



The 2023 Guide to Contact Center Cloud Migration

For a flexible, frictionless transition to the
cloud and faster time to value

Other Considerations:

Now is the time to think about conversational AI.

[Gartner's "2022 CEO Survey –The Year Perspectives Changed"](#) revealed 91.5% of leading businesses invest in AI on an ongoing basis. However, only 14% of respondents to Waterfield Tech's [Top Trends for 2023 Survey](#) say they've implemented conversational AI.

Conversational AI enables consumers to interact with computer applications as they would with humans. By leveraging this tool, retailers can replace limited chatbots and clunky IVR menus and simply ask customers: "How can I help?", then get them to the right place. That could be a priority agent queue, low-friction deflection to digital channels, or smart, conversational self-service that ensures customers' needs can be met quickly, rather than forcing them to wait in queue and risk losing a sale, or worse: losing a customer forever. Conversational AI allows you to efficiently automate high frequency contact types, while making the most of your human agents and digital channels. This is particularly beneficial as retailers struggle to hire people in their contact centers given the ongoing labor shortage.

In addition, conversational AI can deliver richer and more relevant insights than what companies currently get from other contact center technologies. With Conversational AI, you'll know what customers contact you for most. What products they're asking about. And what problems crop up often. These insights create opportunities for better automation, digital deflection, and workforce management.

Are you taking advantage of Workforce Optimization?

As more and more agents and staff work remotely, it's time to consider how workforce optimization can positively impact your organization. Solutions that blend increasing employee engagement and productivity are having profound impacts on organizations and include efficiency gains, better customer experiences, maximizing service opportunities and revenue generating possibilities. Forecasting, HRIS integrations, time adherence monitoring, desktop, and speech analytics together with quality and performance management techniques are just some of the many key components that can also be integrated with your contact center platform and other technology systems.

Ready to Ascend to the cloud?

Many companies get tripped up by technology. They either invest in the wrong tech, or they don't use it to its full potential. That's where we come in. We're expert optimizers. Strategists. And translators. We make tech work for you to provide painless customer communication. We facilitate systems talking to each other across different brands and data silos. And we align people, processes, data, and technology to support your business needs.

Technology is a tool to be used for building something great. Our solutions do just that.

About Waterfield Tech

Waterfield Tech transforms customer engagement for organizations worldwide. Operating across six continents, our employees leverage a consultative, platform-agnostic approach to design, build, and manage scalable, omnichannel customer experience solutions. Our breakthrough innovations in contact center technology, automation (conversational AI) and workforce engagement reduce business costs, improve customer satisfaction, and help customers deploy a smarter utilization of the human workforce. To learn more, visit [waterfieldtech.com](https://www.waterfieldtech.com).
