Introduction From The President

Contact centres, love them or hate them are a fact of life in the world of customer experience delivery. Understanding whether customers receive a good experience from them or not is a complex issue the answer to which is a function of customers' preferences and expectations and the quality of the experience delivered.

Customers' opinions on contact centres varies widely depending on their experiences. Some customers appreciate the convenience and accessibility of contact centres for getting assistance with their enquiries, orders, or issues. Others find contact centres frustrating if they experience long wait times, difficulty reaching a representative, repeating their request multiple times, difficulty with escalation or unsatisfactory resolutions to their problems particularly when the solution is beyond the remit of operator. Strategic trends of offshoring and re-onshoring have not really helped. Overall, whether customers like contact centres or not depends on the efficiency, effectiveness, and friendliness of the service they receive and the degree to which organisations see them as a cost saving exercise or whether they are seen and used as valuable tool that can enhance the customer experience and develop positively the relationship between the organisation and the customer.

So When Did It All Begin and Where is It Going?

https://www.puzzel.com/2023/05/24/a-journey-through-time-unveiling-the-history-of-contact-centres
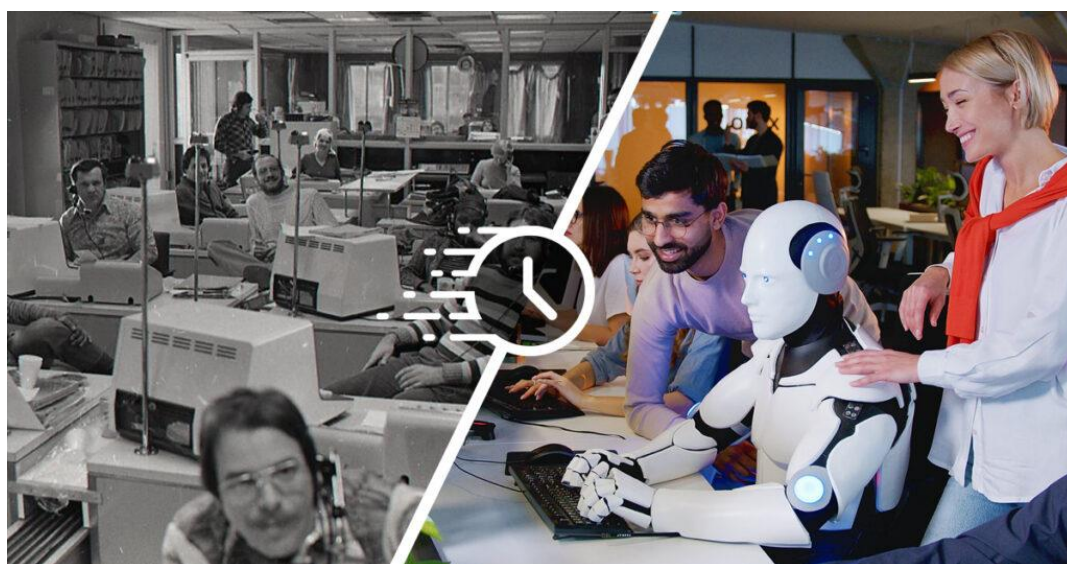
So when did it all begin?

In their blog *A Journey Through Time-Unveiling the History of Contact Centres Puzzel* records

Voice-based customer service has been going on since telephony was invented almost 150 years ago in 1876 by Alexander Graham Bell, but the roots of contact centres can be traced back to the early 1960s when the concept of call centres first emerged. It was in 1967 that AT&T introduced the ground-breaking concept of toll-free 1-800 numbers for customer service, marking a significant milestone in the industry. Initially, these centres focused on efficiently handling incoming telephone calls and directing them to the appropriate departments or individuals. Technology advanced, contact centres evolved in tandem. In the 1970s, the advent of automatic call distribution (ACD) systems revolutionised the industry. These cutting-edge systems efficiently routed incoming calls to available agents, reducing wait times for customers and significantly enhancing overall service quality. The 1980s witnessed the integration of computer systems into contact centres. Interactive Voice Response (IVR) systems were introduced, enabling callers to interact with pre-recorded voice menus and perform basic tasks such as checking account balances or making payments. alleviating the agent workload and empowering customers with self-service options. The 1980s also witnessed the introduction of hold music, transforming the waiting experience during call queues into a pleasurable moment!

The late 1990s and early 2000s marked an era of rapid expansion in communication channels, E-mail and web-based support systems gained prominence, and contact centres swiftly embraced the concept of multichannel communication, heralding the birth of the modern customer service experience.

With the advent of the digital age, contact centres underwent a profound transformation. Advanced contact centre software emerged, seamlessly integrating telephony, email, chat, and social media interactions into a unified platform. (CRM) systems became an integral part of contact centre operations, facilitating the storage and retrieval of customer data for more personalised service.

In recent years, the contact centre industry has witnessed a revolution driven by cloud technology. Cloud-based contact centres offer unparalleled scalability, flexibility, and cost-efficiency, enabling businesses to adapt swiftly to fluctuating customer demands. By eliminating the need for on-premises infrastructure, cloud solutions have made it easier for organisations to establish and expand their customer service operations.

Artificial intelligence (AI) has ushered in a new era for contact centres, intelligent virtual assistants and chatbots have become increasingly prevalent. AI-powered analytics enable contact centres to extract invaluable insights from customer interactions, fostering continuous improvement and elevating the overall customer experience.

The future? In a short space of time, Contact Centres have seen a lot of change. The pandemic has acted as a transformative force for technological innovation, particularly AI. Over the next 5-10 years, we expect to see much growth within the AI space. From using AI-powered language models to generate human-like text and conversation to anticipating customer needs and automating mundane tasks, AI will help drive the evolution of contact centres.

So in Continuing to Look Forward What does the future hold?

An interesting and somewhat report optimistic from *Call Center Studio* identifies
10 Customer Contact Trends in 202

1. AI-Powered Customer Support
2. Seamless Omnichannel Communication
3. Customized Customer Interactions
4. Remote Work and Virtual Agents
5. Real-Time Analytics
6. Self-Service Tools
7. Integration of Virtual Assistants
8. Enhanced Security Measures
9. Increased Focus on Sustainability and Social Responsibility
10.Agent Well-being and Empowerment:
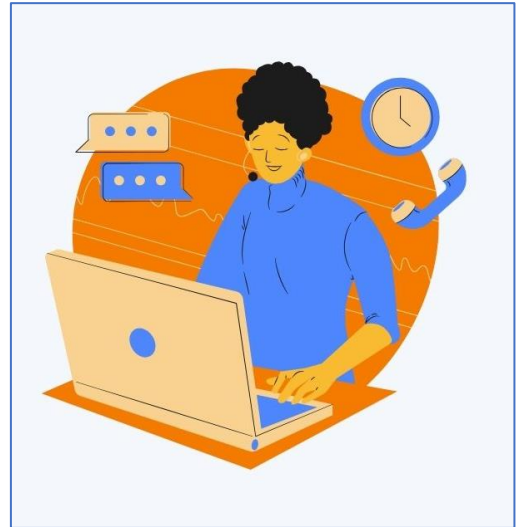
Contact centers must deliver outstanding customer experience, with no exceptions! This industry is hectic and quite specific, needing call center software for better efficiency.
It is hectic because it's always busy and specific. After all, every agent interaction is particular.
1.   AI-Powered Customer Support
AI in customer experience is a concept that has been introduced previously. However, it is about to become better! With the advent of AI, contact centers have entered a new age of efficiency and innovation. AI in customer experience has revolutionized the ever-evolving field. People's queries evolve, and AI-powered technologies will offer personalized service in call centers.
How? AI integration ensures the speedy delivery of answers. AI-powered chatbots interact with customers in real time to handle easy questions so agents can take more complicated ones. Everyone benefits when things are run more efficiently. This is because wait times are cut down, and problems are solved faster.
2.   Seamless Omnichannel Communication
Another crucial trend in the call center sector that you should take advantage of in 2024 is omnichannel support. Businesses are now expected to reply to customers through a variety of platforms. That much is certain. However, consumers dislike repetition when they switch platforms, which is a significant issue. Consider the transition from email to phone support as an example. As customers grow accustomed to connecting via many channels, omnichannel assistance becomes crucial to the success . For some customers, getting help over the phone is better. Others may prefer email, text, or live chat for interactions. Chatbot omnichannel solutions include all users regardless of their preferred communication channel.

3.   Customized Customer Interactions

Call center agents analyze customer behavior by referring to their previous requests. With this data, you can tailor customized customer interactions. Moreover, it makes their customer experience 2024 unique. With personalized service in call centers, expect customer loyalty to skyrocket. It boosts customer satisfaction scores and user engagement. These are two of many key performance indicators for exceptional customer experience. More than half of customers say that data-driven personalization dramatically affects what they buy.

4.   Remote Work and Virtual Agents

The rise of remote contact centers isn't just a passing trend; it's completely changing how call centers work. As technology advances, it will become easier and more efficient to work from home. By using remote call centers, businesses can access talent worldwide and be more flexible. It will also allow you to provide continuous customer support independent of external factors.

5.   Real-Time Analytics

Using quick insights allows call centers to improve operations. Data-driven personalization contact centers also encourage continuous growth. In 2024, real-time analytics will continue to shine its potential. You will experience better patterns, trends, and preferences recognition. It'll also boost customer retention and increase your call center's lifetime value.

6.   Self-Service Tools

Studies reveal that about 67% of consumers would instead use self-service than talk to a call center representative. Despite call centers prioritizing human-based customer experiences, contemporary customers value convenience and independence. Highlighting trends as ChatGPT, problem-solving is instantaneous. Self-service experiences offer this. These models improve operational efficiency and decrease operational expenses. They facilitate enhanced client engagement at all times.

7.   Integration of Virtual Assistants

AI in customer experience also shines through virtual assistants. These digital tools provide instant help, improving the customer experience in 2024. These innovative customer satisfaction tools answer questions, give details, and direct people efficiently across different platforms. If you would love to offer these services at their best, adopt virtual assisting technology in 2024.

8.   Enhanced Security Measures

Data theft is expensive. It cost businesses approximately $4.35 million in 2022. This highlights that enhancing privacy and data security measures is paramount! Having secure systems demonstrates a commitment to moral corporate conduct while preserving customer trust. The future of customer service lies in prioritizing data security and privacy. This will help keep the workplace safe and make customers experience 2024 law and moral compliance.

9.   Increased Focus on Sustainability and Social Responsibility
Today, contact centers are preparing to include sustainability and corporate social responsibility in their customer service strategies. Integrating moral concepts that benefit society, employees, and consumers is smart. One way is to get your call center a B-corp certificate. A B-Corp certificate is a designation granted to businesses that meet rigorous standards of social and environmental performance, transparency, and accountability. This signifies your commitment to using business as a force for good. Other ways are reducing paper use and using renewable energy.

10.   Agent Well-being and Empowerment:
Emphasizing employee retention and well-being has become imperative. This involves creating room for advancement in one's career. It's establishing flexible work arrangements and paying competitive wages with benefits. A happy agent means a happy customer, thus leading to enhanced client engagement. We expect a significant rise in open schedules and general efforts to help people balance their work and personal lives in call centers. Additionally, companies will place a high value on assisting with mental health.

https://callcenterstudio.com/10-contact-center-trends-in-2024

A Better View?

A more comprehensive over view comes from Derek Anderson of INVOCA Blog in their report *39 Call Centre Statistics You Need to Know in 2024 .* **Selected highlights** of the key areas addressed are below but the full report gives an even clearer picture of the issues to be addressed to be successful in the future.

In 2024, consumer expectations for the experience your company provides will reach an all-time high. The price for failing to meet these expectations will also skyrocket, because not only are consumers more willing to jump ship after a single bad experience, but your reputation can be easily and seriously damaged by negative online reviews and bad experiences going viral on social media. But the challenge is that the customer journey is rarely linear — today's customers access between 20-500 touchpoints before they make a purchase. If you truly want to deliver a great experience, you have to create a cohesive journey and perfect each of those touchpoints as they move across channels.
When unifying the customer experience, many brands overlook the importance of the contact centre experience. This channel is a make-or-break for your brand

1. *The Customer Experience Is More Important Than Ever*
   *. 87% of consumers want proactive customer service from the companies they buy from. When consumers call your contact centre, they expect you to already know who they are and have some idea of what they need. (source: Jive)*
2. *Poor Call Centre Experiences Cost You Customers*
    32% of customers stop doing business with a brand they love after only one bad experience. Brand loyalty isn't what it once was — in today's hyperconnected world, switching to a competitor is now as easy as clicking a button. (source: PwC)
3. *When Consumers Are Shopping for High-Stakes Purchases, The Phone Call Experience Is Critical*
    Consumers prefer to communicate with businesses via phone (68%), email (55%), in person (40%), live agent chat (33%), and chatbot (13%). Sorry, chatbots. It turns out, people aren't fond of typing out detailed questions only to get "Sorry, I didn't quite understand that" in reply. (source: Invoca)

Consumers prefer to communicate with businesses via:

- Phone: 68%
- Email: 55%
- In Person: 40%
- Live Agent Chat: 33%
- Chatbot: 13%
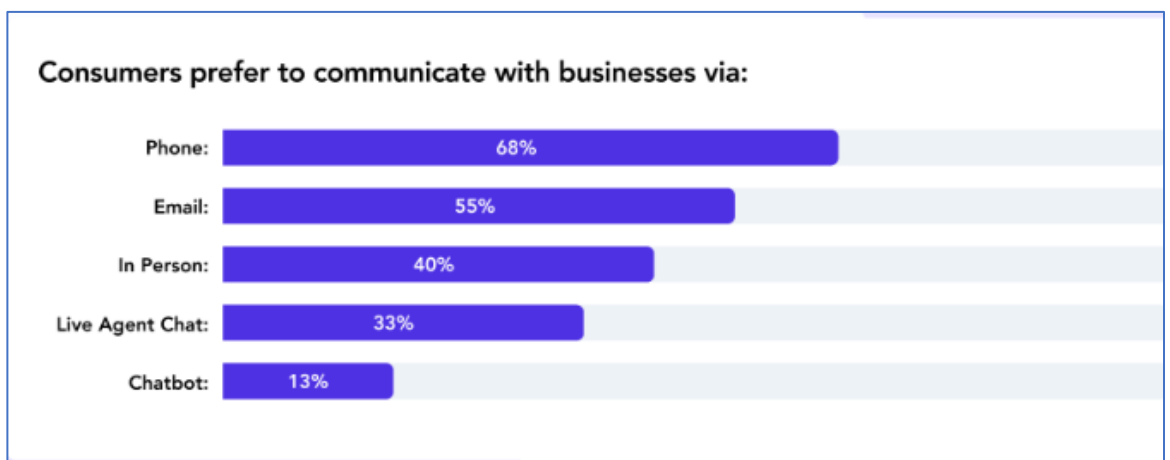
4. *Consumers Won't Call If They Think You'll Waste Their Time*
   When consumers are placed on hold, 5% hang up immediately, 28% hang up after 5 minutes or less, 26% give 6-10 minutes, and only 6% hold for 30 minutes or longer. Be careful with that last group, they're hanging on through spite alone! (source: Invoca)

Customers avoid calling these businesses because:

Legend: Travel | Telco | Financial Services | Insurance | Home Services | Healthcare | Auto

Long wait times: 46%, 44%, 35%, 43%, 40%, 43%, 32%
Other methods faster: 39%, 46%, 37%, 39%, 39%, 40%, 37%
Too many transfers: 36%, 39%, 34%, 37%, 34%, 41%, 29%
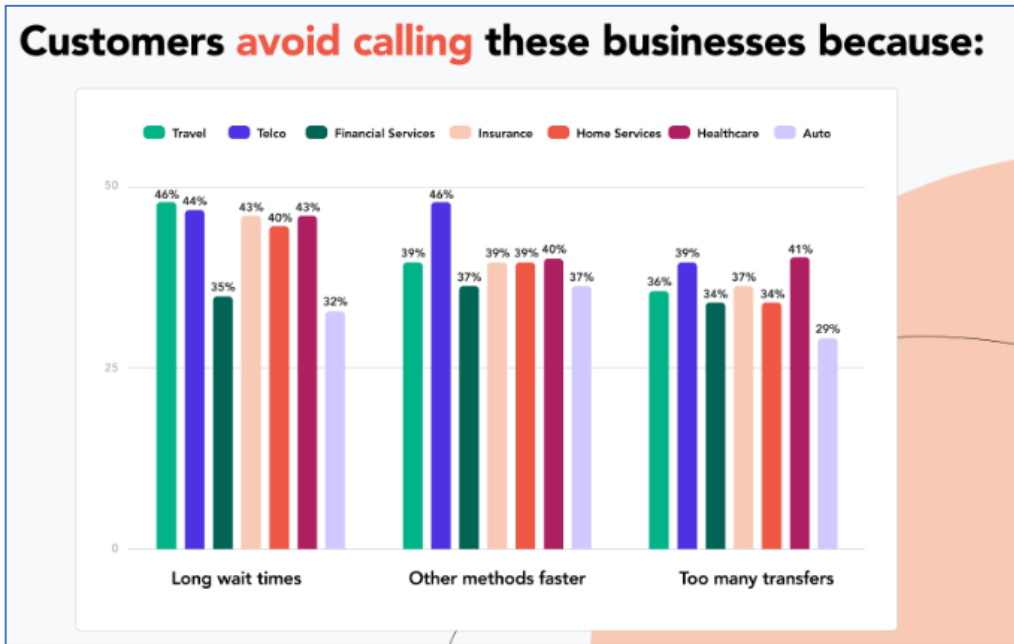
5. *Many Call Centres Are Failing to Deliver Seamless Experiences*
   When callers aren't transferred, 49% of people feel relieved, 37% feel their business is valued, 34% are more inclined to complete a purchase. Respondents also said that when they aren't transferred, they trust the business more — this makes the close that much easier. (source: Invoca)

No transfers?
Wait, is it my birthday?

When callers aren't transferred:

	Percent (%)
Feel relieved	49%
Feel their business is being valued	37%
Are more inclined to complete the purchase	34%
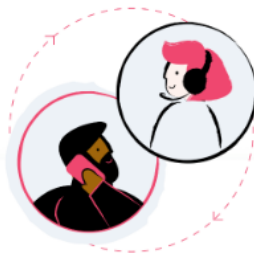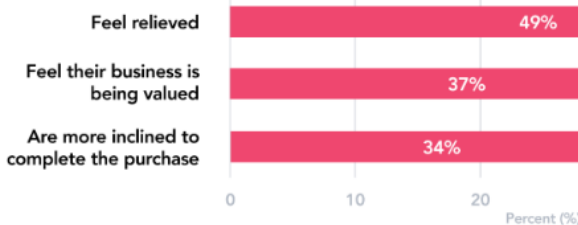
6. *Many ... Centre*
   Exper...
7. *The F... gence*
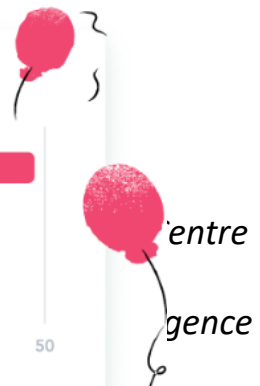
6. Many Teams Don't Have the Right Tools and Data to Improve Contact Centre Experiences

> . 86% of agents feel that they don't have the resources or the authority to deal with customers effectively. To personalize experiences and increase close rates, contact centres are using conversation intelligence data. (source: Jive)

7. The Future of The Call Centre: Remote Workers and Conversation Intelligence

> In a recent survey, 65% of respondents said they wanted to be full-time remote employees post-pandemic, and 31% said they wanted a hybrid remote work environment. That's 96% who desire some form of remote work! (source: FlexJobs))

4 Quick Tips to Improve Call Centre Performance Right Now

Elevating contact centre performance is paramount for businesses aiming to deliver exceptional customer experiences. Here are five actionable tips to enhance contact centre efficiency and boost conversion rates.

1. Implement AI-Powered Insights: Artificial intelligence (AI) provides contact centres with valuable insights into customer interactions. By analysing call data and customer behaviors, businesses gain a nuanced understanding of customer needs. These insights enable agents to personalize interactions, proactively address customer concerns, and ultimately improve conversion rates.

2. Streamline Call Centre Operations with Automation: Efficiency is at the core of a high-performing contact centre. Automation plays a pivotal role in streamlining operations by handling routine tasks, allowing agents to focus on more complex customer inquiries. Automation not only enhances efficiency but also contributes to a seamless customer experience by reducing wait times and increasing agent availability.

3. Embrace Best Practices for Call Handling: Ensuring that contact centre agents are well-equipped to handle customer inquiries is fundamental to success. We recommend adopting best practices for call handling, including comprehensive training, active listening, regular coaching sessions, and providing agents with the necessary scripts to resolve issues promptly. By adhering to these best practices, businesses can deliver outstanding service, thereby improving customer satisfaction and increasing conversion rates.

4. Prioritize the Customer Experience: A focus on delivering an exceptional customer experience is a key driver for improving contact centre performance. Tools like Invoca help teams align contact centre practices with customer expectations. By prioritizing the customer experience, businesses can build loyalty, foster positive relationships, and create a reputation for excellence in their industry.

https://www.invoca.com/en-gb/blog/statistics-call-center-managers

Contact Centres as a Service
The future role of technology to improve and support call centre performance is clearly at the forefront of internet guru thinking especially when it is applied to the idea of Call Centres as a Service. (CCaaS).
There are a couple of variations on this idea and the TechTarget Unifications paper
UCaaS vs. CCaaS vs. CPaaS: What's the difference?
By
Katherine Finnell, Senior Site Editor seeks to lift the clouds on the subject.

The adoption of cloud-based communications has grown as organizations need more flexibility to support knowledge workers, frontline workers and contact center agents as they work and communicate inside and outside the office.
Unified communications as a service (UCaaS), contact center as a service (CCaaS) and communications platform as a service (CPaaS) have emerged as primary service models for implementing cloud-based communications. While the three platforms have similar features, they serve different communications needs.
Increasingly, organizations are exploring the integration of UCaaS, CCaaS and CPaaS to extend business communications into new areas and streamline collaboration among employees. When comparing UCaaS vs. CCaaS vs. CPaaS, organizations can realize several benefits of integrating the cloud-based communications service models.

UCaaS

UCaaS is a cloud delivery model for communications and collaboration services, including telephony, messaging, video conferencing and mobility. An important distinction between UCaaS and cloud-based collaboration platforms is the support for voice calling.

Microsoft Teams and Zoom were not considered UCaaS until they began offering phone services, Metrigy analyst Beth Schultz said.
Small businesses have historically driven adoption of UCaaS platforms, but adoption among large businesses has grown over the course of the COVID-19 pandemic as legacy and on-premises UC infrastructures couldn't meet the collaboration needs of remote workers.
The buyer responsible for an organization's UCaaS purchases also varies by business size. In smaller businesses, the UCaaS buyer is typically the telecom manager, while, in larger enterprises, it's an IT purchase, she said.

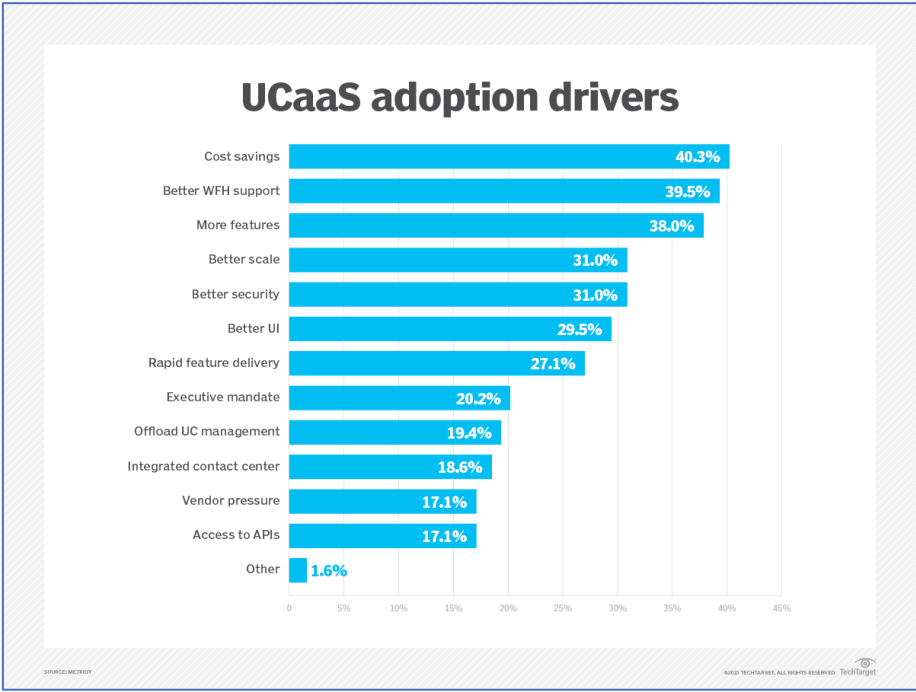*The benefits of deploying a UCaaS platform include the following:*

> *Shifting admin responsibility to the service provider.*
> *Improved scalability and flexibility.*
> *Improved security.*
> *Better support for communications in different geographies.*

UCaaS adoption drivers

Driver	Percentage
Cost savings	40.3%
Better WFH support	39.5%
More features	38.0%
Better scale	31.0%
Better security	31.0%
Better UI	29.5%
Rapid feature delivery	27.1%
Executive mandate	20.2%
Offload UC management	19.4%
Integrated contact center	18.6%
Vendor pressure	17.1%
Access to APIs	17.1%
Other	1.6%

CCaaS

CCaaS

CCaaS is a cloud delivery model for contact center infrastructure and apps, such as interactive voice response systems, teletypewriter (TTY)/telecommunications device for the deaf (TDD) communications, and workforce management. Adoption of CCaaS in larger companies has lagged behind UCaaS adoption as contact centers are more complex with many moving pieces, Schultz said. But, much like UCaaS, the introduction of BYOC has made CCaaS a more attractive option for organizations with on-premises contact centers, she said.

The buyers for CCaaS include IT and customer experience (CX) leaders. From a platform perspective, the IT department generally makes the buying decision, but CX leaders make decisions on the app level, she said."If a CX leader isn't the primary decision-maker, they're going to be involved one way or another," she said.

Top 5 CCaaS trends

- Remote work
- Integrating with UCaaS
- AI innovation
- Self-service capabilities
- App foundations

CCaaS platforms offer organizations benefits, including the following:

> *Offloading admin responsibility to the service provider.*
> *Resource flexibility and scalability.*
> *Improved CX.*
> *Cost savings.*
> *Better multi- and omnichannel support.*

CPaaS

CPaaS is a cloud-based delivery model for adding communications to business applications and processes. CPaaS offerings include standards-based APIs, SDKs, Java or .NET libraries, and low-code/no-code tools.

Organizations can approach CPaaS in two different ways. They could build their own apps using vendor-provided APIs. This is a self-service approach to building apps, and IT is primarily responsible for managing the APIs, Schultz said. Another approach is to use CPaaS APIs to enable communications within apps for different business workflows, she said."The nice thing about CPaaS is you've got a framework for all different communication workflows and functions," .

The benefits of CPaaS include the following:

> *Customizable communication features for apps.*
> *Cost savings on infrastructure overhead and maintenance.*
> *Faster time to market for apps.*
> *In-house developer support.*
> *The most common applications for CPaaS are around text messaging, such as*

appointment reminders or two-factor authentication, said Meghan Keough, senior vice president of corporate and product marketing at 8x8 Inc. With the pandemic, interest in video-based CPaaS grew as organizations looked to integrate video for employee and customer communications.

CPaaS tools driving the market

Video
CPaaS providers are seeing growing demand for video APIs that integrate with industry-specific applications, such as electronic health records and virtual learning platforms.

Security
New security applications include silent mobile verification and biometric authentication, such as fingerprint verification and voice recognition.

Payments
Organizations are looking to support contactless payments, digital currencies and PCI-compliant payments over voice calls. CPaaS providers may offer their own capabilities or partner with a third-party payment provider.

Omnichannel
Omnichannel APIs enable businesses to connect with customers in their preferred channels and move between channels while maintaining the conversation's context.

Messaging apps
RCS and apps like WhatsApp and Facebook Messenger offer a richer experience than text messaging and support use cases such as customer support, payments and purchases.

Contact center as a service
Some CPaaS providers offer communications modules to build a contact center, including IVR, surveys, routing engine and reporting tools.

Integrated platforms bring UCaaS, CCaaS and CPaaS together
Some UCaaS vendors, including 8x8, Vonage and RingCentral, have started to offer integrated platforms that include CCaaS and CPaaS in order to differentiate from market competition. By bringing the three technologies together, organizations can break down silos between communication tools.

"If you have complicated customer inquiries and agents could benefit from tapping a business expert, think about how you make that happen," she said. "You can't make that with siloed systems."

As evidence of this integration, 8x8 introduced its Experience Communications as a Service, or XCaaS, platform as an all-in-one product for UCaaS, CCaaS and CPaaS.

An integrated platform for all three technologies offers several benefits, including
   A single system for IT to manage;
   One policy for data residency and collecting customer information;
   A single framework for security, privacy and compliance,

"That's a single point of accountability -- one platform-wide SLA [service-level agreement] and global network that's driving all communication,"

Additionally, a single integrated platform creates more opportunities for extending capabilities, like analytics or video, across the entire organization. For example, CPaaS-based contact center video could enable a field service technician to initiate a video call with a contact center agent and let the agent see what the technician sees, Keough said.

However, for this approach to work, organizations need to be comfortable with committing to a single vendor for all communications, Schultz said. Some organizations may prefer to maintain separate platforms and handle integrations themselves or work with an MSP.
https://www.techtarget.com/searchunifiedcommunications/feature/UCaaS-vs-CCaaS-vs-CPaaS-Whats-the-difference#:~

Zion Market Research

The Future of CPaaS

Zion Market research predict a healthy future for CPaaS in the future growing from a market valued at $4.9 bn in 2020 to $23.1bn in 2028 a compound growth rate of over 25%. Their report ***Communications Platform as a Service (CPaaS) Market Size, Share, Growth Report 2030*** predicts

The Communications Platform as a Service (CPaaS) market accounted for USD 4,958.2 Million in 2020 and is expected to reach USD 23,183.4 Million by 2028, growing at a CAGR of 22.4% from 2021 to 2028. Communications platform as a service (CPaaS) is a specialised cloud-based communication platform that allows businesses to use specific communicator features without having to construct their own back-end infrastructure. Since it assists companies in adding different features to their system, the platform is highly enhanced with the consistency of customer interaction. The key goal of the communications network as a service is to provide consumers with high-quality communication. SMS, speech, and video are only a few of the new features made possible by APIs.
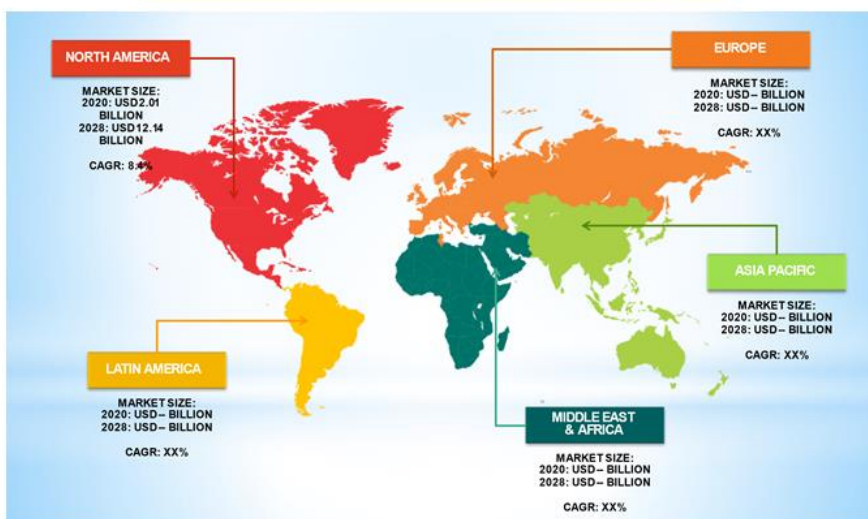
Growth Factors

The rising number of smartphone users around the world's one of the major factors driving the global communications platform as a service (CPaaS) industry. Furthermore, growing social media networks such as WhatsApp, Facebook, and WeChat would fuel the global communications platform as a service (CPaaS) market's growth during the forecast period. People are adopting cloud communication solutions all over the world because of the growing advances in cloud communication, such as greater flexibility, greater choice, and low-cost video solutions.

Enterprise Size Segment Analysis

The market can be divided into two types of enterprises: small and medium businesses (SMEs) and large businesses. Because of the increasing number of small start-ups and tech businesses around the world, the small and medium enterprises (SMEs) segment carry the major share of the global communications platform as a service (CPaaS) market.

Global Communications Platform as a service (CPaaS) Market, By Region

NORTH AMERICA
MARKET SIZE:
2020: USD2.01 BILLION
2028: USD12.14 BILLION
CAGR: 8.4%

EUROPE
MARKET SIZE:
2020: USD– BILLION
2028: USD– BILLION
CAGR: XX%

ASIA PACIFIC
MARKET SIZE:
2020: USD– BILLION
2028: USD– BILLION
CAGR: XX%

LATIN AMERICA
MARKET SIZE:
2020: USD– BILLION
2028: USD– BILLION
CAGR: XX%

MIDDLE EAST & AFRICA
MARKET SIZE:
2020: USD– BILLION
2028: USD– BILLION
CAGR: XX%

The Communications Platform-as-a-Service (CPaaS) Market is extremely competitive, owing to the presence of many small and large vendors operating in both domestic and foreign markets.

https://www.zionmarketresearch.com/report/communications-platform-as-a-service-market

A glance over the shoulder to look back at what was thought three years ago to test the degree to which those opinions are as robust today. *In a comprehensive report in November 2021 The Customer Contact Week Digital Report* foresaw

Previous CCW Digital research offered a sobering revelation about AI: the overwhelming majority of organizations have yet to experience significant ROI from their investments. They are yet to experience the transformation technology advocates have long been trumpeting. In many cases, the inefficacy of their customer- and agent facing AI deployments are actually decreasing employee productivity and customer satisfaction. When bots do not work successfully, they increase customer effort and frustration. These customers then project their negative sentiment onto agents, who cannot provide efficient support because their internal AI is not providing the right guidance

By 2025, what role do you realistically see AI self-service playing in customer support?

19.23%	AI will remain a secondary option / most interactions will still involve an agent
15.38%	AI will be the preference for transactions or simple support issues / most others will generally involve an agent
25.64%	AI will be the preference for simple and moderate support issues / complex ones will generally involve an agent
25.64%	AI will be the preference for all support issues / agents will mostly transition into non-support roles

With all the emphasis on digital transformations and low-touch channels, it is, however, worth considering whether phone will play a dwindling role in the future of the contact center. For a substantial number of contact leaders, the answer is a resounding no.

Which best describes the role phone should play in the contact center of the future?

39.74%	All/most customers should always be able to easily/instantly access a live phone agent
26.92%	All/most customers should always be able to call, but they should have to go through an IVR before reaching a live agent
0.00%	All/most customers should have access to an IVR, but access to live phone agents should rarely/never be offered
17.95%	All/most customers should have access to call, but only after first attempting to address issue digitally
2.56%	Only VIP/high-value/specialty customers should have access to call
10.26%	Only customers with complex/high-priority/specific issues should have access to call
2.56%	No one should have access to call; phone will be obsolete

https://infra-cloudfront-talkdeskcom.svc.talkdeskapp.com/talkdesk_com/November-Market-Study-Future-of-the-Contact-Center-A-Forecast.pdf

The Last Word

Contact centres still receive a mixed press with the traditional bad boys in the game, financial service, utilities and ironically telecoms still not emerging as customer experience front runners. Will the emergence of the newer AI and cloud-based technologies help to improve the performance of organisations and the experience of customers?
Will the idea of remote working mean that the best talent in the world can be accessed from anywhere really work in practice or will it lead to different bout of offshoring but this time on a one-at-a-time basis?

CPaaS appears to offer a very attractive proposition and it would be a major step forward if it were able to overcome the persistent issues which contact centre leaders have so far failed fully to address. It is said that the debate about whether a Contact Centre should be viewed as a cost centre or a value centre is over. Experience seems to indicate that while the debate may be over the argument has yet to be won. Given that the value that customers place on their customer experience is emerging as a key determinant in influencing their loyalty it is hoped that the value view will prevail.

Recommended Reading

https://www.puzzel.com/2023/05/24/a-journey-through-time-unveiling-the-history-of-contact-centres

https://callcenterstudio.com/10-contact-center-trends-in-2024

https://www.invoca.com/en-gb/blog/statistics-call-center-managers

https://www.techtarget.com/searchunifiedcommunications/feature/UCaaS-vs-CCaaS-vs-CPaaS-Whats-the-difference#:~

inkedin.com/pulse/global-communications-platform-service-cpaas-market-share-howard/

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https://infra-cloudfront-talkdeskcom.svc.talkdeskapp.com/talkdesk_com/November-Market-Study-Future-of-the-Contact-Center-A-Forecast.pdf