

## Cloud Contact Center Total Cost of Ownership: Distinguishing the Retail Experience to Attract Customers

It's becoming increasingly difficult for retailers to attract customers and build loyalty when there are so many different channels and choices available to consumers. One of the top priorities for retailers that want to succeed in today's competitive environment is to connect the dots between in-store and digital channels in order to gain a much richer understanding of the multichannel customer journey. Such insights can then be used to personalize the customer experience and strengthen business results.

Retailers have witnessed a **156%** jump in the **number of consumers** who have **purchased a product online** from a competitor **while shopping in another retailer's store.\***



**Customer Service** is cited as the **most important factor influencing customer satisfaction** among **online retail customers** who contacted a company's customer service department. \*\*\*

The consumer contact abandon rate for **cloud contact centers is 4.5%** versus **6.2%** for **premise-based systems.\*\*\*\*\***

Companies that deploy **cloud contact centers** can **lower the cost of call handling** and workforce optimization infrastructure by as much as **43%** over a five-year period. \*\*\*\*\*

The greatest contributor to low FCR rates (**60%**) is a lack of access to consumer and systems data.\*\*\*\*\*

### How companies are using cloud contact centers...

Companies that deploy their contact centers in the cloud spend **27% less** on their annual contact center costs (\$112.5 million versus \$155 million) than their peers.\*\*\*\*

Companies that adopt cloud contact centers achieve an **8% to 22%** improvement in first contact resolution (FCR) rates, depending on the size of the customer support team and the level of advanced functionality that's adopted by each company.\*\*\*\*\*

Sources: Vibes\*, American Express\*\*, J.D. Power & Associates\*\*\*, Aberdeen Group\*\*\*\*, TeleTech\*\*\*\*\*, Dimension Data\*\*\*\*\*, Aberdeen Group\*\*\*\*\*, Frost & Sullivan\*\*\*\*\*