

wavenet



EBOOK

Elevate your contact centre to the Cloud



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Introduction

Be honest, could your customer experience be better?

If you want to make sure your customers couldn't possibly have a better experience elsewhere, you need a customer experience (CX) platform.

Not so long ago, the debate of how to provide the best possible customer experiences was focussed on whether to use a call centre or a contact centre. Now, the question is who will adopt CX platforms and who will get left behind.

CX platforms take you beyond improving customer interactions, and give you access to solutions for mapping your customer journey, generating insights and unifying your teams. All of which adds up to an unbeatable customer experience.

The benefits of the Cloud, powered by AI

Moving away from legacy platforms and onto the Cloud brings a wealth of benefits to people working in customer services. Wavenet works in partnership with Five9, a leading provider of cloud contact centre software, to provide end-to-end solutions for customer excellence.

A complete cloud contact centre built to improve your customer experience. We offer:



**Improved
scalability**



Reduced cost



**Rapid
deployment and
implementation**



**Automatic
updates and
maintenance**



**Expanded
features and
capabilities**



**Richer analytics
and insights**



**Pre-built
integrations,
SDKs, & APIs**



Global reach

In this eBook, we look at how you can elevate your contact centre by moving to a cloud-based CX platform – and how Five9's use of AI, automation and the Cloud can increase business agility and exceed your customers' expectations.

Outdated on-premises technology is holding you back

Call centre vs contact centre vs CX platform

Contact centres elevated the call centre experience from telephone to omnichannel support by offering a wide variety of customer interactions, including phone calls, email, chat, social media and more. The technology improved from basic telephony equipment, such as landlines and headset, to advanced technologies like voice-over-IP (VoIP) and instant messaging.

CX platforms are the next step up. The technology is more advanced, and the integration capabilities unlock a wealth of new possibilities. But beyond that, CX platforms make it easy for you to safely use the customer data you hold to provide elevated experiences.

The data question

More than 90% of all data has been created in the last two years.

In 2022, there were 97 zettabytes of data created, captured, copied and consumed globally. In 2025, that number will grow to 180 zettabytes. One zettabyte is a trillion gigabytes – it's a lot of data and it's only going to continue to grow.

Legacy systems, including on-premises call centres and contact centres, aren't able to store or process this level of data. Attempting to manage data in quantities too large to optimise will result in missed insights.

Siphoning resources to manage data but still ending up behind the curve isn't a solid foundation for growth, innovation or optimised customer experience.

Move to the Cloud

The solution is to move to a cloud-based CX platform that has data management integrated into the fabric

of the software, making data instantly accessible and – importantly – secure.

Integrated data management gives you a competitive advantage. You can incorporate real-time insights into every decision, strategy and action you take, leading to improved customer experiences and better business outcomes.

Many contact centres exist in silos and use data inefficiently, but cloud-based CX platforms can easily connect your customer data across platforms.

Without silos, crucial customer events and data can flow between systems in real-time to drive intelligent workflows. This means businesses can move quickly from intelligence to action without needing to build custom IT integrations.



A new level of customer experience

Why migrate to the Cloud?

Almost two-thirds of customers want seamless experiences when moving between physical and digital spaces. To meet these expectations, businesses need to move to the Cloud.

With a cloud-based customer experience (CX) platform your agents will be empowered to be more connected, empathetic and able to focus on your customers during every interaction. And you'll gain the flexibility and scalability you need to meet customer expectations without complex upgrades and hidden costs.

There are three key benefits of legacy-to-cloud migration:

Cost

On-premises based contact centres require multiple payments – there's the initial up-front cost followed by fees for continuous maintenance and additional services. With CX platforms you pay for the cloud space you need when you need it, meaning you'll never pay over the odds.

Speed, agility and flexibility

Cloud solutions provide scalability. Additional servers, RAM, or storage can easily be added as your requirements for data storage increase.

Security and control

Legacy systems have been targeted in some of the most substantial data breaches in recent times. Because companies like Google, Amazon, and Microsoft host cloud platforms, they have a reputational interest in remaining secure. Of course, these platforms can still be hacked – a software security system is only as secure as its weakest component – but the in-built security is stronger than on-premises solutions.





Platform flexibility

Cloud-based CX platforms offer unparalleled scalability and reliability. Instead of having to invest in expensive on-premises hardware systems with limited storage capacity, cloud-based solutions can easily scale up or down depending on the size of your business or customer demand. This eliminates the need to constantly purchase new hardware or manually update software as your business grows.

Changes or improvements can be made quickly to meet customer demands or address any issues that arise.

Personalisation

71% of consumers expect their interactions with companies to be personalised. Being able to respond quickly with updated features or services is essential for meeting these expectations and keeping customers satisfied.

CX platforms have simplified the delivery of personalised experiences to customers because they are equipped to handle multiple channels of communication. For example, a customer may initiate a conversation via chat, then switch to phone and then follow up with an email. A CX platform can seamlessly manage all these interactions and provide a consistent experience across all channels.

Holistic customer experiences

Personalised experiences are just one part of an excellent customer experience. A CX platform offers more than just a connected, consistent user interface, it enables you to deliver a holistic experience.

You can be responsive to your customers in all possible ways—from onboarding to delivery of hyper-personalised offers, from sales activities to customer service and support. And, of course, we help you protect their data and use it according to their preferences and consent.

This adds to your bottom line in several ways:

- Happy, loyal customers buy more products or services from you, contributing to higher customer lifetime value and revenue.
- They trust you, and they speak well of you on social media, which increases your brand reputation and attracts new customers.
- Increased knowledge of your customers and their relationships will help you increase cross-sell and upsell opportunities.

Why Five9?

Introducing the Five9 Intelligent CX Platform

The Five9 Intelligent CX Platform is transforming how businesses become a brand that everyone loves by elevating both customer and agent experiences.

The Five9 Intelligent CX platform provides a comprehensive view of customers, allowing businesses to:

- Improve their customer service
- Enhance customer engagement
- Increase customer loyalty

Key business benefits

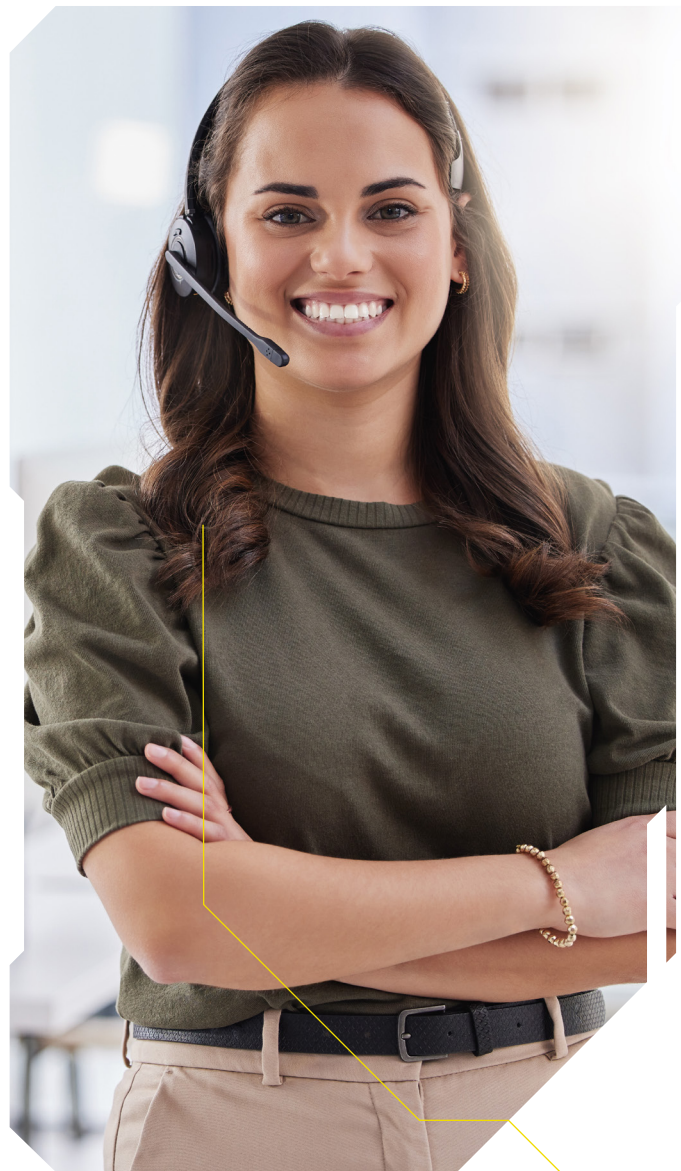
The Five9 Intelligent CX Platform helps businesses personalise the customer journey, implement automated processes, access real-time insights into customer trends and behaviour.

Personalisation:

- Tailor services to meet everyone's unique needs
- Access to all customer data in one place
- More efficient operations
- Reduces costs

Empowered by AI:

- Increase self-service and intelligence capabilities
- Smarter chatbots to provide instant answers and information
- Increase efficiency by automating workloads and repetitive tasks
- Augment agents for better guidance, insight and CSAT tools
- Expand training and knowledge base
- Reduce fraud and theft



Customer insight:

- AI-powered technologies can predict customers' future behaviour
- Continuously refine strategies based on up-to-date information
- Deeper understanding of customers' needs
- Enhances customer experience
- Build stronger relationships over time

Collaborative intelligence

Collaborative intelligence is what Five9 calls a combination of people, platform and partners. This combination enables contact centres to deliver on their CX promise to their customers of a frictionless, value-added engagement. It's the sum of all three that make up the whole.

Five9 brings together the value of people and technology to provide AI and automation where it will matter most: helping customers deliver "fluid" multichannel experiences to their consumers.

Features and benefits:

- Experience and commitment of Five9 people and partners
- Support customer needs from day one
- Our customers are always optimising and staying ahead of the game



Elevate your contact centre to the Cloud with Wavenet

A Five9 partner

Wavenet is one of the top Five9 partners in the UK, with a unique level of expertise in managing enterprise accounts across customer services.

As a Five9-certified Implementation Partner and Integrated Network Partner, Wavenet and Five9 have an established history of supplying data, voice, contact centre, IT and technology services to organisations across the globe.

We offer:

- Quality management: increased effectiveness of agent performance
- Virtual contact centre: an omni-channel cloud solution
- AI insights: enhanced business value and customer experience



Five9 is very closely aligned with what we are doing to streamline and make our processes more efficient and provide a better quality of service internally to our staff, which should lead to happier people and happier clients.

Mike Dunstan, IT Manager, Ian Williams

GET STARTED

Work with a provider who can transform your organisation's communication capabilities.

Wavenet is a trusted managed services provider, working in partnership with public sector bodies and businesses nationwide.

We utilise our experience and expertise to learn each customer's needs and offer solutions that provide industry-leading telecommunications and technology capabilities, empowering you to create a platform that will truly optimise your operations.

Our partnerships are long-standing and hand-picked to only offer the best technology to our customers, giving you the peace of mind that a Wavenet solution will support and grow with you, no matter what the future holds.

Talk to us



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Networking
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Unified
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Contact Centres



Mobile Solutions
& IoT



IT, Cloud
& Technology



Network
Intelligence



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