

The business case for CCaaS

Introducing Fluid Contact Center Solution



Introduction


Contact Center as a Service (CCaaS) solutions are next-generation cloud-based contact centers that offer enhanced digital channel support, analytics and AI-enabled capabilities. It encompasses all Software as a Service (SaaS) applications and functionalities that enable businesses to provide a quick and valuable customer experience. Due to its extensive features and cost benefits, it serves as a suitable alternative to on-premises solutions and offers significant advantages.

Why should businesses adopt CCaaS?


Customers' expectations from a contact center are gradually increasing. They now value quick resolutions, omnichannel interactions, and self-service capabilities as key must-haves whenever they interact with an organization. The diversity of customer segments means that organizations and business segments cannot afford to ignore one customer interaction medium over another.

**82%**

Millennials prefer to reach a company's customer care through Live chat or other messaging

**87%**

Of GenX would prefer to reach a customer care through email

**57%**

Of GenZ like to reach organizations through social media channels for their customer care

Varying customer preferences and business priorities are making technology leaders rethink their customer care design

The key to success lies in focusing on three core technologies and embedding the customer care experience around them.



GenAI



Digital Customer Service



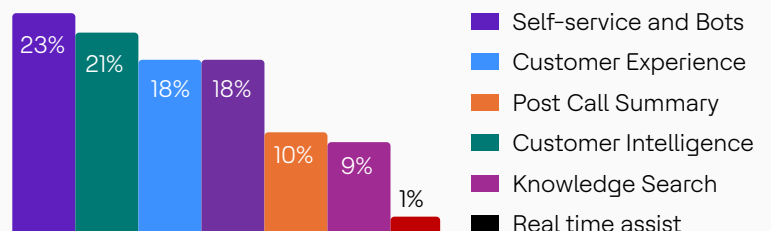
Conversational User Interfaces

By 2025, 80% of customer service and support organizations will be applying GenAI in some form

Organizations typically see a reduction of up to 70% in call/chat or email when they deploy an IVA

97% of organizations currently are integrating self service in some form within their design

Technology Leaders planned area of GenAI Investment



Source: Mckinsey - Where is customer care in 2024

These changing requirements and trends are making a strong business case for CCaaS and helping it go mainstream

CCaaS adoption is growing at an exponential pace, and by 2026, it is expected to account for 49% of the total contact center agents worldwide.

Particulars	2020	2021	2022	2023	2024	2025	2026
CCaaS Agents	3,023,217	3,887,078	4,824,289	5,831,705	6,736,567	7,617,910	8,497,124
Percentage CCaaS to total agents	18.0%	22.6%	27.5%	33.0%	38.1%	43.3%	49.0%

Source: Gartner - Contact Center Worldwide report

Introducing HCLTech's Fluid Contact Center Solution

HCLTech's Fluid Contact Center Solution provides a value-driven CCaaS transformation. We have designed our solution to address our customers' key focus areas. Our offering includes leading contact center platforms, customized consulting, advisory, and managed services and next-generation contact center intelligence and GenAI capabilities.



CCaaS Platforms



CCaaS Transformation

- Migration from On-Prem to CCaaS
- Omni Channel Contact Center
- Reporting
- QM and WFM

Virtual Assistant

- Conversational IVR
- Voice and Chat Bots
- Agent Assist

Omni-Channel Experience

- Solution for end-to-end experience monitoring

Composable Contact Center

- Omni channel contact center
- Reporting
- Recording
- Analytics
- WFM

Contact Center Intelligence

- Conversational IVR
- Voice and Chat Bot
- Agent Assist

Technology used

- Genesys Cloud
- Nice CXI
- Amazon Connect
- Cisco Webex CC
- Microsoft Dynamics 365 and Samespace
- Vonage

- AWS Lex
- AWS Bedrock
- Google Dialogflow
- Genesys Dialog Bot engine
- AWS Contact lense
- Microsoft Copilot Studio

- Cyara
- Nectar

- Amazon Connect
- Vonage

- AWS Lex., Comprehend and Transcribe
- Vonage
- Microsoft Copilot Studio
- Google CCAI

What benefits do we offer?



~10-20% CSAT Improvements

~30-40% increase in Testing efficiencies

~20-40% reduction in MTTR

~30-50% increase in digital adoption

~80-90% decrease in major incidents

HCLTech's FluidCC offers value-driven benefits focused on Agent Experience, Business Experience, Customer Experience and Developer Experience.

Agent Experience

- Average Talk time reduction
- CX Personalization
- Lower Cost of Training

Business Experience

- Improved Digital Revenue
- NPS Improvement
- Improved Cross sell revenue

Customer Experience

- Reduction in Self Service time
- Conversational CX
- CX Personalization

Developer Experience

- Reduction in testing time
- DevOps Integration
- Reduction in Discovery & documentation time

Deep Analytics

- Reduction in compliance NCs
- NPS, CSAT and ASAT Improvement
- Automated competition watch

Experience Assurance

- Reduction in P1
- Improvement in SLA
- 2X rollout Agility

Fluid OPS

- AIOps
- Shift Left Engineering
- TXOps
- CC as Business Product

Our unique factors:

2000+ trained professionals in contact center and GenAI technologies

125K + Total agents on HCLTech's solutions

6+ Consumer Experience labs

Pre-deployed proof of concept (POC) and use cases lead to a shorter time to launch.



To learn more about our offering and connect with our team,
please write to us at dfmarketing@hcltech.com

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