

CCaaS Migration Done Right

The Executive's Guide to Ensuring
Voice Performance and Business
Continuation when Moving to Cloud

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Executive Summary

In today's fast-paced business environment, many companies are rushing to embrace the Contact Center as a Service (CCaaS) trend. However, it's important to remember that migrating large contact centers to the cloud can be arduous. CCaaS migrations involve complex, multi-node operations, and given that contact centers are mission-critical operations, it's essential that they maintain full functionality and high availability throughout the transition. Any disruption to the customer service experience can result in lost business and erode customer loyalty.

In this document, we present a comprehensive guide to ensuring voice performance through infrastructure planning and integration during a CCaaS migration. Specifically, we focus on the voice infrastructure, which is a complex and critical component of any modern contact center.



The repercussions of a voice infrastructure outage can be catastrophic, leading to failed business transactions, high costs of unutilized agents, and a damaged brand perception among customers. To avoid such outcomes, it's crucial to ensure voice performance 24/7/365. For that, you need a voice expert who is up to speed with the latest voice technologies.

To help mitigate risk during a CCaaS migration, we present nine integral steps, with a focus on voice and telephony infrastructure, regardless of the selected contact center vendor or platform. These steps include building a winning migration team, mapping your assets, protecting your voice, sustaining coexistence of solutions, bringing your own carrier, managing change and ensuring adoption, protecting your voice technology investments, and migrating at your own pace for success. We also stress the importance of not waiting to innovate and choosing the right voice partner.

By following these steps, you can ensure that your CCaaS migration is successful, with minimal disruption to your customer service experience. This guide was created to help maintain business as usual, continue innovating, and retain peace of mind throughout this transformational project.

Introduction

As companies rush to embrace the Contact Center as a Service (CCaaS) trend, it's important to remember that migrating large contact centers to the cloud can be a taxing task. Not only do these migrations involve complex, multi-node operations that can take a long time to complete, but they often require consolidation of multiple siloed contact centers resulting from past mergers and acquisitions. And given that contact centers are mission-critical operations, it's essential that they maintain full functionality and high availability throughout the transition. Any disruption to the customer service experience can result in lost business and erode customer loyalty.

Voice Infrastructure – the Key Element to Successful Contact Center Migration

The modern contact center's voice infrastructure is a complex beast. It includes a range of elements, such as global telephony connections, call logging systems and advanced Voice.AI solutions. Moreover, in the wake of COVID-19, multinational enterprises have thousands of agents working remotely across the globe, making coordination and integration all the more challenging. Successful Voice.AI depends on high-quality voice performance to correctly interpret customer intents, deliver precise speech-to-text and text-to-speech, and provide successful self-service solutions. Customers should be able to seamlessly escalate to an agent when their self-service journey hits a roadblock. Therefore, having a robust and integrative voice infrastructure is key to maintaining a successful contact center operation.

The repercussions of a voice infrastructure outage can be catastrophic, leading to failed business transactions, high costs of unutilized agents and a damaged brand perception among customers. To avoid such outcomes, it's crucial to ensure voice performance like clockwork 24/7/365. For that, you need a voice expert who is up to speed with the latest voice technologies.

There have been reported instances of CCaaS outages that can be single-node or multi-node. Having a contact center platform backup to ensure survivability is a smart best practice and an effective way to mitigate the inevitable risks of contact center downtime.

Here are nine steps to help you mitigate risk, with a focus on voice and telephony infrastructure, when moving to a cloud contact center, regardless of the selected contact center vendor or platform.



Step 1 Building a Winning Migration Team



Migrating your contact center to the cloud requires a competent team to ensure a seamless transition. Building a winning migration team is critical to the success of the migration project, as it requires the right mix of skills and expertise. The team should be composed of representatives with varied capabilities to account for the different aspects of the migration project.

Your CCaaS Migration Dream Team



The voice expert is the migration team's MVP (most valuable player), who should be onboarded at an early stage in the migration planning. Their primary role is to ensure contact center continuity and mitigate the risk of voice disruption in the contact center's daily operation throughout the move to the cloud so that customer and agent experience remain undisturbed throughout transition to CCaaS.

Step 2 Mapping Your Assets



Understanding the full scope of your current contact center operation is key for successful and smooth migration. Start by mapping your contact center processes and configuration. When evaluating processes, identify areas for improvement and optimization.

Identify all existing technology infrastructure, including hardware, software and network infrastructure. Determine if you have any redundant or obsolete technologies and applications to retire and take care to retain access to historical data. Evaluate what is working well and discern any existing gaps that need improvement.

Selecting the right contact center platform to take your customer service and customer experience forward is a big step, and it is important to choose a platform that has enhanced performance and functionalities that are aligned with your business goals. Don't be sidetracked by innovative bells and whistles that you do not require. Research the acquisition and integration of best-of-breed apps and technologies for innovation-over-the-top of a new CCaaS platform for any gaps in technology that you need to meet your customer experience goals. Benchmark with industry best practices and don't hesitate to consult with contact center experts, whether they be consultants or successful leaders in other organizations.



Choose a platform that has enhanced performance and functionalities that are aligned with your business goals. Don't be sidetracked by innovative bells and whistles that you do not require. Research the acquisition and integration of best-of-breed apps and technologies for innovation over-the-top of a new CCaaS platform for any gaps in technology that you need to meet your customer experience goals.

Step 3 Protecting Your Voice



Voice is inarguably the star of the show when it comes to contact center engagement channels. Even in this era of omnichannel engagement, voice is still customers' preferred choice of engagement.

Over 70% of all customer interactions end up on a voice call at some point. Therefore, it is vital to ensure that your voice infrastructure and applications are preserved throughout the migration process to maintain high voice quality and reliability.

To achieve a smooth migration of your voice infrastructure to the cloud you need highly skilled, multidisciplinary, cutting-edge voice expertise. Relying solely on CCaaS vendor support for voice continuity is a risky business as voice functionality is not confined to a single monolithic platform, data center or telephony provider. A managed migration of voice infrastructure requires orchestration between multiple contact center platforms, carriers and third-party apps. An experienced voice partner is accountable for ensuring interoperability and high availability of all the moving parts to avoid disruption, project delays and finger-pointing among vendors, in other words - headaches.



Step 4 Sustaining Coexistence of Solutions



To maintain business as usual throughout a CCaaS migration project, the current and new contact centers must coexist and function in parallel, at least until the migration project is complete. Maintaining a hybrid setup is also possible when required for operational purposes or other reasons. Elements of the contact center are migrated to the cloud, while others remain on-premises.



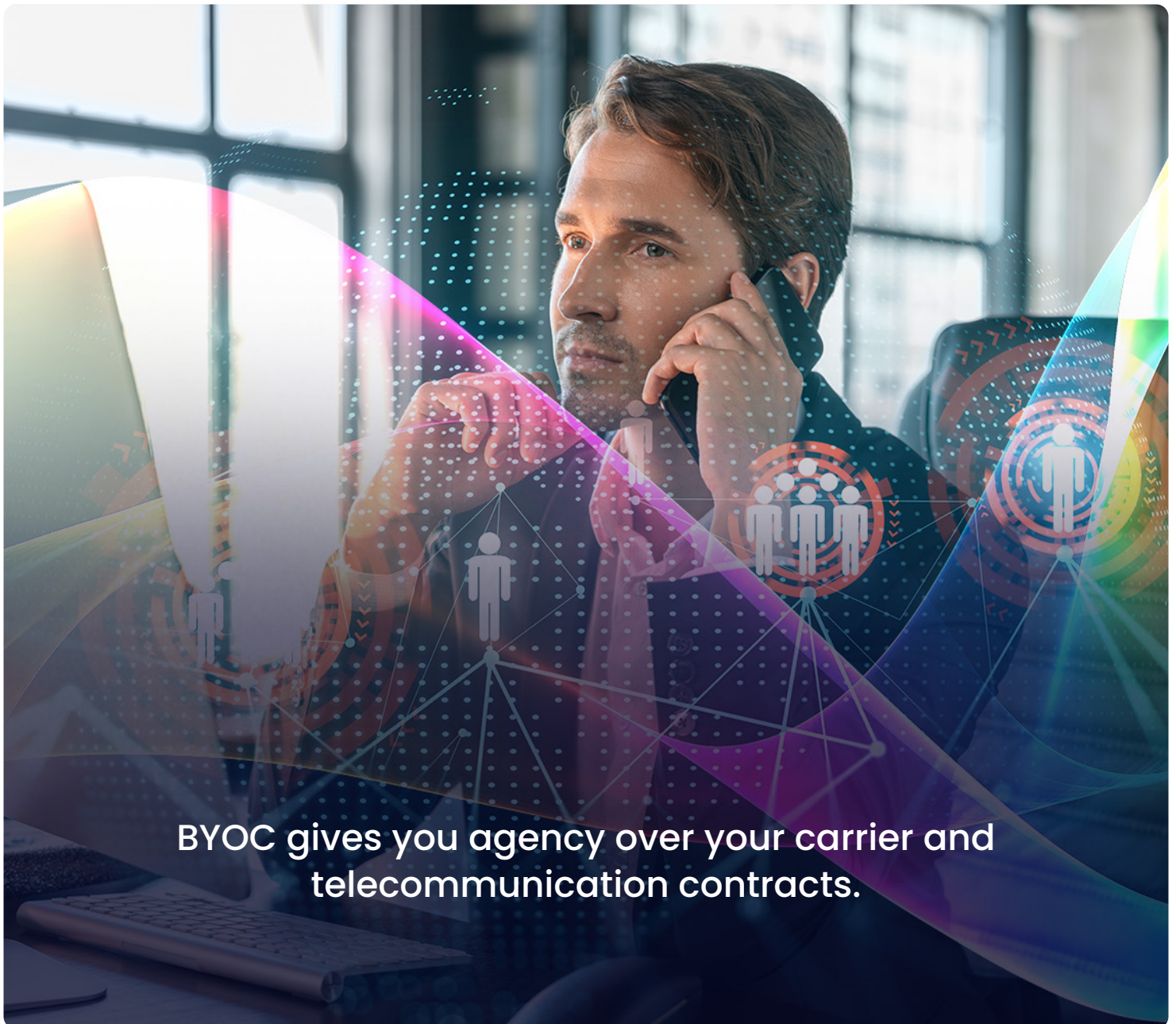
Maintaining reliable voice services during the coexistence period is critical and requires careful planning. Organizations need to ensure that calls continue to get routed seamlessly to the correct agent, regardless of whether that agent is still connected to the legacy, on-premises contact center or to the new cloud platform.

Step 5 Bring Your Own Carrier (BYOC)



Contact centers operate in multiple languages among various cultures from different locations around the world. Telecom connectivity when moving to the cloud is often offered by the contact center vendor, but if you are a large contact center serving many countries, you can keep your organization's existing phone numbers and carrier contracts and connect the new CCaaS platform to the service providers of your choice.

BYOC allows you to set the terms of your communication contracts, phone numbers, 1-800 toll free numbers and vanity numbers. It eliminates disruption and confusion among customers and vendors that result in the need to change contact information, which also results in a mass of workload and costs related to changing contact information throughout corporate collaterals. Most importantly, BYOC gives you agency over your carrier and telecommunication contracts.



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Step 6 Protecting Your Voice Technology Investments



When migrating to a cloud contact center, it's crucial to thoroughly analyze technological assets and determine their relevance and value to the business. Assess which technologies can be retired, consolidated or replaced with newer, more efficient alternatives. Meanwhile, migrate existing technology investments that still contribute value to the contact center to the new cloud platform. This approach allows companies to leverage existing investments, resulting in cost savings, improved efficiency and enhanced customer experiences through integration with new CCaaS features. Protecting technology investments also lends to a smooth transition, minimizing disruptions to the business, agents and customers.



Step 7 Migrating at Your Own Pace For Success



A successful migration to CCaaS for a large organization consists of multiple phases, including configuration, testing, deployment and optimization. Throughout all these stages, ensuring business continuity and avoiding disruption to both agent and customer experience is critical, so give ample time for the process to run its due course:

1. Mitigating Risk

A gradual approach allows you to better assess and tweak the impact of the migration on your business processes and customer interactions. This can help you identify any potential gaps or areas for improvement and make necessary adjustments before rolling out the new system more widely.

By testing the new platform in stages, you can ensure that any issues are addressed before they become critical, minimizing the risk of disruption to your operations. While it may be tempting to rush into a wholesale migration to CCaaS, taking a more measured and gradual approach can help you mitigate risks, maintain business continuity and ensure that the new platform is well-suited to your business needs.

2. Effective Agent Training

A phased approach to CCaaS migration is recommended for effective agent training. This allows agents to become familiar with new features and functionality gradually, preventing overload and confusion. By giving agents time to adapt, it fosters their confidence while engaging with customers, leading to continued agent productivity and customer satisfaction. Ongoing support and training are essential. Involving agents in the migration process, soliciting their input and feedback and involving them in testing and validation can help ensure the new platform meets their needs and workflows, leading to successful adoption.

3. Budget Roll-Out

A gradual approach to CCaaS migration can help manage costs associated with software licensing, infrastructure upgrades and employee training. Migrating too quickly can lead to unexpected costs and budget overruns, disrupting other business initiatives. By taking a phased approach, you can manage costs better by spreading them out over time and assess the ROI of CCaaS effectively. This allows you to measure the benefits and costs of each stage of migration, allocate resources more efficiently, and adjust your strategy accordingly.

4. Compliance and Regulation

Taking a phased approach to CCaaS migration can help ensure that you are able to meet the compliance requirements of different countries and regions. By testing the new platform in stages, you can identify any compliance issues or gaps and address them before rolling out the platform more widely. This way you can help prevent issues from arising later on, which could result in costly fines, legal liabilities and damage to your brand reputation. This may involve implementing specific security protocols, encryption standards and data protection measures, such as local recording, payment encryption and data storage.



5. Minimizing Glitches and Disruption

Bugs and glitches caused by compatibility issues between the new platform and existing systems or software used by your contact center can impact agent productivity, create frustration for customers and damage your reputation. Taking a phased approach to migration, testing each new feature or functionality as it is introduced, can help identify any issues early on and allow you to address them before they impact operations. It is also important to work with a CCaaS provider that has a strong track record of delivering reliable, bug-free platforms.

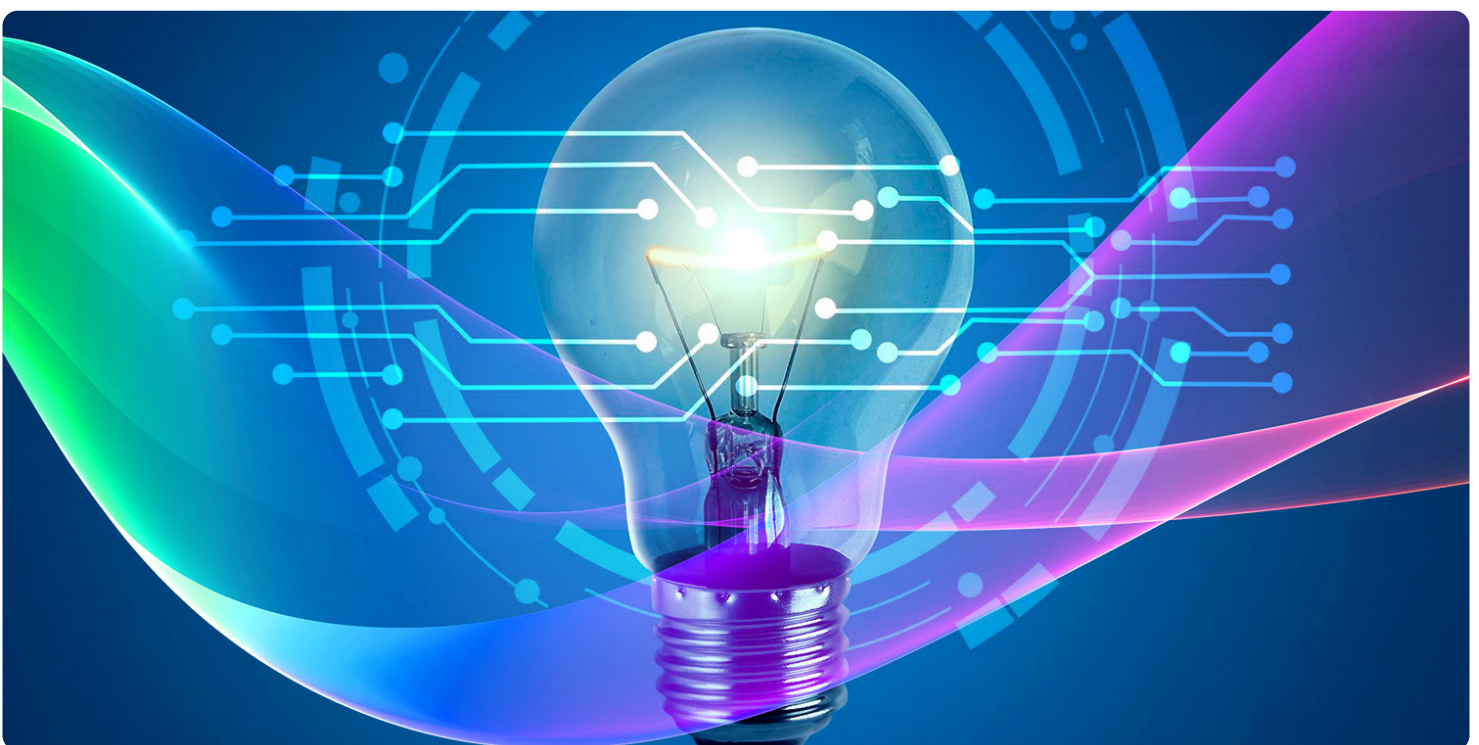
Step 8 Don't Wait to Innovate



Planning and executing a transition to a cloud contact center can be a lengthy process, often requiring an extended period until completion. Companies cannot afford to wait to introduce innovation to their CX (customer experience) and digital-first processes until after completing a migration process because customer expectations are continuously evolving, and businesses that do not keep pace risk falling behind. In today's fast-paced digital landscape, customers demand seamless and personalized experiences across all touchpoints, including contact centers. Delaying CX innovation until after the migration process risks leaving customers with outdated and suboptimal experiences that do not meet their needs or expectations.

Moreover, the migration process itself presents an opportunity to optimize and innovate CX and digital-first processes. By aligning CX innovation with migration, businesses can leverage new CCaaS functionalities and integrations of best-of-breed apps to create more efficient and effective customer journeys. This approach not only ensures that customers have a better experience during the migration process but also sets the stage for ongoing CX innovation and improvement post-migration.

In summary, CX and digital-first innovation can take place in parallel to migration. By adopting a continuous innovation approach, businesses can keep pace with changing customer expectations and stay ahead of the competition.



Step 9 Onboarding an Expert Voice Partner



Partnering with the right voice partner is critical for a successful migration to cloud contact center. Choosing the right provider requires careful consideration of several factors, including:

1. Expertise and Experience

Look for a Voice as a Service (VaaS) provider with extensive expertise and experience in contact center technology. They should have a proven track record of successfully migrating large, complex contact centers to the cloud and delivering reliable, high-quality services. Additionally, the provider should be knowledgeable about industry best practices, trends and emerging technologies to ensure that they can help you achieve your business objectives.

2. Customer Focus

Choose a VaaS provider that has a customer-focused approach and that prioritizes delivering exceptional customer experiences. They should be able to demonstrate their commitment to providing solutions that meet your specific needs and preferences, as well as a willingness to work collaboratively with your team to ensure a smooth migration process.

3. Scalability and Flexibility

Consider the scalability and flexibility of the VaaS provider. Ensure that they have the capability to support your business as it grows, and that they can accommodate any changes or modifications that you may need in the future. The provider should also be able to offer a range of deployment options to provide you with the flexibility to choose the deployment model that best meets your needs.

4. Security and Compliance

Select a VaaS provider that has strong security protocols and compliance measures in place to protect your data and ensure compliance with relevant regulations. They should be able to provide you with detailed information about their security and compliance policies, as well as any certifications or audits that they have undergone to verify their adherence to industry standards.

5. Technology and Innovation

An ideal VaaS provider will be committed to investing in technology and innovation to ensure that their solutions and services remain up-to-date with the latest trends and emerging technologies. They should have a strong focus on research and development, and a commitment to delivering new features and functionality that can help you improve your customer experiences and drive business outcomes.



AudioCodes: Your Voice. Our purpose.

AudioCodes has helped thousands of enterprises, many of them Fortune 500 companies, to build and ensure the smooth operation of their voice infrastructure. AudioCodes delivers voice solutions and services to 70% of Microsoft's unified communications clients around the world. It is most likely that if you come from the world of enterprise, you have AudioCodes products supporting your voice framework. We have been developing industry-leading voice products at the forefront of technology for the last 30 years.



Voice and the CCaaS Challenge

As contact center platforms migrate to the cloud, companies are left to rely on their contact center vendors' outsourced management and support. A contact center migration among large enterprises usually involves multiple contact center, telephony and third party vendors. This is an extraordinarily complex and sensitive project that cannot afford disruption to contact center operational continuity or quality. In a complex migration of a contact center where there are lots of different "Lego pieces", the contact center operation is at a higher risk of being compromised, experiencing delays, chaos and a great deal of finger-pointing. The first to suffer are your new and current customers and the company begins to incur high-stake costs from loss of revenue, redundancy of inoperative agents, project delays and reputation damage.

Your Angel in the Cloud

We've helped thousands of organizations worldwide to successfully migrate both their CCaaS and UCaaS communication systems to cloud. We connect CCaaS and UCaaS platforms to their extensive network of service providers, bot frameworks and third-party voice application vendors of choice. Our voice engineering experts have the most up-to-date knowledge and expertise and are invaluable partners to your migration planning team. Integrating customized voice system architecture, we eliminate problems before they occur using our network management and monitoring tools. AudioCodes plans, deploys, and manages the voice infrastructure throughout any complex migration project, speeding up execution and reducing risks that can compromise your call center throughout the process.

Global Player with Local Solutions

AudioCodes has experience navigating different regulatory environments. A global VaaS provider with a strong record of compliance can help ensure that your migration is successful, and that you are able to meet the regulatory requirements of different countries and regions, without disrupting business continuity.

Flexibility to Customize

Flexibility is key when it comes to contact center platforms, as no two companies are alike, and each organization has unique needs. AudioCodes works with a range of contact center vendors and global enterprises, providing the freedom to choose network providers, operate best-of-breed practices and enhance their CCaaS platform with innovative digital and third-party solutions that comply with local and international requirements. Our voice engineering experts specialize in integrating multiple vendors, applications and telephony providers to create a cohesive and powerful voice solution, customized to meet your business needs.

Seamless Integration

AudioCodes understands that companies have unique business needs, and their CCaaS platform needs to be customized accordingly. Our voice engineering experts work closely with our clients to design, build and deploy customized voice solutions that integrate seamlessly with their existing infrastructure. We specialize in integrating multiple vendors, applications and telephony providers to create a cohesive and powerful voice solution.

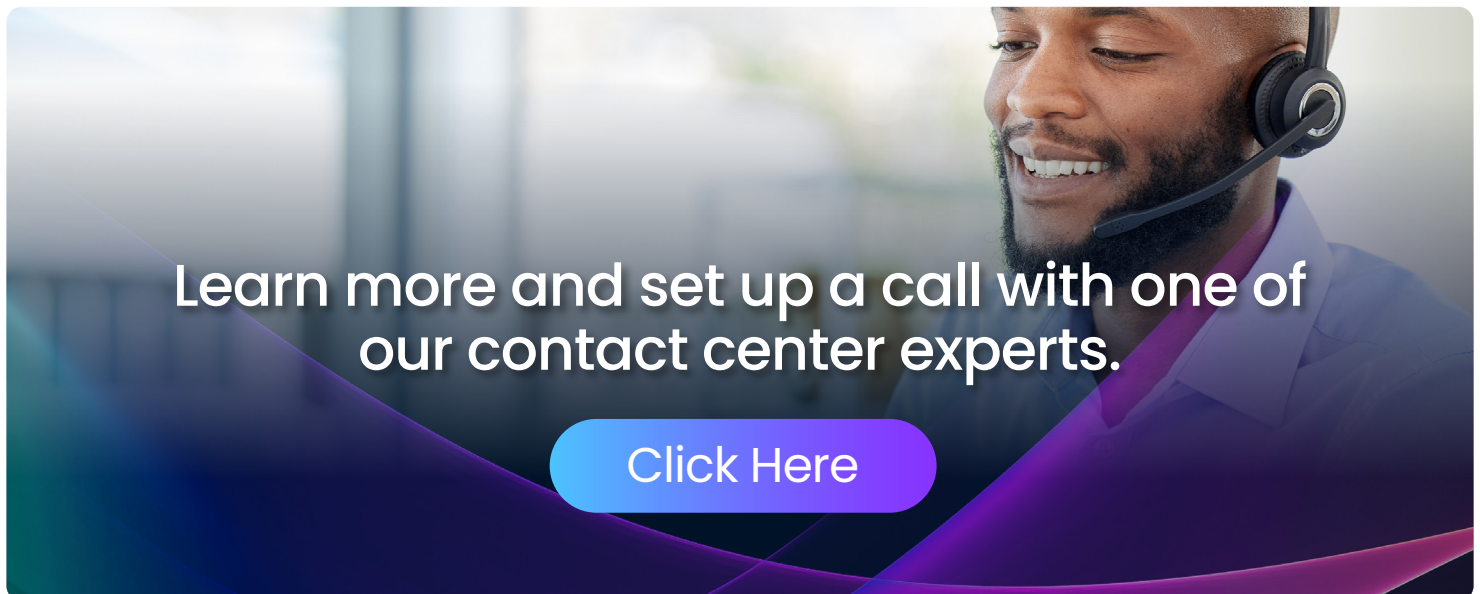
Service and Support

AudioCodes provides round-the-clock support to ensure that your voice infrastructure is always up and running. Our team of experts provides ongoing monitoring and management of your voice services, troubleshooting any issues that may arise, and keeping your voice infrastructure performing at peak levels.

AudioCodes' Solution Suite for Contact Centers

The AudioCodes suite of solutions for contact centers includes:

- Seamless [migration of voice services](#) to the cloud
- Over-the-top [conversational AI](#) and digital first, voice innovation
- [Voice enablement of chatbots](#)
- Global toll-free replacement with [Inbound Click-to-Call](#)
- Flexible SIP-based voice connectivity - Bring your own carrier (BYOC)
- [Work from anywhere](#) agent connectivity
- Advanced [voice management services](#)
- Local [compliance recording](#)
- [Conversational Interaction Center for Teams](#)



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