

The Impact of Evolving Work Environments on Contact Center Platform Requirements

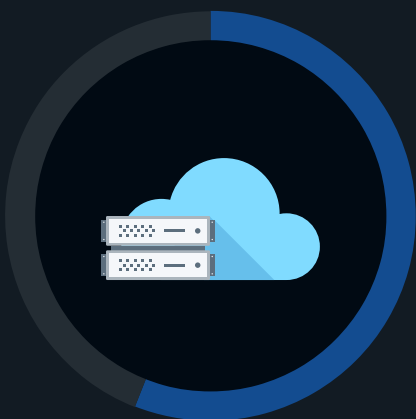
Companies considering cloud-based contact center technologies must identify which options will best unify customer and agent experiences across live and asynchronous customer channels. At the same time, organizations need to integrate contact center-as-a-service (CCaaS) and unified communication-as-a-service (UCaaS) platforms so agents can access internal experts to help resolve customer issues. Furthermore, busy agents need AI tools to quickly search knowledgebases to provide the best service and meet quality KPIs. TechTarget's Enterprise Strategy Group recently surveyed IT and business professionals responsible for or involved with contact center technology and processes to gain insights into these trends.

Notable findings from this study include:



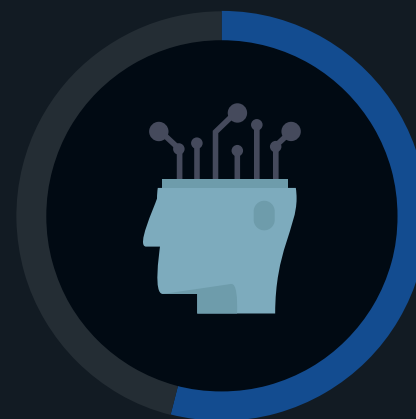
46%

of organizations expect their contact center technology deployments to be **mostly or fully cloud-based in 24 months.**



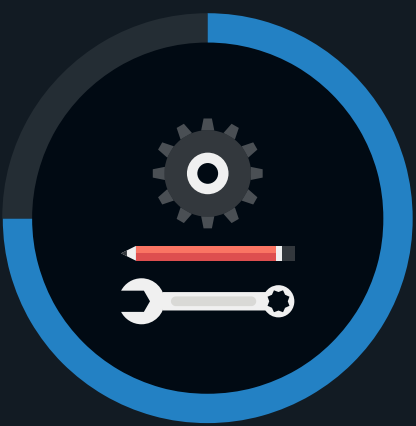
56%

of organizations have hybrid contact center technology deployments composed of on-premises and cloud-based resources.



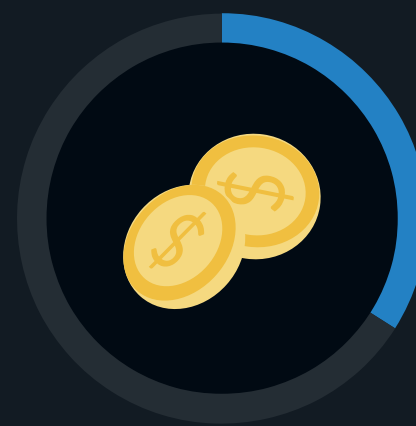
54%

of organizations currently use the AI features and functionality available in their contact center technology solutions.



75%

of organizations believe that generative AI tools have the potential to improve contact center operations.



34%

of organizations plan to purchase their first contact center-as-a-service (CCaaS) solution in the next 24 months.



85%

of organizations believe that contact center operations are **critical or very important to their overall customer experience strategy.**

For more from this Enterprise Strategy Group study, read the full research report, *The Impact of Evolving Work Environments on Contact Center Platform Requirements*.

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