

The journey from Cloud PBX provider to CCaaS



It's hardly news: so many services are moving towards the cloud. A large number of organizations are finding it easier and better to have their own company PBX run as a cloud service and not as a box in the basement. If you are reading this, you likely work in telcos and you know it all on hosted telephone services: you know that growth has been very significant in the last few years, but it is hard to compete. Having value added services that can distinguish you from the competition, or can help secure contracts because they specifically address the needs of a specific segment of the market, makes a lot of difference.

Presently, the acronym CCaaS, that stands for Contact-Center as a Service, is receiving a lot of industry attention. Contact centers are built on top of telephone services, but they require a set of tools and expertise that are very specific. Contact centers are also an interesting market, because they are still based a lot on human labor, and therefore any solution that helps in making them more effective is definitely valued and appreciated - and this means that this market is fiercely competitive too.

Traditional contact centers solution providers have the mindset of a boutique industry: sites used to be custom built to address the needs of a very specific customer, at a very significant price and with a lot of very expensive consulting hours thrown in.

This was because of the only customers who could afford a real contact center where big ticket customers – banks, insurance, travel, or big entities that would offer their services to everybody else.

When we started offering QueueMetrics, almost 20 years ago, many of our first customers could not believe that they could get so many quality features out of a fixed-price, prepackaged system that would cost one or two orders of magnitude less than what they were used to!

At the time, everybody else used to work with very simple and (often) inadequate tools, not because they liked it but because setting up a ring group was the only thing that the telephone system allowed without breaking the bank.

Even today - say, does your doctor, or your car dealership, track lost calls and call them back? The mindset is way too often "whatever, who cares, they will call us back".

They are so attentive to the core of what they do, but still offer old-school telephone access.

The thing is, there are so many contact centers in the world that are not aware that they are contact centers. If you ask your doctor, your car repair man or your insurance office, they will say that no, they are not contact centers. They just use the phone because it's part of the service they offer.

But when you pay somebody to answer the phone, it would be a real shame not giving them the best tools to do their job - and not giving yourself full visibility into what is going on.

A revolution is brewing: what if any business could have the best tools and benefit from them without the high cost? If you are a hosted telephony provider, at least 10% of your existing customer could benefit today from contact center tooling, packaged in a simple way, but effective enough to improve their business processes. What if they could just switch it on and start using it in a few minutes by watching a video tutorial, without talking to a sales rep and without installing anything? Click on a button and it just works? This is where CCaaS service comes into play.

As a telephony provider, you can decide whether to be part of the revolution or to be left behind.

- Offering contact center services is very important to move up-market, to serve SMBs that have over 20-50 extensions. They know they need something more than just telephony services.
- Just offering basic queues or ring groups is not enough, and your PBX platform already does: real time visibility, accurate reporting, and CRM interactions are just as important.
- No customer is too small - anybody who pays an employee to answer the phone could definitely benefit, when the solution is simple enough, it is sold at a competitive price and well integrated with the telephony layer.
- The cost, time and expertise needed to develop a competitive in-house solution is huge, and sometimes outside of your core competences.

Would you rather leverage CCaaS as a factor to compete, or see your most sophisticated customers move somewhere else?

We are proud to offer you QueueMetrics Live, as a tool to offer a complete CCaaS solution now, leveraging your telephony platform and your customer base:

- QueueMetrics Live is a proven, industrial grade solution that is deployed in thousands of sites and is renown for its accuracy. We are the experts.

- We integrate with the most common PBX platforms, and can provide an integrated experience up to a complete white-labelling. Activating new customers take minutes, not days.
- There are no fixed or development cost on your end, with a pay-as-you-go solution that will grow as your deployment grows.
- We offer onboarding services for your first customers or to address special needs.
- If it fits your business model, customer can have a free trial period before they activate a paid subscription.

We have a rich [partner program](#) and our services power some of the world's biggest hosted telephony providers.

Come join the revolution!