

# Digital transformation means contact center transformation, too.

Solution brief

**A Contact Center as a Service Transformation Strategy & Roadmap Assessment from Verizon Consulting Services can help future-proof your CX initiatives.**



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**From e-commerce and mobile apps to real-time, dynamic personalization offers and cashierless checkout, the customer experience (CX) has undergone profound and complex changes in recent years. But if your contact center operations haven't kept pace with the game-changing advances enabled by digital transformation, customers will likely take their business elsewhere.**

Customers want and expect a highly satisfying, data-driven, multi-channel experience when they reach out for help, and a modernized contact center can help drive revenue, lower costs and even enhance your brand's esteem. Evaluating and re-imagining every aspect of your contact center operations—from the IT infrastructure that supports hybrid work arrangements to the tools agents use to serve customers and capitalize on the data created with each interaction—is a strategic business imperative.

But it can also be a long and complex challenge.

That's why Verizon's Consulting Services (CS) offers its Contact Center as a Service (CCaaS) Transformation Strategy & Roadmap Assessment—a highly-specialized consulting service that draws on three decades of experience to help companies of all sizes and in all industries evaluate and for plan for delivering a modernized, world-class contact center customer experience.

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## 21st century capabilities for 21st century customers

It's been nearly half a century since PBX revolutionized how companies and their customers communicate with each other. Since then, next-generation capabilities like Cloud computing and artificial intelligence (AI) have fundamentally changed how most businesses operate. In contact centers, these technologies can enable the attainment of any number of strategic goals, from cost control and IT flexibility to data-mining for enhanced service and revenue generation.

Verizon Consulting Services provide the support and insight that many companies need to ensure their contact center transformation efforts are measurably successful and meet the needs of today's consumers, as well as tomorrow's. We can help your IT and business leadership teams:



**Shape and refine a vision for a flexible, scalable contact center IT infrastructure.** From supporting hybrid working arrangements to leveraging Cloud computing to quickly deploy new services, today's contact centers must be designed for agility and resilience to keep up with and stay ahead of always-evolving customer expectations.



**Build a true "digital first" customer engagement model.** Customers and companies alike win when a call center strategy includes the use of voice and non-voice channels, AI and automation. With these tools, your company can support contextual interactions, enable actionable analytics and reporting, optimize staffing, help increase self-service containment rates and improve the customer experience. All this while lowering costs and creating opportunities for new revenue generation.



**Transform your contact center into an extension of your brand.** You've worked hard to delight your customers when they visit your website or stop by one of your locations. A data-driven, modernized contact center can reinforce positive perceptions about your brand and its products.

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### Invaluable insight from our experts

A Verizon CCaaS Transformation Strategy & Roadmap Assessment includes:



**Project kickoff:** A virtual working session where Verizon will learn about your objectives and goals, and you will learn about our approach to ensuring a successful engagement.



**Customer workshop:** Verizon visits the customer site to see first-hand the existing technologies and processes in place, and to discuss pain points, deficiencies and drivers for change. This step in the engagement also features an audit of the competitive landscape, identifies the strategic goals of the modernization and determines success measurements.



**Actionable deliverables:** Verizon then provides recommendations for a successful and strategic contact center transformation initiative, including best practices drawn from decades of helping other companies modernize their CX operations. A collaborative virtual readout of an executive summary ensures your company gets the most from Verizon's recommendations.

**200+**

contact center consultants across the globe

**35+**

countries with Verizon CCaaS solutions

#### Learn more:

Contact your Verizon account manager or visit [<link to website>](#).

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### Why Verizon Consulting Services?

We are a leader in providing customer experience consulting services. We have been designing, implementing and supporting customer experience solutions for over 30 years. From small single-site implementations to sprawling global enterprises, our customers know Verizon has unrivaled experience in supporting premises-based, cloud, hosted, managed and hybrid contact centers.

