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August 2014

## Contact center upgrades to clear up complex customer service

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Contact centers are struggling to stay on top of the myriad communication channels available to consumers today. To effectively manage those channels, many contact center managers are looking to upgrade the hardware and technologies that form the backbone of their operations. An upgrade, however, requires due diligence, careful planning and a trained eye on the prize -- improving the customer experience.

In this three-part guide, veteran IT reporters cover infrastructure trends, strategies and technologies. First, Pamela DeLoatch

details why outmoded technology -- not the people behind it -- is to blame for the bad rap often given to contact centers. DeLoatch also looks at the purported benefits of cloud-based operations -- for smaller companies, especially. Next, Sue Hildreth explains why customer service automation is a compulsory today. In her story, industry watchers serve up five best practices for ensuring the success of customer service automation. Christine Parizo finishes with a close look at the multichannel challenges facing contact centers and whether the cloud -- said by some to be a cure for fragmented customer service -- is all it's cracked up to be.

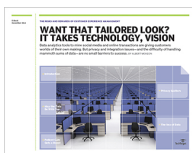
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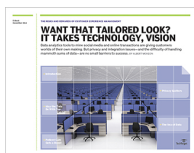
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