

# The Trend Toward Cloud Contact Centers: The Analysts Speak



## HOW MANY ARE MOVING?

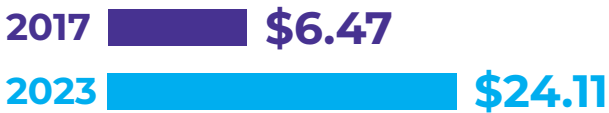


Worldwide Contact Center Applications Software Forecast, 2018 – 2022:

**Cloud reaching 50% by 2022**

IDC - October 2018

Global cloud contact center market is expected to grow from (USD billion):



at a CAGR of 25%

Marketwatch - September 2018



**15%**

For commercial/enterprise segment

**45%**

For small businesses segment

Gartner's Forecast Analysis for Unified Communications Worldwide Q4 2017 Update

## WHY ARE THEY MOVING?

**73%**

of cloud contact center users moved to the cloud for increased uptime (due to redundant carrier intergration enabled by the cloud).



**76.3%**

say cloud helps them to cut costs.



**74.6%**

say cloud improves integration capabilities.

**Cloud contact center users have their say.**

**62%**

of cloud contact center users moved to the cloud to free-up IT to work on strategic initiatives.

**70%**

of cloud contact center users moved to the cloud for improved security and compliance.



**76.7%**

say cloud drives innovation.

Aberdeen Group survey of 302 contact centers between March and April 2018 regarding top trends in customer care.

Dimension Data - 2019 Global Customer Experience Benchmarking Report

# Key Reasons to Elevate Your Contact Center

A cloud-based application strategy is the approach many smart business leaders are taking when looking to update or upgrade their contact center technology infrastructure. EarthBend360 can help you leverage the power of the cloud in your contact center to deliver an exceptional customer experience. Detailed below are nine key reasons why you should consider moving your contact center operations to the cloud.



## PREMIUM SECURITY

Rest easy knowing your business is in compliance with the most rigorous industry security standards, including HIPAA, SOC2 and PCI-DSS.



## SCALABILITY

It's easy to grow with your business demands and flex with seasonality requirements, ensuring you are paying only for what you need.



## COST CERTAINTY

No infrastructure investment or surprise third-party costs – just the same rate per month, per agent for the duration of the contract.



## BUSINESS AGILITY

Enjoy quick deployments, upgrades and updates with additional feature functionality available when you need it.



## RELIABILITY

Geo-redundancy and remote access means your contact center is always on and accessible from anywhere.



## FREE-UP IT

We manage your contact center applications so your IT staff can focus on handling core business needs and strategic initiatives.



## PACE OF INNOVATION

Take advantage of emerging technologies such as Artificial Intelligence to keep pace with rising customer expectations.



## AGENTS ANYWHERE

With a connection, a browser and a headset an agent can securely use the software. There's nothing to install or maintain on the local computer.



## EASY INTEGRATION

Pre-built integrations with commonly used applications and open APIs make it quick and easy to connect with other robust business software.



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