

# Transform The Agent And Customer Experience Using Contact Center Solutions With Embedded CRM Capabilities

FORRESTER®

## INTEGRATED CONTACT CENTER AS A SERVICE (CCAAS) ENABLES OMNICHANNEL ORCHESTRATION

Top 3 ranked benefits of having a CRM and contact center solution from the same vendor

**1** Improved customer experience

**2** Improved agent experience

**3** Ease of configuration & reduced costs of solution

**Integrated contact center as a service (CCaaS) is a solution with a built-in CRM and external CRM integration capabilities.**

### ADDITIONAL SURVEY FINDINGS

#### FIRMS STRUGGLE TO ORCHESTRATE ACROSS ALL CHANNELS



**51%**

of contact center leaders surveyed said that viewing data across all channels is a top issue in managing CRM and contact center technology.



**59%**

of contact center leaders surveyed said that their channels are supported by different systems, causing integration limitations.

#### AGENTS ARE BOGGED DOWN BY INEFFICIENT PROCESSES

Most agents have between **4 and 10 applications** open during a typical customer interaction.

**66%** of business leaders surveyed have 10 or more IT staff members supporting both their CRM and contact center.

#### AN INTEGRATED CCAAS SOLUTION IS IDEAL



**7 in 10** contact center decision-makers surveyed would purchase an integrated CCaaS solution with its own built-in CRM and external CRM integration capabilities if budget wasn't an issue.

Base: 269 US contact center director+ decision-makers  
Source: A study conducted by Forrester Consulting on behalf of LiveVox, December 2020

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**Read the full study**