Demystifying Contact Center-as-a-Service (CCaaS): Customer Experience Management (CXM) Market Report 2021

August 2021: Complimentary Abstract / Table of Contents

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Background of the research

In the past two decades, application of cloud-based systems has evolved rapidly which has led to many enterprises moving from an on-premise operating model to a cloud-supported operating model. In the Customer Experience Management (CXM) space, this has led to the inception of Contact Center-as-a-Service (CCaaS), an omnichannel cloud contact center solution. CCaaS has been a fast-growing market, with wide adoption across industries and versatility in offering for enterprises, with varying levels of technological maturity. It has been a key enabler for end-to-end digital transformations, supporting remote workforce, and improving operational efficiency. With the advent of COVID-19 and a significant portion of the workforce transitioning to a remote setting, enterprises have realized the importance of adopting an agile technology infrastructure which is location agnostic, can be deployed quickly, and is less vulnerable to natural disasters. This trend of investing in technology infrastructure will continue post-pandemic and presents a huge opportunity for the CCaaS market to grow and offer more customized solutions to enterprises.

In this research study, we focus on:

- CCaaS and its impact on customer experience and agent experience
- Core components of CCaaS and how it differs from other solutions in the market
- Business case for CCaaS adoption
- Methodology to operationalize CCaaS
- CCaaS provider landscape
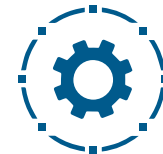- Future outlook for CCaaS

Scope of this report:

Geography
Global

Industry
All

Services
Customer Experience Management (CXM) services

Overview and abbreviated summary of key messages

In this research, we present a detailed view of Contact Center as-a-Service (CCaaS) solution along with a comprehensive picture of service providers and their CCaaS offering.

Some of the findings in this report, among others, are:

Overview of CCaaS

- CCaaS is a cloud-based solution that allows organizations to utilize a third-party contact center software, maintained and upgraded by the third-party provider. It offers organizations the ability to run a contact center using cloud-based applications
- Adoption of CCaaS solution is driven by factors beyond cost savings including greater focus on leveraging best-in-class technology, improving operational efficiency, and scalability
- It enables enterprises to easily connect with customers across multiple channels, provide consistent quality of services during each interaction, and deliver personalized experiences
- CCaaS adoption also improves agent experience by providing the tools and applications necessary to make their job as smooth as possible
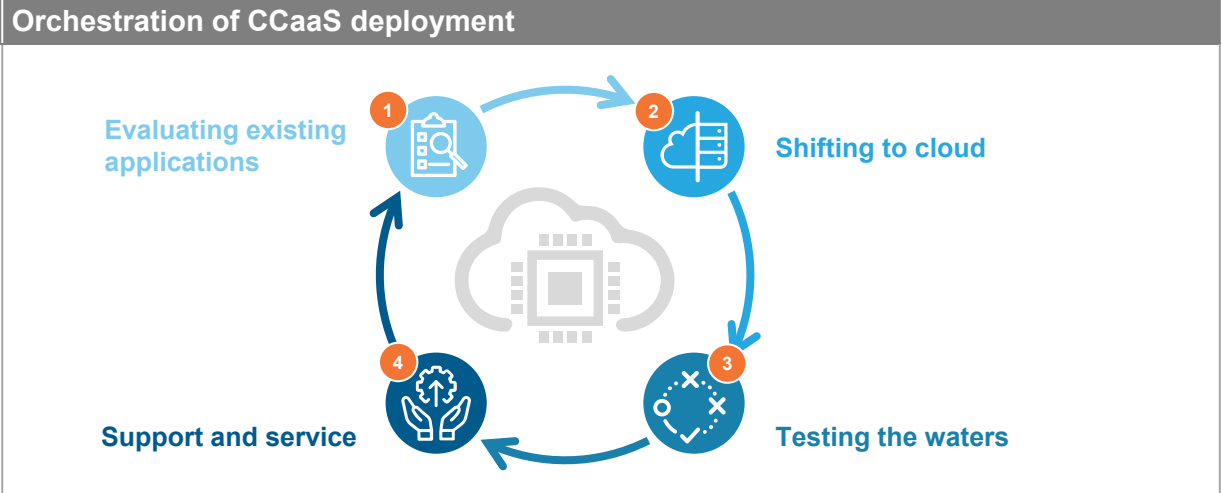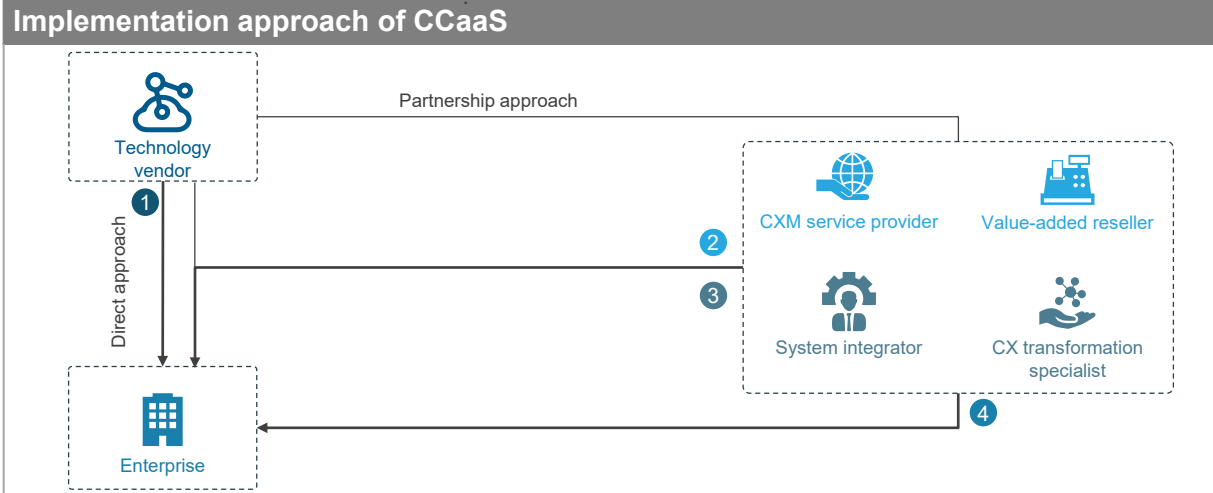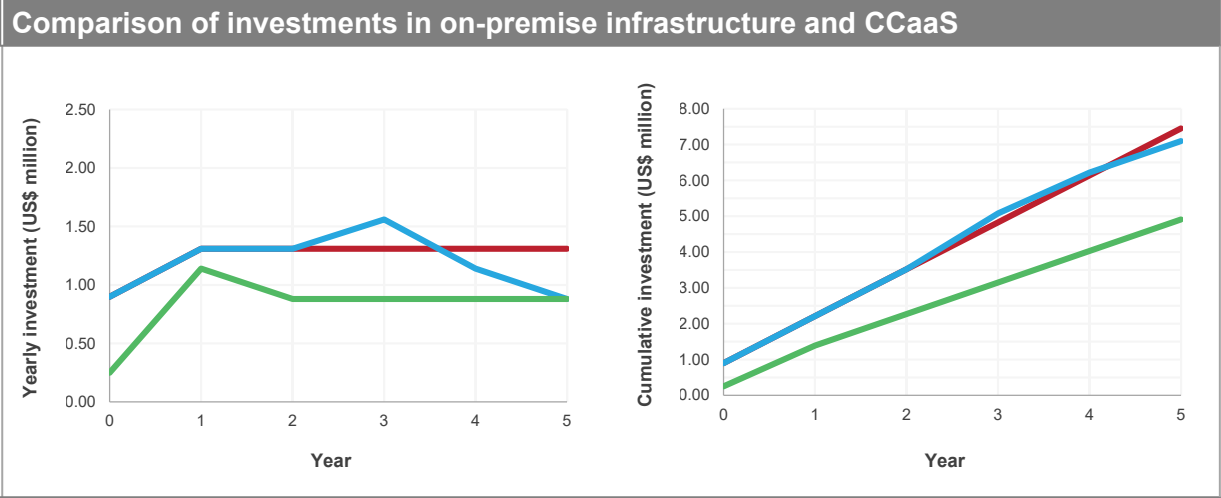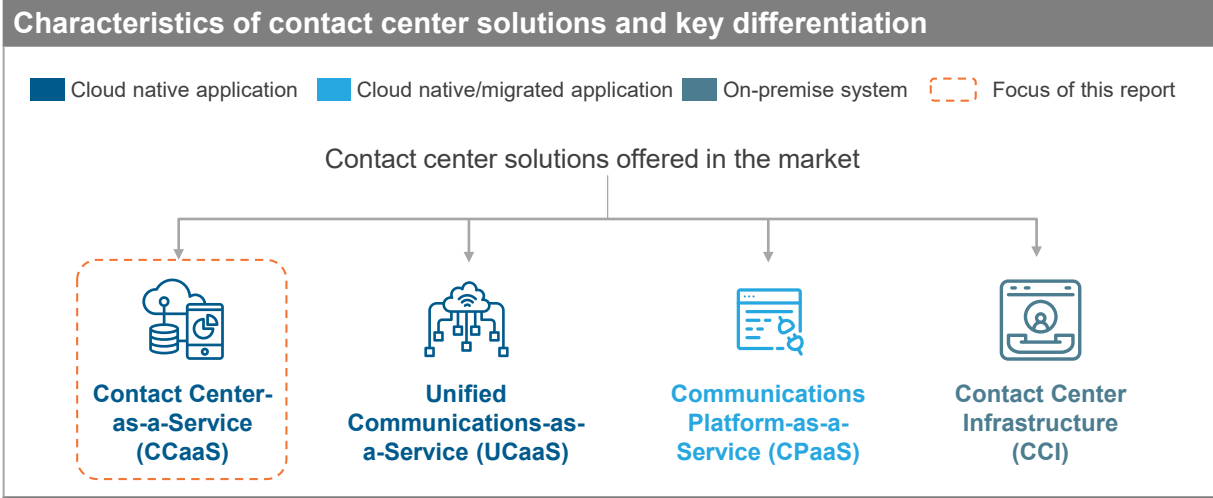
Operationalizing CCaaS

- While undertaking CCaaS adoption, enterprises should follow a comprehensive approach in evaluating internal requirements, selecting features, finding the right partner, and orchestrating deployment to ensure successful cloud adoption
- They should conduct a detailed internal business review of current and future requirements for CCaaS before initiating conversations with potential vendors
- Before selecting the right partner, they should evaluate what vendors are offering and weigh technical, cost, and support considerations
- CCaaS deployment should begin with the migration/adoption from low- to high-complexity applications and continuous monitoring of outcomes

Future of CCaaS

- Demand for CCaaS solutions is expected to increase across multiple industries and buyer sizes in the future
- More strategic partnerships will be formed in the market and CCaaS vendors would provide more customization options to enterprises

This study offers four distinct chapters providing a deep dive into key aspects of CCaaS; below are four charts to illustrate the depth of the report

Characteristics of contact center solutions and key differentiation

Comparison of investments in on-premise infrastructure and CCaaS

Implementation approach of CCaaS

Orchestration of CCaaS deployment

Research calendar
Customer Experience Management (CXM) Services

Flagship CXM reports	Release date
Work at Home Agent (WAHA) CXM – Service Provider Landscape with PEAK Matrix® Assessment 2021	January 2021
Work at Home Agent (WAHA) CXM – Service Provider Compendium 2021	March 2021
Customer Experience Management (CXM) – Service Provider Landscape with Services PEAK Matrix® Assessment 2021	July 2021
Conversational AI Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	August 2021
Customer Experience Management (CXM) – Service Provider Compendium 2021	Q3 2021
Conversational AI Technology Vendor Compendium 2021	Q3 2021
Customer Experience Management (CXM) – Service Provider Landscape in EMEA with PEAK Matrix® Assessment 2021	Q3 2021
Customer Experience Management (CXM) State of the Market Report 2021	Q3 2021
Customer Experience Management (CXM) in EMEA – Service Provider Compendium 2022	Q4 2021
Customer Experience Management (CXM) – Service Provider Landscape in APAC with PEAK Matrix® Assessment 2022	Q4 2021

Thematic CXM reports	Release date
Business Process Services (BPS) 4.0: Heralding the Start of a New Era	February 2021
Building a Conversationally Intelligent and Automated Contact Center of the Future	April 2021
Is Your Remote Working Strategy Built to Last?	April 2021
Customer Experience as a Service (CXaaS): Winning in the Experience Economy	June 2021
Demystifying Contact Center-as-a-Service (CCaaS): Customer Experience Management (CXM) Market Report 2021	**August 2021**

Note: For a list of all of our published CXM reports, please refer to our website page

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