

When kittens become tigers...

By Alla Reznik



Earlier this year, my team and I sat down with a team of Gartner analysts to discuss a new offering from Verizon: Contact Center Managed Services (CCMS). The conversation quickly evolved into the origins of managed contact centers and managed services in general.

In the not-too-distant past, global enterprises were largely self-contained organizations, managing every aspect of daily operations, from facility maintenance to physical security to desktop computing support. That all began to change in the 1990s and into the early years of the 21st century, when corporations started narrowing their focus to their core lines of business and began relying more on third parties to manage and support day-to-day operations. They turned to managed services providers such as Verizon, Accenture, IBM and others to take care of connectivity and bandwidth, network monitoring, information security, virtualization and disaster recovery. Still, these enterprises continued to rely on their own IT departments to manage their customer service infrastructure and applications.

That all changed after the turn of the century as the internet became more ubiquitous and more utilized, not just in business lives, but in personal lives as well. Businesses were suddenly faced with introducing unprecedented complexity in their customer service platforms and architectures in order to just meet new customer demands and expectations. As customers started engaging businesses in new ways, the market pressure to serve customers on their own terms forced enterprises to upgrade, add to and patch together old and new, bringing together cloud, web and mobile for the first time.

Today, even the most basic contact center must support voice, email and chat, while also complying with regulatory requirements for call recording and storage. To keep up with competition, it must have SMS, Voice Call Back, Workforce Optimization and customer relationship management (CRM) integration. To get ahead of the competition and further differentiate itself, organizations must consider mobile integration, cross-channel, persistent content, knowledge management, social media and many other customer service applications.

We've come a long way since the good old days of toll-free customer services lines and interactive voice response (IVR) technology. Borrowing a phrase by Drew Kraus of Gartner, "The kittens have become tigers."

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As enterprises looked to the future, many began to come to terms with the fact that they weren't equipped to manage the expanding IT skill requirements and capital expenditures that would be needed to deliver a superior contact center service experience. And thus was born the next wave of managed services outsourcing.

Naturally, these enterprises began turning to their trusted managed services providers—and we did our best to answer the call. Among these, Verizon took on the management of a few very large—10,000+agents—contact center implementations,

including IT augment, staffing, equipment configuration and alarming as well as applications management and monitoring.

But while Verizon had the technical know-how to build out large contact center environments, we soon found out we weren't equipped to scale these solutions in a way that would meet the growing demand. We needed a way to wrap our years of experience in managing stand-alone, large-scale contact center implementations around a full-service product offering that enabled us to quote, design and implement management of contact center technologies for our enterprise customers.

We offer a simpler, cost-efficient and speedier approach to contact center management.

We needed a simpler, cost-efficient and speedier approach. So in 2015, we set out to do just that. We invested in a standard set of application management tools, hired and trained shared staff to specialize in supporting enterprise customers and built an easy-to-understand, expense-based cost model that helps make it easy for enterprises to make the choice to move to managed

contact center services. The outcome: a simple, scalable and standardized service we call CCMS.

CCMS gives enterprises a low-risk path to migrate their critical front-line customer care applications to a managed services model. And with a trusted managed services partner like Verizon, you're in a great position when the kittens become tigers.



Learn more.

Find out how putting your contact center management in our hands can improve the customer experience and simplify your IT costs. Contact a representative today.

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