The Case for Cloud

How Workforce Optimization Software Can Transform Your Contact Center
The Challenge

If you work in the contact center industry, you know that migration to the cloud remains a common topic of discussion, but many are wrestling with the challenges that lie in the migration of their data and systems when they transition to the cloud. Most commonly, this includes meticulous planning, service disruptions, and questions about data security and privacy. It’s clear that embracing these changes requires not only technical expertise but also organizational readiness and commitment.

TRANSITIONING FROM ON-PREMISES TO THE CLOUD

The increasing interest in software in the cloud is a natural consequence of advancements in cloud technology, resulting in a collective movement toward Workforce Optimization software software in the cloud.

Many are skeptical of transitioning to the cloud; yet they are comfortable with Microsoft Office, Salesforce, their personal music collections, or their own photos all being housed in the cloud. The benefits of the cloud to our personal lives is now a given, and the benefits of a cloud contact center are increasingly obvious.

While many contact centers still remain on-premises, a recent report predicts the cloud market will grow from $13.5 billion to $56.37 billion by 2027.

Gartner predicts that 65% of IT spending will be directed towards cloud technology by 2025. For most, it’s not a question of whether they will take the leap, but rather when they will.
When evaluating the benefits of a cloud contact center, many businesses make the mistake of focusing primarily on cost savings. While affordability is one of the most attractive features, it’s far from the only benefit businesses can attain from transitioning from on-premises to the cloud.

High Scalability
Most contact centers have significant swings in the number of agents required to service customers. Why purchase and maintain hardware sized to support your peak staffing? Let your cloud provider do the scaling for you.

Ready Access to Enhancements
Many contact centers see the value in getting software enhancements as soon as the new version is released. Read on to understand how getting quick access to new features and enhancements is critically important.

Lowest Total Cost of Use
Hardware, IT staffing, facilities, disaster recovery, and other data center charges can be converted from fixed costs to variable costs, with the cloud provider passing along savings they get from operating with economies of scale. Also, on-premises software upgrades usually require a significant amount of work for the software provider, and the cost is passed on directly to the customer as a professional service charge or is embedded in the license fee.

Resource Optimization
Cloud-based solutions offer resource optimization tools that help contact centers efficiently allocate agents and IT resources to streamline operations, reduce maintenance overhead, and balance workloads — leading to improved productivity and cost control.

Ubiquity
The internet is virtually everywhere. With workforce engagement management (WFO) in the cloud, you can have centralized agents, work-at-home agents, supervisors, workforce planners, and administrators anywhere you like.

Affordability
The cost of WFO software and options may be expensive in an on-premises licensed delivery mode. In the cloud, the software provider can amortize the cost of software over many customers using multi-tenancy, effectively lowering the price for the end-user.
Contact centers are constantly striving to deliver higher customer satisfaction at a lower cost while maintaining a happy work environment for employees. Workforce optimization software is the essential optimization and engagement tool that ensures proper balance among these three important objectives. But technology and customer demands are continuously changing. Your WFO must evolve to give you the best results.

There are three thought-provoking statistics in the market that you should consider when searching for the right WFO solution:

By 2026, the WFO market segment will reach $5.25 billion.

Employees who are not engaged or are actively disengaged cost the world $7.8 trillion in lost productivity.

Workers care more about flexible hours than remote work: a survey of over 10,000 knowledge workers revealed that 95% want to set their own hours.

These three statistics emphasize the need for contact centers to invest in cloud-based workforce optimization software. When it comes to productivity and flexibility, it’s no longer just about managing your workforce — it’s about engaging your workforce. It’s about empowering your workforce to make each call great with best-in-class optimization and unparalleled engagement capabilities.
For those considering a move to the cloud for WFO, there are two options: public cloud or hosted (aka private cloud) delivery. WFO software delivered through public cloud enables true software-as-a-service available to anyone with a web browser. Hosted WFO software, on the other hand, is quite similar to on-premises delivery, except additional telecom lines are required to transport workstations and contact data to remotely located WFO servers.

The table on the next page highlights some of the similarities and differences between these two cloud delivery mechanisms. For the vast majority of contact centers, a public cloud delivery model is the most desirable option. Larger and more complex implementations may require a private cloud implementation.
Choosing the Right Cloud for Your Needs

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For those on-premises contact centers being tempted by all the advantages of the cloud, workforce optimization software could be the best way to begin your journey.

Often, contact centers can expect immediate and measurable benefits with advanced functionality, enhanced operational flexibility in managing your workforce, and even cost savings by reducing capital associated with on-premises hardware and maintenance.

Getting all the benefits of the cloud, with all the capabilities of a rich on-premises workforce optimization solution, with minimal additional risk, is a best-of-all-words scenario that deserves serious consideration.
Alvaria Workforce Optimization

Alvaria is your partner in creating a new era of workforce optimization in the cloud. We stand ready to empower you, to lead you through the paradigm shift from management to meaningful engagement. Together, let’s create incredible experiences, powered by technology in the cloud.

• Thoughtful Scheduling: Respect not only work commitments, but also the lives and dreams of every individual on your team. Balance isn’t just a buzzword — it’s a philosophy that nurtures well-being.

• Personalized Development: Tailor training and guidance to transform everyone’s journey into a roadmap to success with KPI dashboard displays, configurable scorecards, and much more.

• Elevated Engagement: Transform your workplace into a journey of growth with gamification that turns every challenge into an adventure and every milestone into a celebration.

• Evaluation and Improvement: Embrace every conversation as an opportunity for evaluation, feedback, and growth—ensuring each engagement is a chance to elevate the art of customer service.