



CCaaS for SMBs

A Buyer's Guide to Cloud-Based
Contact Centers



The Business Case for a Cloud-Based Contact Center

People find all kinds of ways to contact a business — email, webchat, phone calls, and that old standby: walking through the front door. To further understand how small and midsize businesses (SMBs) engage with customers, we partnered with Metrigy, a leading research firm in customer experience and digital transformation, to survey over 350 SMBs (up to 250 employees).

Among the survey respondents who did not have a contact center solution, Metrigy found that:¹

- 69% said people call the company's main telephone number
- 41% said people use only digital channels such as email, webchat, and social media
- 35% said people come to the physical location
- 27% said people reach out to account representatives directly
- 10% said people use a self-service knowledge base

¹ Metrigy/GoTo Contact Center Custom Research Study. Robin Gareiss, Metrigy. September 2021.

The takeaway:

Nearly seven out of 10 of these businesses take inbound voice calls through a traditional phone system, but they don't have any data to show what's happening on the phone.

Why now?

Modern contact centers provide skill-based call routing, interactive voice response options (IVR), analytics on call performance, and much more. Data-backed insights show your company's ability to please customers and drive sales.

SMBs usually recognize the value of contact center technologies. However, the Metrigy survey also noted that 64% of respondents believed the software marketplace lacks a contact center platform for small to midsize businesses. Luckily, that's no longer the case and there is a solution for you.

Cloud-based models, historically out of financial reach, are now available for SMBs. Modern solutions are economical, easy to install, and intuitive to use. The cost and resources of hosting the service are outsourced to a trusted, secure, and reliable provider. These tools will let your company scale, make more sales, and keep customers happy.



What to Consider in Modern Call Center Technologies

Location: Cloud, on-premises, or hybrid?



Cloud: Cloud-based contact center solutions are hosted off-site, in the cloud, and are accessed from an app on your computer or mobile device. All you need is Internet access. Cloud is best for SMBs that need room to grow and lack the resources and budget to install and manage hardware.



On-Prem: Systems require the owner to purchase, implement, manage, and replace hardware, and suits a workforce confined to the office environment.



Hybrid: Combines on-prem with CCaaS Software. While there are pros and cons of each, a hybrid model still requires maintenance. It also lacks the agility we see with cloud-based options and has higher overall costs.



Affordability

Cost-per-user is one of the best metrics for assessing the affordability of contact center technologies. Cost-per-user typically ranges from \$90 – 105 and can exceed \$150 for the most advanced products.

However, CCaaS solutions are not one-size-fits-all. Smaller operations and sub-250 companies don't need an enterprise-size solution to get a return on investment. It comes down to value — why pay top dollar for list of features primarily used by high call volume enterprise clients? With flexible plans at half of the price, SMBs can access a tool built just for them — for better service and more sales.

Ease of Admin

Even if a company can afford the price point, implementation, maintenance, and training time must be considered. A CCaaS solution can be up and running with little technical expertise in one day. The admin tools are built to make IT life simpler with easy call routing, easy-to-customize reports, and easy-to-assign roles.

User-Friendly Experience

The optimum CCaaS application is also easy to use and provides clear benefits to employees. Employees should spend less time figuring it out and more time on the task at hand. With features that enrich already available tools, employees can make better use of their time and speak to more customers and buyers.

Competitiveness and Completeness

The technology in a CCaaS platform should give SMBs a full portfolio of tools to compete with larger enterprises. These are the must-haves:

Analytics: Data on average call time, wait time, and first-time resolutions can improve future call performance.

Outbound Dialer: Automation streamlines outbound calls with pre-populating contact details and auto dialing, freeing employees up to make more calls.

Automated Callback: Customers enjoy the option of a call-back at a specific time, so they're not stuck on hold.

Interactive Voice Response: Customers answer voice prompt directing them precisely where they want to go, accelerating service.

SMS Chat Queues: Meet customers where they are with easy switching between voice, SMS, video, and chat.

Robust, complete CCaaS solutions have advanced call monitoring (whisper, listen, and barge modes) and intelligent call routing. They also give users the option to create dashboards to simplify their everyday work operations.



 Skip to the end to see a full feature list.

Reliability

Businesses can't afford a contact center solution that crashes frequently, and leaves customers frustrated. Look for a CCaaS solution that promises 99.99% uptime and has a proven track record for avoiding costly downtime. Ask for customer reviews and case studies demonstrating the provider can deliver on its promises. Switching to a new solution can be daunting, but as a trusted provider, business continuity is a number one priority. And after go-live, we're there every step of the way to ensure seamless implementation.

Integration

The best CCaaS packages integrate easily with a well-rounded unified communications (UC) platform that includes calls, video conferencing and other must-have collaboration tools. UC platform integration will become increasingly vital as more businesses offer flexible work options.

Integration should also extend to business software for functions such as help desks and customer relationship management (CRM). These packages should make it easy for employees to fetch customer data while on the phone with customers. People making outbound sales calls also need this level of integration.



Customer Support

When looking at CCaaS solutions, customer support is a key element. The software should be easy to master, but your vendor should also provide a combination of in-person training, training modules, and a knowledge base. Customer support is not only important for implementation, your provider should also be supporting you through your CCaaS journey with 24/7 responsive support lines.

Flexibility

The future of work is flexible. If your business has a distributed staff, whether onsite, remote, or both, a flexible CCaaS solution can accommodate everyone. If your business has seasonal seasonal staff changes, you can easily add or remove licenses with a cloud-based subscription. With everything in the cloud, there is no expensive equipment going to waste.



Conclusion:

Future-Proof Your Business

Every small business needs an easy, economical way to centralize and standardize contacts with the people who make commerce possible. Whether talking to customers, prospects, vendors, investors, or regulators, managers need reassurance that these conversations are driving business outcomes.

This is where cloud-based contact center technologies drive business value. The best software intuitively understands communication processes, reduces friction, and supplies metrics to prove what's working (and what isn't).

Most of all, the optimum contact center package puts SMBs in the game and levels the competitive playing field with larger companies.





Is GoTo Contact Center the solution for you?

GoTo Contact Center is a cloud-based communications solution specifically designed to enhance your customer experience (CX) strategy, improve agent sales performance, increase visibility, and leverage the advances in cloud-based contact center technology — all at an affordable price.

Our solution manages inbound and outbound calling, captures analytical insights and provides tools to simplify workflows for teams, without the headaches or resources a traditional contact center requires to implement.

GoTo Contact Center lets you connect customers to agents based on skills, offer callbacks at preset peak times, empower supervisors to listen in and manage calls, keep an eye on real-time performance with dashboards, and leverage insights from call data to improve your performance — all deployable in just one day and at half the cost of a traditional CCaaS solution.

This is a strategic asset for your business.

Features Checklist

A comprehensive contact center-as-a-service (CCaaS) platform should have specific tools for agents, supervisors, and technology administrators. Moreover, it should provide robust analytics and reporting tools for company leadership.

Features Checklist for Agents:

- Status updates
- Pre-recorded messages
- Assigned queues
- Today's activity
- This week's activity
- SMS chat queues



Features Checklist for Supervisors:

Call Support

- Listen
- Whisper
- Barge
- Outbound dialer

Real-Time Activity

- Daily queue totals
- Inbound queue callers
- Paused agents
- Longest agent call duration
- Longest wait time
- Queues
- Agents
- Customizable dashboards

Detailed Queue breakdowns

- Log agents to queue
- Daily queue totals
- Inbound queue callers
- Paused agents
- Longest agent call duration
- Longest wait time

Agent Activity

- Include logged-out agents
- Agent status/time in status ID/phone number
- Paused agents
- Hold time
- Talk time



Features Checklist for Technology Administrators:

- Configurable permissions
- Pause reasons
- Auto queue callback
- Intelligent call routing
- CRM Integrations
(Zoho, Zendesk, Salesforce)
- Real-time wall dashboards
- Auto call distribution
- Delegate contact
center management
- Unified admin portal
- Queue access controls
- 1-click queue creation



Features Checklist for Reporting and Analytics:

- Abandoned calls
- Agent summary
- Average speed of answer
- Agent effectiveness
- Caller perspective
- Contact summary
- Contact resolution
- Report APIs
- Export reports
- Presence monitoring

