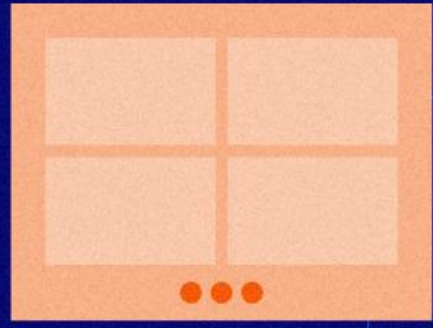




Never compromise the customer experience:

Why integrating UCaaS and CCaaS is key





Introduction

Even with the best communication technologies in your arsenal, customers can have fragmented, poor experiences.

When employees in customer-facing departments can't collaborate in real time, organizations face an uphill challenge to deliver seamless customer interactions.

Customers are leaving faster than ever because it's easy to switch providers of almost anything. In fact, 75% of brands could be easily replaced. That's just one of the alarming stats gleaned in the Meaningful Brands report by Havas Group, a public relations company.¹

Technology isn't the only factor to consider when assessing your customer experience program. Yet, UCaaS and CCaaS are indispensable since they have a high impact on the customer experience.

Despite the surge in unified communications, many firms haven't integrated it with their contact centers. This guide helps you better understand how to capitalize on both platforms and render a superior experience for customers.

1. Meaningful Brands Report, [Havas Group](#), 5/27/21

Overnight adoption of cloud communications

At the onset of the Coronavirus pandemic, IT and CX leaders adapted to a more distributed workplace. This leap to the cloud was historic in its speed and scope.

A Gartner poll among customer service leaders found that 15% of support staff worked remotely before the pandemic.² **By 2021, the share of support organizations with remote teams stands at 92%.**

It didn't take long for numerous firms to cut their on-premises voice solutions in favor of cloud-hosted Unified Communications (UC). The worldwide UC market surged by more than 29% in one year, per global IT research firm IDC.³

Given the overnight move to the cloud, the reality is that not every customer-facing team works harmoniously with the rest of the workforce.



2. 2021 Top Trends and Priorities for Customer Service & Support Leaders, [Gartner](#), 1/26/21

3. Worldwide Unified Communications & Collaboration (UC&C) Market Soars in 2020, [IDC](#), 3/29/21



Convergence of UCaaS & CCaaS solutions

Companies that adopt Unified Communication and Contact Center solutions have benefitted from increased productivity, resilience, and efficiency. However, before we get too far ahead, take a moment to appreciate the differences and similarities between the two.

Unified Communications as a Service, or UCaaS, provides an all-inclusive platform for voice, video, text, and collaboration for office workers. Employers primarily use UCaaS to provide communication and collaboration tools for staff. Its broad appeal centers around cost savings, scalability, and interoperability.

Contact Center as a Service, or CCaaS, has been the platform for high-volume inbound, outbound, and blended customer contact. While primarily focused on the phone, contact centers have added more channels in the mix, such as email, MMS/text messaging, social media, and video for customer communication.

The phrase “*as a Service*” refers to the subscription model of these business solutions. This delivery method has been battle-tested among enterprises and startups alike. But, affordability isn’t the only reason why companies adopt UCaaS and CCaaS.

UCaaS and CCaaS share advantages of this deployment model, including faster onboarding across the enterprise, fewer resources to make changes, and increased business continuity.

Deployment advantages

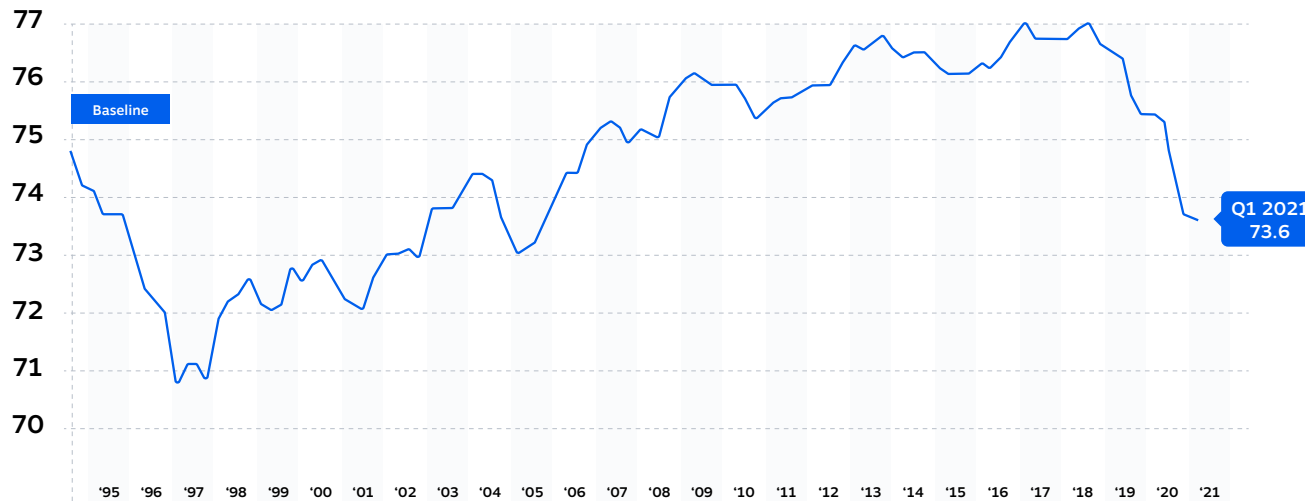
UCaaS lightens the load on IT for provisioning, maintenance, and security. As new features are available, you can begin using them immediately with the proper license. Another perk is the interoperability between hardware and software endpoints.

CCaaS is the technology preferred by service and sales teams to serve customers and achieve better business outcomes. It surfaces real-time account data so agents and leaders can make better decisions to reduce churn and increase profitability.

Meeting today's customer expectations

Customer expectations continue to grow, irrespective of the needs of your workforce. Nationwide, customer satisfaction stands at a 15-year low of **73.6%**.⁴ The American Customer Satisfaction Index has tracked this score since 1995. The organization emphasized that companies need to understand customer needs with robust analytics.

National ACSI Score
Baseline 1994 to Q1 2021*
(0-100 Scale)



©2021 American Customer Satisfaction Index. All Rights Reserved.

4. Why Does U.S. Customer Satisfaction Keep Falling?, [ACSI](#), 5/11/21

Customers want their questions answered quickly. They expect the Average Speed of Answer (ASA) to be **45–60 seconds**. It's even shorter for sales interactions — less than **20 seconds**, according to an analysis by Gartner.⁵

Research from Five9 finds that once-loyal customers are easily lost if companies can't deliver a seamless experience.⁶ Three out of four people expect businesses to maintain information about their past interactions. Moreover, **59% of customers indicate they'll end their business relationships if getting help requires too much effort.**

To minimize unnecessary contacts and increase the first-call resolution, leverage Subject Matter Experts (SMEs) for instant product support. Engaging these resources during interactions drives up customer loyalty and agent efficiency.

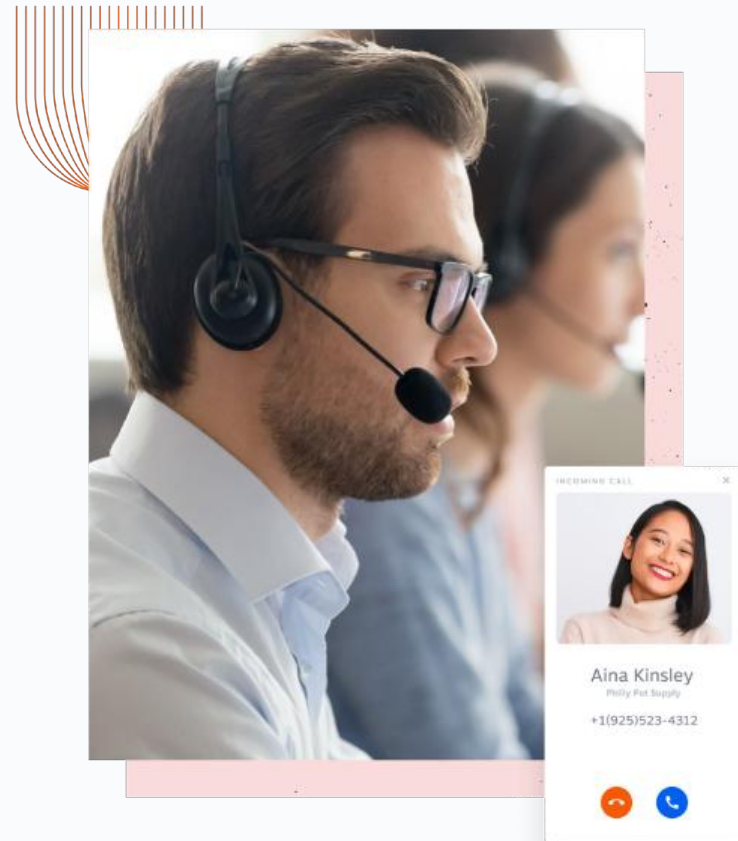
Customers have grown less tolerant of poor customer service. At the same time, the number of touchpoints continues to rise. This dynamic translates to higher service expenses, lower profitability, and added headwinds to growth.

How to bring the best UCaaS and CCaaS platforms together

When support agents can't meet customer needs, they often engage in call avoidance, unhelpful transfers, and generate irate escalations. Nobody wants that.

5. 3 Action Items [...] to Improve Customer Retention and Growth With a CX Strategy, [Gartner](#), 9/17/19

6. The Intersection of UCaaS and CCaaS for CX, [UC Today](#), 12/9/20





Unfortunately, this scenario is too common when staff can't reach each other across UCaaS and CCaaS platforms. But with platform partnerships, technology improves both the employee and customer experience.

Maintaining a dependable account of your customer journey across every channel makes CCaaS preferred over premises-based contact center software. Making that customer journey a reality requires UCaaS and CCaaS to come together. According to strategic advisory firm Metrigy, 62% of companies have already done this.⁷

Firms that integrate UCaaS and CCaaS together outperform ones with on-premises infrastructure alone. They attained higher customer satisfaction, revenue, and efficiency:

- **99% increased revenue**
- **56% improvement in customer service ratings**
- **37% lift in agent productivity**

The Nextiva Contact Center is an integrated contact center that pairs with its unified communications platform. Agents can field calls, chats, and emails using omnichannel features while staying in sync with colleagues.

When agents need help, they can see who's available for real-time support and call, transfer, or conference them in. This way, they can render the best possible experience and minimize unnecessary callbacks.

7. UC and Contact Center Platform Integration Drives Business Success, [Metrigy](#), 6/21/21

Examples of UCaaS + CCaaS in action



CRM integration

Act upon all customer interactions with one source of truth.



Customer meetings

Meet with customers securely over video and screen sharing.



Engage experts

Reach subject matter experts across the entire organization.



Team collaboration

Coach teams to perform their best using virtual workspaces.



Customer sentiment

Surface real-time customer sentiment data to agents and supervisors.



Virtual agents

Resolve basic requests without any live agent interaction.



Omni-channel

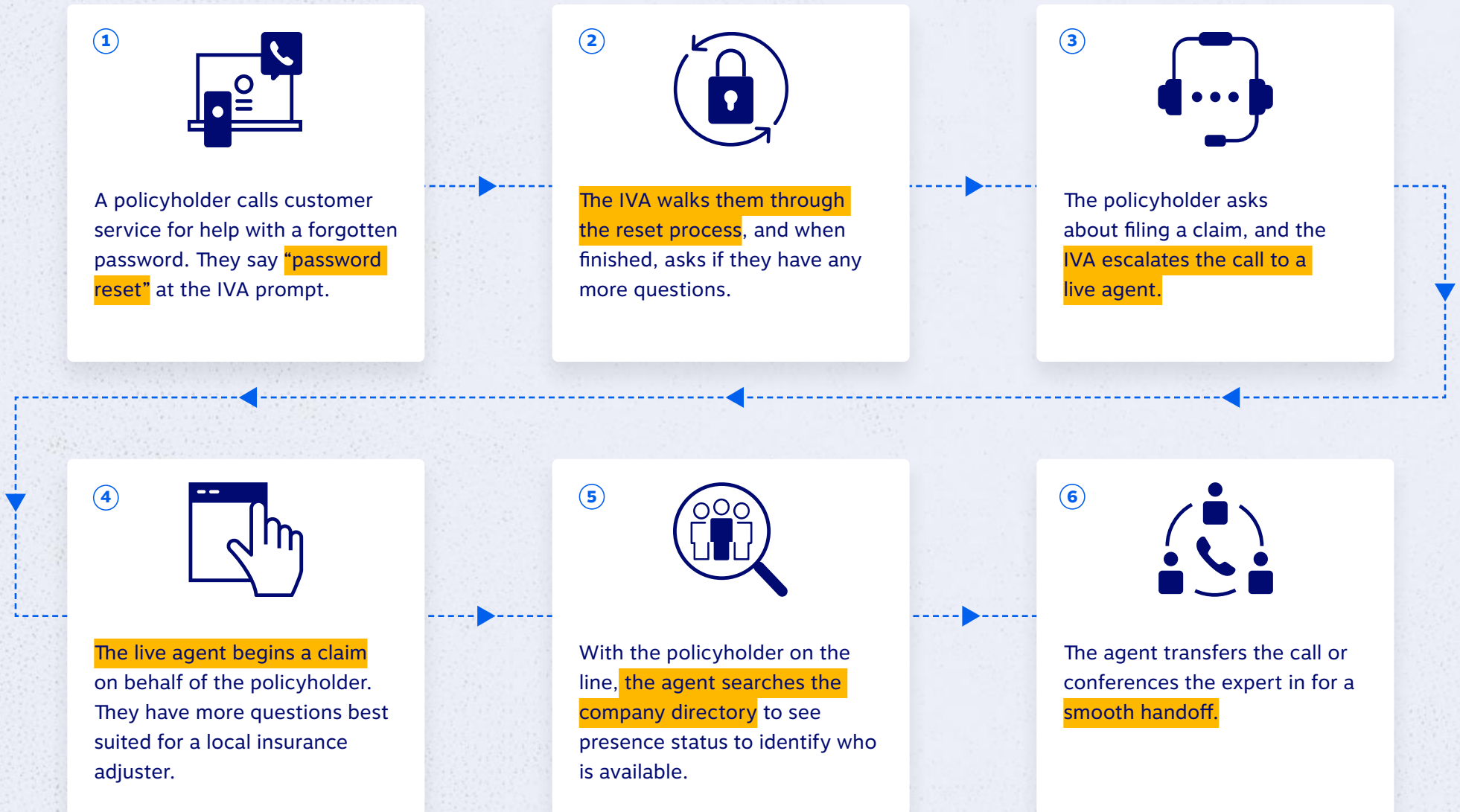
Deliver a seamless experience across all touchpoints.



Predictive analytics

Suggest next steps based on aggregate customer trends.

How UC & CC integration would work at an insurance company



What happens when you don't integrate UCaaS and CCaaS?

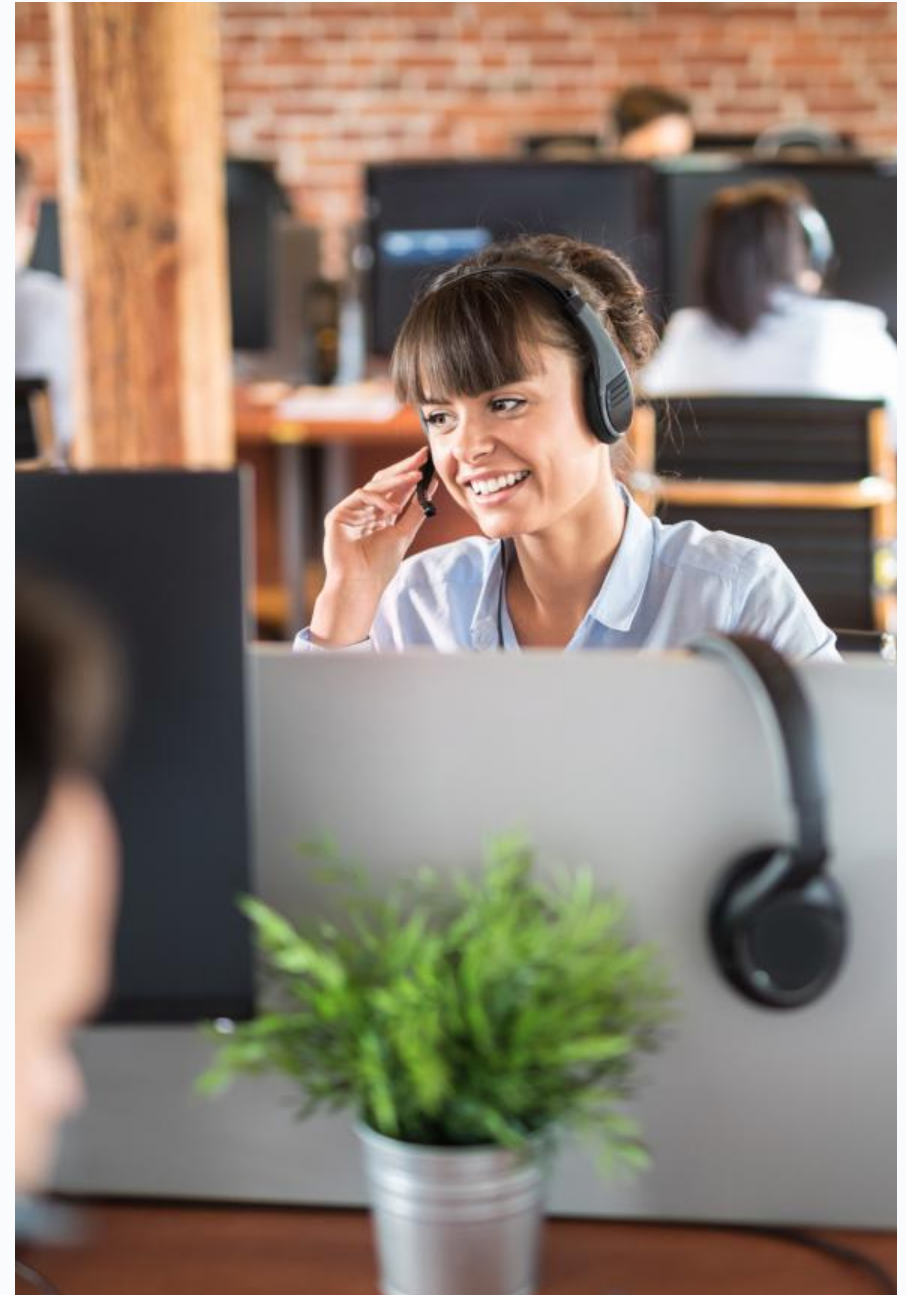
When unified communications and contact center platforms *don't* integrate, unplanned expenses can take you by surprise.

Here's an example. When customer service agents contact SMEs or outside destinations, your company burdens toll charges between two voice platforms. This gap results in additional customer callbacks. Plus, there's a productivity loss when agents need to leave voicemails or send follow-up emails without resolving a customer's concern.

Unfortunately, this scenario goes unnoticed since these "costs" are hidden. Additional unexpected costs include:

- **Implementation costs**
- **API access fees**
- **Development and QA**
- **Cloud hosting costs**
- **Unexpected project overruns**
- **Security audits and remediation**
- **Productivity losses**
- **Customer churn**

The Nextiva Contact Center lets your team focus on delivering exceptional customer care. All conversations remain in the cloud and won't cost extra.



The future of the modern contact center

There's a close link between a frictionless deployment and a seamless customer experience. Customer ratings increased by nearly 57% at companies with fully integrated contact centers.⁸ When you get the implementation, adoption, and training correct, teams are empowered to serve customers better than ever.

Nextiva Contact Center brings together UCaaS and CCaaS through the Nextiva and Five9 partnership. This alliance dedicates itself to helping businesses provide outstanding service to their customers.

Removing the barriers to innovation, Nextiva is the single point of contact for both UCaaS and CCaaS. From the beginning of the sales cycle all the way through to support. Now, it's easier than ever to integrate UCaaS and CCaaS.

Enhancing the customer experiences is at the heart of what we do. Likewise, understanding the fluid nature of the customer relationship is what creates memorable brands. According to Dom Black, Research Director at Cavell Group, integrations and partnerships are pivotal to the future of UCaaS and CCaaS.

Nextiva Contact Center brings the best in UCaaS and CCaaS together to deliver a superior experience for your customers.



“[Our research] shows that 60% of businesses said that the biggest driver to integrate their voice service with their contact center service was to enable better customer experiences. An integrated UCaaS and CCaaS solution enables agents to collaborate with the correct person at any time on the same platform.”

–Dom Black
Research Director, [Cavell Group](#)

8. Breaking Down the Walls Between the Contact Center and the Business, [No Jitter](#), 10/22/20



The new era of UCaaS and CCaaS

Implementing technology that keeps pace with change and consumer demand often predicates business success. It's what separates *Netflix* from *Blockbuster* or *Target* from *Sears*.

The integration of these communication platforms takes you further. Getting the best of both — *without the hassles of several vendors* — means you can optimize your business and not meddle with technology.

In this new era of customer communication, UCaaS and CCaaS work in unison so you can scale your team and deliver unparalleled customer experiences.

Get customer service done right.

Talk with a contact center expert today.

[Talk with an expert](#)

or call (800) 799-0600