

A woman with dark hair, wearing a headset and a light-colored, textured blazer, is looking down at a laptop. The background is a server room with blue and purple lighting and blurred server racks. The overall mood is professional and tech-oriented.

WHITEPAPER

Moving Your Contact Center to the Cloud?

Don't Leave Your Voice Behind

How to minimize disruption to your primary engagement channel during and after migration to the cloud

Introduction

There can be no doubt that the IT world in general is on an unstoppable march towards the cloud. For Contact Centers this is no less true and enterprises throughout the world are now having to assess their current status and consider their plans for the inevitable transition to the cloud. As of 2022, around 29% of Contact Center seats are already cloud based¹ with that number projected to rise to over 50% by 2026². Announcements from leading Contact Center vendors such as [Genesys](#) have only served to reinforce the view that the days of the on-premises Contact Center are numbered.

Much has already been written and spoken about the strategies to adopt and pitfalls to avoid in order to achieve a successful Contact Center migration to the cloud. In this document, we will focus on one particularly critical, often overlooked aspect of the overall migration process, namely, how to ensure that voice services are migrated and maintained seamlessly during and after the transition to the cloud.

As of 2022, around **29%** of Contact Center seats are already cloud based with that number projected to rise to over **50%** by 2026.

Voice – The Primary Customer Engagement Channel

In today's omnichannel Contact Centers, voice is still critical for strategically important, high-value and time-sensitive interactions. When the available self-service routes have been exhausted in the customer journey a quick voice call to an agent may be the difference between a satisfied new customer and another abandoned online shopping cart. Voice calls avoid the potential misunderstandings inherent in text-based messaging conversations and are the most efficient way to resolve make-or-break sales queries and complex support or customer service issues.

Even in an omnichannel environment, voice remains critical to the modern Contact Center and is still the main channel of engagement for most customers. According to Metrigy³, 65% of Contact Center interactions start in the voice channel. And of the remaining interactions that start in other digital channels, 24% are eventually escalated to a voice call.

¹ According to DMG Consulting

² Piper-Sandler: Industry Note: CCaaS Market Model, May 2022

³ Metrigy: Customer Experience Transformation, May 2022

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In this document, we will highlight the major considerations that enterprises should be aware of when making the move to cloud-based Contact Centers. Voice is a very specialized area of expertise and the potential challenges and risks involved in migrating voice services to the cloud may not be apparent. We will explain how to mitigate the potential risks involved to ensure minimum disruption to agents and customers during and after the migration.

We will focus on three main areas:

- Voice connectivity between existing platforms, networks and the cloud, as well as ensuring reliable connectivity for work-from-home/anywhere (WFH/WFA) agents
- Ongoing coexistence between all voice platforms during and after the migration
- Introducing voice innovation to the Contact Center before, during and after the migration



Connectivity

Enterprise voice infrastructure is complex, especially when it comes to large multi-site, multinational companies. This complexity arises from the company maintaining several different vendor platforms in use at different locations or departments. The existence of these voice silos may be simply the result of organic growth or a byproduct of mergers and acquisitions that companies may have undergone throughout the years. Companies need to ensure that all the platforms are able to communicate with each other and the new cloud infrastructure, throughout the migration process.

Beyond internal connectivity, companies also need to take into consideration their voice connections to the outside world, SIP trunks and telephony carrier connections. Many Contact Center platforms, both on-premises and cloud-based, offer bring-your-own-carrier (BYOC) PSTN connectivity and companies will want to maintain existing carrier contracts and preserve any beneficial pricing and negotiated contract terms that they already have.

Another thing to bear in mind is enabling seamless communication between the Contact Center platform and the company's internal unified communications (UC) solution, which today is also likely to reside in the cloud (e.g. Microsoft Teams). Being able to communicate with users who only have access to the corporate UC platform is vital for when agents need to consult a member of the back-office staff, e.g. a subject matter expert, or escalate a call to a senior authority.

Companies need to ensure that all the platforms are able to communicate with each other and the new cloud infrastructure, throughout the migration process.

No less important is ensuring that agents can connect reliably to their Contact Center platform wherever they are located. In the last few years, especially in the wake of the global pandemic, there has been a sharp rise in the number of work-from-home (WFH) or work-from-anywhere (WFA) agents. Effective use of remote agents means meeting many technical requirements in terms of the equipment they use and the reliability and quality of their internet connection. In order to minimize disruption to WFA/WFH agents' working practices, the requirements for the new cloud Contact Center platform to support remote agents must be carefully scrutinized.

Coexistence

Cloud migration, especially for large enterprises, cannot be performed overnight. It is by its very nature a lengthy process, taking up to anything from a few months to several years. To minimize disruption of voice to the agents and customers, it needs to be carried out at a controlled pace that makes operational sense to the company, one department, team or site at a time.

The upshot of this approach is that there will be a period where legacy, on-premises platforms and cloud solutions will need to be operating in tandem. This Contact Center mode ensures that the entire Contact Center operation will continue to operate transparently to customers. During the coexistence period it is imperative that users on all platforms can communicate with each other seamlessly, including being able to use standard functions such as call transfer, conferencing, call supervision and monitoring.

The key to success is the efficient routing of inbound and outbound calls based on a variety of business-led criteria. The company must ensure that the correct agents are handling the call wherever they and their platform are in the migration process.

It is also important to consider that coexistence between on-prem and cloud might be needed for the longer term as well beyond the migration process. For instance, regulatory compliance demands for companies' call recording solutions to remain on premises even though the company has moved its core Contact Center solutions to the cloud.

To minimize disruption of voice to the agents and customers, cloud migration needs to be carried out at a controlled pace that makes operational sense to the company, one department, team or site at a time.



Voice Innovation

Contact Center technologists are constantly striving to introduce technological innovation to their platforms to boost their customers' experience and improve operational efficiency. This innovation can take the form of additional built-in functionality provided by the Contact Center solution vendor, but equally (especially when the Contact Center vendor has ceased to develop new features for its legacy on-premises solution) it can be delivered as an over-the-top (OTT) application integrated with the core Contact Center. Examples of such applications relating to voice functionality are:



Click-to-Call



Voice bots



Agent assist



Voice biometrics



Transcription

When it comes to these innovative overlay solutions, it is important that the functionality and resulting customer experience continue unaffected during and after the migration, ensuring a seamless transition between the platforms. Enterprises have invested in developing these AI and modernization tools and integrating them into their contact center platforms. They need to protect their investment and continue to benefit from this innovation in the long term.

The key to a successful cloud migration is to work with an experienced partner who can offer both a broad portfolio of technological solutions and deep knowledge and experience of deploying both on-premises and cloud-based voice solutions.

Conclusion

As we have seen, contact center cloud migration is a reality and sooner or later the majority of contact center seats will be powered by cloud solutions. Among the many aspects of migration that need to be considered, voice is a special case. Voice is and always will be a strategically important engagement channel. Furthermore, it is a highly specialized field that requires expertise and knowhow beyond the standard competencies required for contact center management.

There are technological solutions for all the issues discussed in this document. However, the key to a successful cloud migration is to work with an experienced partner who can offer both a broad portfolio of technological solutions and deep knowledge and experience of deploying both on-premises and cloud-based voice solutions.

AudioCodes – Your Cloud Migration Partner

With three decades of experience in the voice industry, AudioCodes is a leading provider of voice technology solutions and global professional services. Through its Live CX program of managed services, AudioCodes delivers voice connectivity and innovation to Contact Centers across the globe, backed up by a global team of technical experts.



To learn how AudioCodes Live CX can assist enterprises in their contact center cloud migration with comprehensive voice connectivity and AI-powered innovation, visit the [AudioCodes website](https://www.audiocodes.com).

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