

# 7 Key reasons to migrate to the cloud

Jump into  
action

1

## Premium Security

Benefit from centralised, best in-class, security standards such as Secure Sockets Layer (SSL) encryption and PCI-DSS compliance capabilities.

70%

of cloud contact centre users cite security and compliance as a reason to invest in cloud technology, showing that companies have largely overcome their concerns in this area.

2

## Scalability

Easy to grow with you as your business grows and flexes with seasonality requirements.

86.5%

said cloud technology gave their contact centre improved flexibility.

3

## Cost Certainty

No infrastructure investment or surprise third-party costs – just the same rate per month, per agent for the duration of the contract.

83.8%

of users said that moving to the cloud reduced costs for their contact centre.

4

## Business Agility

Enjoy quick deployments, upgrades and updates with additional features and functionality ready when you need them.

88.8%

said cloud technology gave them access to new functionality.

5

## Reliability

Geo-redundancy and remote access means your contact centre is always on and accessible from anywhere.

78.3%

said using cloud technology in their contact centre gave them better reliability.

6

## Free-up IT staff

We manage your contact centre applications so your IT staff can focus on the business.

62%

of cloud contact centre users moved to the cloud to free-up IT to work on strategic initiatives.

7

## Pace of Innovation

Take advantage of emerging technologies such as Artificial Intelligence to keep pace with rising customer expectations.

84.4%

claimed the use of cloud technologies gave their contact centre increased agility.

### Sources:

- Aberdeen Group Survey of 302 contact centres between March and April 2018 regarding top trends in customer care
  - Dimension Data @ Statista 2018
  - Aberdeen Group Survey of 302 contact centres held in March/April 2018
- [www.aberdeen.com/analyst-insight/five-reasons-why-contact-centers-move-to-the-cloud/](http://www.aberdeen.com/analyst-insight/five-reasons-why-contact-centers-move-to-the-cloud/)

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