.

CCaaS providers can handle a huge amount of customer enquiries at once, making them a dream for businesses that are on a mission to scale. Contact centres can collate enquiries from multiple channels, meaning that regardless of whether a customer makes contact via a chat function, social media, text message or a phone call, the communication data is available in one place for the customer service provider to access.

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Value to the customer

Every business knows that brilliant customer service equals returning custom. With companies doing everything in their powers to vye for consumer attention, standing out in this field can really differentiate competitors. Customers expect to have problems resolved as quickly as possible, and CCaaS can help make this possible.

This is achieved by contact centre agents being armed with the technology to pick up and respond to questions or requests coming from various channels, meaning customers will get faster responses and in a way that's most convenient for them – such as via email, over the phone or by text message.

CCaaS can transform how businesses interact with customers, and that's exciting. With market projections for the software deployment model looking positive in the coming years, its for startups to analyse how CCaaS could transform their operation in the quest to scale.

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