

Checklist: Is your business ready for the cloud?

Our checklist helps you quickly and easily evaluate exactly where your customer service currently stands – and what the potential is for improvement. Fill in the checklist, total your score and find out your rating.



Fill out now and test yourself.



3 points 2 points 0 points

1

What role does your contact centre play in your company?

- Our contact centre is the main channel to provide personal advice to customers and is central to driving customer loyalty.
- It mainly provides after-sales service. However, we are receiving a growing number of pre-sales questions from customers looking for information and advice.
- It is primarily the contact point for after-sales questions.

Score

2

How are contact volumes changing in your organisation?

- Our contact centre is increasingly overloaded with more and more enquiries. Customers often have to wait to get an answer.
- The number of enquiries is increasing but volumes are still manageable.
- We can manage the volume of customer service enquiries we receive.

Score

3

Which channel is the biggest focus for your customer service?

- The phone remains the main channel. However, we intend to offer other options such as chat.
- Mainly the phone. We're not yet fully convinced of the benefits of adding other channels such as chat and have concerns about implementing new channels.
- Just the phone. This should be enough for the foreseeable future.

Score

4

How well do your agents know a customer's history?

- We try to make the entire customer history available to our agents, but we experience limitations due to different channels, systems and datasets.
- The agents sometimes have insight, but usually have to ask the customer.
- Not well at all. Agents do not have any insight into the customer's history.

Score

5

How many customer service channels do you offer?

- We provide our customers with a range of relevant customer service channels. However, we find managing all these channels increasingly challenging.
- We would like to offer our customers more contact options but have not implemented them yet.
- We limit ourselves to the essentials. For example, telephone, contact form and email.

Score

Checklist: your score

15 – 8 points **READY FOR THE NEXT LEVEL**

Congratulations! Your company understands the importance of customer service and takes a strategic approach to delivering it. However, your customer service team is under pressure with your agents working at their limit. If you want to reach the next level of seamless, more efficient customer service and get the most from your potential, make an appointment with us now.

7 – 4 points **MIGRATION RECOMMENDED**

Your company recognises the potential of customer service at different parts of the customer journey and, generally your contact centre is able to cope with demand. However, you are seeing problems in particular areas, such as long waiting times for customers at peak times. The good news is that with a cloud solution, you will soon overcome these issues. We would be happy to advise you on your migration strategy, free of charge and without obligation.

2 – 0 points **EXPANDABLE**

Even if customer service is still seen as a necessary evil by your company, we have good news for you: now is the right time to change this attitude. We would be happy to show you how your contact centre can be transformed from a cost centre into a profitable growth engine. Please feel free to contact us without obligation to find out more.



Total score

Get advice on next steps

Do you want to know more about how a cloud contact centre could benefit your company? Click here to book a complimentary consultation and demo with our experts.

[Book an appointment now](#)