



## THE INTERSECTION OF UCaaS AND CCaaS FOR CX

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## Foreword

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The communication landscape is moving through a rapid evolution of late. Innovations in technology mean that we now have more ways to communicate than ever before. Voice conversations are more engaging and efficient, but channels are opening throughout things like messaging and video.

As the marketplace continues to transform, certain aspects of the space are beginning to merge together. Unified Communications and Contact Center technology are becoming increasingly connected. This means that business leaders have even more points to consider when choosing the correct vendor for their communication stack.

In a world where the unified contact center is more valuable and appealing than ever before, organizations must be ready to effectively plan their entry into a comprehensive digital world.

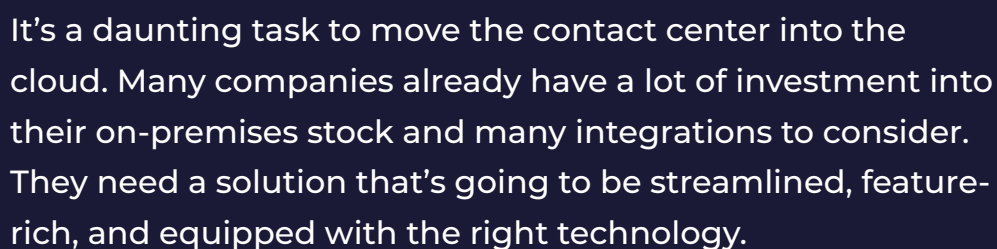
Here's your guide to the intersection between UCaaS and CCaaS.

## The UCaaS/ CCaaS Link & The Rise of Unified Contact Centers

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Today's CIOs and CXOs are under immense pressure to choose the right, future-proof solutions for their communication stack. Many larger companies already have an on-premises solution in place for their contact center and have recently made the shift to the cloud for UC. The contact center is often the last, most complicated puzzle piece to consider for a complete cloud transition.

Five9's Andy Dignan says that we're in the "new wave" of contact center transformation. Although the contact center is only at around 15% penetration in the cloud, that number is about to scale dramatically. New decision-making methods and the complexities imposed by COVID-19 are accelerating our journey into the cloud.



It's a daunting task to move the contact center into the cloud. Many companies already have a lot of investment into their on-premises stock and many integrations to consider. They need a solution that's going to be streamlined, feature-rich, and equipped with the right technology.

Despite the challenges that companies may face when taking CCaaS to the cloud, the opportunity to combine UC and CC stacks in a flexible environment presents countless benefits, including:



### **IMPROVED COLLABORATION:**

Contact center agents can communicate with internal departments and specialists to solve problems and unlock opportunities in real-time.

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### **BETTER CUSTOMER EXPERIENCE:**

Customers will spend less time repeating themselves because agents can call, transfer, or conference in subject matter experts directly.

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### **A MORE UNIFIED ENVIRONMENT:**

Combining UCaaS and CCaaS is just the start, beyond that, companies can begin to add-in integrations with CRMs, data centers, and other crucial solutions.



### ENHANCED DATA INTEGRATION:

The integration of communication data means employees and agents across departments can ensure they're on the same page. This also helps companies to leverage more sophisticated tools for automation and data analytics.

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### COST REDUCTION:

By integration CCaaS and UCaaS, companies can reduce the number of separate bills they need to pay. The cloud also reduces the stress of various installation and management costs.

Combining UCaaS and CCaaS brings the full communication stack together in a way that is more manageable, visible, and efficient. The results are positive for the IT team, management team, customer service group, and the consumers that you serve.

## How the Decision Making Process has Changed

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According to Five9 CEO Rowan Trollope, the contact center will evolve more in the next five years than in the previous 25. Already, we're beginning to see the evidence of this.

The decision-making process that companies go through to determine what kind of CCaaS or UCaaS solution they need is changing. When choosing the right solutions, companies used to start with the best-of-breed solution for their Unified Communications, then look for a Contact Center system that would integrate with the CRM.

The CRM integration was the most important concern for the contact center because that's where agents would spend the majority of their day. However, this attitude is changing. Today, virtually every contact center environment will integrate with the major CRM providers. There's less of a concern for finding something that works with the solution you already use.

Instead, in this new wave of contact center investment, companies need to look at reliable integrations with the UC stack. Infrastructure decisions are beginning to build on how the UC and contact center landscapes combine. After that, companies can add extra applications and other elements into the mix. With a contact center solution that integrates with UC, agents can spend more time interacting with other professionals on a collaborative back-end environment.

Stronger connections between all parts of the business make it easier for IT teams and business leaders to maintain complete visibility over the tech stack. At the same time, these links support better customer experience by allowing employees to support each other in offering the best outcomes.



## Multi-Vendor Vs Full Stack: Which is Best?

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According to Five9's Andy Dignan, the Contact Center and UC world have always been connected. On both sides of the conversation, you've got voice to think about. The IT team usually manages voice for both the UC and Contact Center environments. The two items become more deeply intertwined. Of course, in this new world, more people are turning to messaging, email, and video.

Voice isn't the only way to connect from a UC perspective, but it's essential for the contact center. For the first time, the IT and business leaders are looking for vendors to handle the voice on their end to focus on adding new functionality on an application layer without getting wrapped up in network decisions.

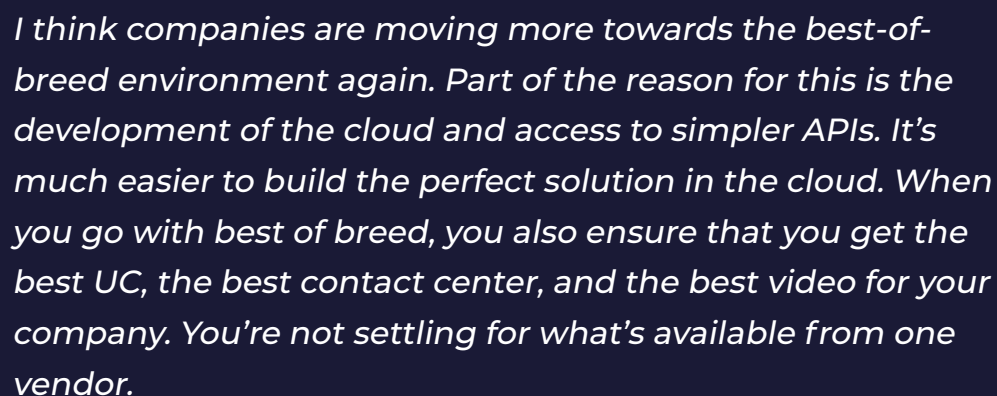
The freedom that comes with "decoupling" voice from the UC and Contact Center decision, means that full-stack solutions are no longer the only option. In the past, best-of-breed purchases used to be the method of choice for most companies. However, this started to change when companies needed complete visibility over the full communication stack.



Now that more contact center and unified communication solutions are moving to the cloud, it's easier to bring the two environments together without relying on the same vendor. Five9 integrates with countless industry-leading UC solutions and third-party integrations.

The cloud can bring numerous components of a complete UCaaS and CCaaS stack together in one, easy-to-manage environment. The market appears to be moving more aggressively towards this type of ecosystem.

Andy Dignan says:



*I think companies are moving more towards the best-of-breed environment again. Part of the reason for this is the development of the cloud and access to simpler APIs. It's much easier to build the perfect solution in the cloud. When you go with best of breed, you also ensure that you get the best UC, the best contact center, and the best video for your company. You're not settling for what's available from one vendor.*

## Integrate or Compromise Customer Experience

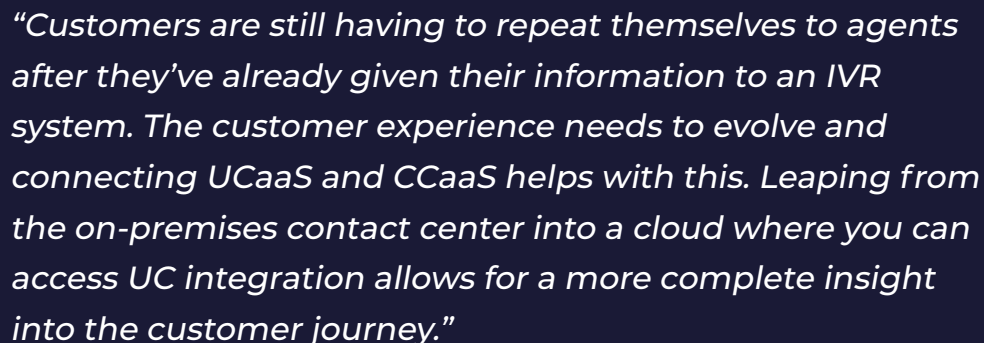
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Five9, and many modern communications vendors, believe that playing nice with others is the only way to progress in this new environment. Five9 currently integrates with both Microsoft Teams and Zoom Phone, and there are countless additional ways for companies to expand their functionalities with third-party connections.

Research by Five9 shows that around 74% of consumers expect companies to have information about previous calls, and 59% say they're likely to stop doing business with companies if resolving issues requires too much effort. Bringing together easier integrations and stronger connections between UCaaS and CCaaS solves many common problems for today's brands.

As Andy says:



*“Customers are still having to repeat themselves to agents after they’ve already given their information to an IVR system. The customer experience needs to evolve and connecting UCaaS and CCaaS helps with this. Leaping from the on-premises contact center into a cloud where you can access UC integration allows for a more complete insight into the customer journey.”*

Crucially, the intersection between UCaaS and CCaaS also has an impact on agent or employee experience too. As companies have begun to focus more on customer experience as the one true differentiator for any business, they’re discovering that agent experience counts.

Today, the high-churn nature of contact centers means that most companies are stuck with 20% of their agents doing 80% of the work. The rest of these employees are constantly in catch-up mode, trying to train and get up to speed with the rest of the team. With the cloud connection between UC and CCaaS, agents can reach out for help and access customer information when they need it.

At the same time, the application layer around the combined CCaaS and UCaaS environments opens the doors for things like artificial intelligence to make a massive difference. Virtual assistants in the UC environment can assist agents on the front-lines with their customers.

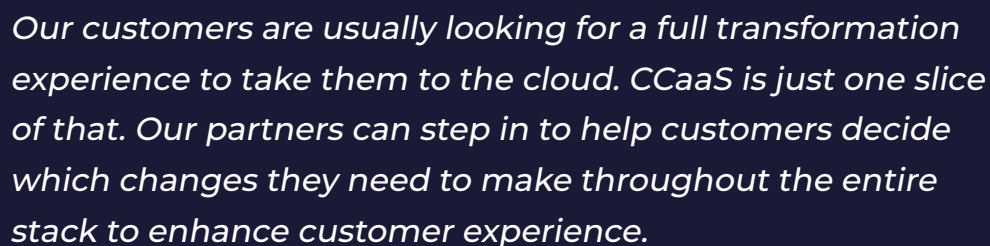
Solid integrations allow for a massive reduction in time-consuming processes that would otherwise make agents less effective. Five9’s UCaaS and CCaaS solutions ensure better customer experiences by empowering agents to do more on the back-end.

## The Value of Partner Ecosystems to UCaaS and CCaaS

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For companies that do choose to make the connection between UCaaS and CCaaS, having the right vendor support on-hand will be essential. Companies like Five9 believe that the channel partner environment is their key to success.

Andy Dignan says:

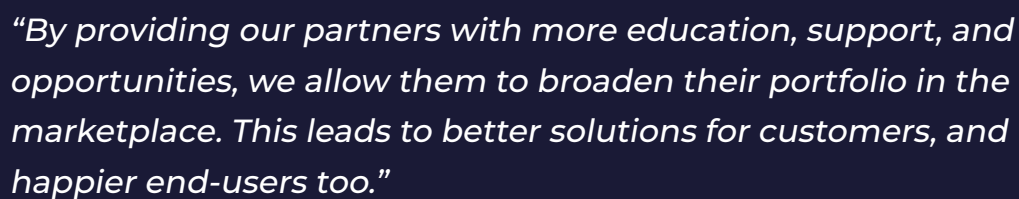


*Our customers are usually looking for a full transformation experience to take them to the cloud. CCaaS is just one slice of that. Our partners can step in to help customers decide which changes they need to make throughout the entire stack to enhance customer experience.*

In recent years, the partner environment has evolved drastically. There aren't just resellers anymore. Companies have solution providers to offer that can assist customers in addressing specific problems. There are referral partners that simply nudge customers in the right direction, and master agent models that push customers towards a vendor for additional support.

Five9 has a comprehensive team of technology partners available to offer the integrations and experiences that today's businesses need. Customers can access pre-built integrations on top CRM providers like Salesforce and Microsoft Dynamics 365. Partners can also build custom solutions for their end-users, meaning that every client gets the best solution.

Five9 also supports an app marketplace, where independent software vendors can build integrations for the Five9 platform. This allows resellers to tap into various tools that are ideal for differentiating a full-stack offering. According to Andy Dignan, customer experience should be a top priority for any business today. The only way to drive excellent customer experiences, is to ensure that consumers can get the bespoke support and solutions that are right for them.



*"By providing our partners with more education, support, and opportunities, we allow them to broaden their portfolio in the marketplace. This leads to better solutions for customers, and happier end-users too."*

A good channel partner in the current UC and Contact Center landscape is truly committed to Customer Experience. These professionals need to have not just the technology to help their end-users thrive, but the specialist skills and support too. The Five9 Partner Ecosystem program stands out from the crowd when it comes to ensuring excellent partner integration.

The Five9 program responds to the requests of partners and gives them the tools they need to improve. The solution will feature a new portal in 2021 that will give partners much more freedom to choose how they access training on-demand for team members, marketing content, and more.

## The Future of CX Starts in the Cloud

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Right now, customer experience is the most important thing that any business can focus on. Going forward, the companies that can delight and inspire their customers are the ones that will generate the biggest return on investment.

The cloud offers the perfect environment for today's businesses to begin building the ultimate CX solution. With cloud technology, companies have the freedom to combine their contact center and unified communication environments, then integrate all of the surrounding tools they need too.

A combined UC and CC environment in the cloud improves decision-making on the back-end by giving companies more of a complete view over customer journeys and business processes. It allows for better agent experience, by ensuring that everyone can stay on the same page with access to the information and technology they need.

In turn, a good agent experience leads to greater customer satisfaction, driven by more knowledgeable agents, faster response times, and more personalized experiences. With the cloud powering a combined UCaaS and CCaaS environment, companies can even make the first steps into new opportunities with automation, artificial intelligence, and advanced reporting.

However, decision-makers need to be aware that the right solution may not come from just one vendor. Best of breed solutions are coming back to the forefront. If you have an environment for UC and CCaaS that's open and flexible to suit your needs, then you can integrate the tools you need from there. The future is in flexible solutions that put the customer's needs first.



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