

Understanding the Business Impacts of Your Cloud-based CCM

What communications are moving to SaaS CCM?

Until recently, customer communications applications with straightforward designs, low variability and simple data inputs have been good candidates for migration to a SaaS-based CCM solution. Banks and insurers have been moving certain call center applications to the cloud when there is limited PII (Personally Identifiable Information) and complexity within the communication. Welcome kits, marketing communications and simple confirmations have been successful early deployments for SaaS CCM implementations.

In addition to CCM applications, many SaaS-native applications have been adding simple communications to single process applications, creating communication sites that are disconnected from a company's overall communication strategy. As organizations continue to focus on the customer experience, they recognize the importance of a well-coordinated communication strategy. However, the attempt at coordination is greatly thwarted when multiple systems deliver communications.

Those in the organization responsible for communicating with customers are focused on delivering consistent communications that accurately reflect the voice of the company. To achieve this goal, they are seeking customer communications solutions that deliver that consistency with a variety of deployment options.

What communications haven't been moving to SaaS CCM yet?

In addition to discussing which communications are moving to SaaS CCM applications, it's worth discussing which ones have not yet moved. Due to changing data management and privacy regulations, many enterprises have saved applications with large amounts of sensitive data for private cloud or on-premise deployments.

Recently, this has started to change as security in SaaS applications evolves and businesses get more comfortable.

Still, some complex communications, such as contracts and proposals, haven't been moved to the cloud as quickly due to design limitations of SaaS CCM platforms. Often, architectural design features in early SaaS CCM systems haven't been able to deliver efficient designs that leverage content across channels. Some applications haven't moved to the cloud because single channel designs require extensive internal IT processes to prepare data beforehand or redirect customer communications across multiple channels.

As you consider deployment options, it is important to understand the complexities of your entire communication portfolio to determine if all requirements for your varying applications are met. As you evaluate CCM platforms, ensure you are not overinvesting in infrastructure and underdelivering on customer experience.

Understanding the ROI

Understanding the ROI for a SaaS solution should be simple, but it hasn't played out that way for many enterprises. It is simpler, as ROI projection models future returns against current and ongoing investments. The calculation is easy when businesses' investments and returns are predictable. However, many of today's SaaS CCM contracts make it difficult to model future costs because communication costs are not tied to activities that are meaningful to the business. Businesses must understand how their SaaS CCM solution is monetized to accurately predict the investment.

If the charges are modeled on a metric that is out of the user's control, users unknowingly increase the cost of communications with normal activities like embedding links, adding graphics and including attachments.