



Wholesale & Ventures

Hosted Contact Centre (HCC)

Cloud v On Premises

*Cutting edge cloud technology to
meet your needs for
real time service innovation*

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Why Move to the Cloud

With over 95 per cent of UK businesses connected to the internet and almost 84% percent of those businesses using cloud services, cloud has truly hit a tipping point for business adoption in the UK. This trend isn't just for the big end of town – the real growth in the UK has been seen in the SME market. SME's s have bridged the gap in cloud usage significantly, which is an indication of a maturing cloud market. Business adoption in the UK is due to cloud's inherent ability to promote rapid growth. A side-by-side comparison of the benefit of HCC's cloud solution versus traditional hosted or premise solutions explains why more and more Contact Centres are choosing to move to the Cloud. HCC's multi -channel contact centre solution gives you the power of sophisticated features, with the flexibility of cloud software.

The Business case for Contact Centres hosted in the cloud is proven. Various recent analyst reports have determined that multichannel Hosted Contact Centres are more cost effective in the 10-500 seat range over 5 years than On Premise solutions. If you combine that with multiple software releases throughout the year for HCC as compared to yearly for On Premise solutions (and you pay extra for it!) , your contact centre will always be up to date as well.

Another benefit that is not always recognised, is that the software is really easy to use, with intuitive menu layout and comprehensive online "How to "guides. No longer a need for extensive training for Agents.

The comparison table below highlights the positive advantages of using HCC from BT Wholesale.

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	On Premise	Hosted
Upfront Costs	High capex investment	Zero Capex investment
Licencing (ongoing)	Named Agent Licenses	Concurrent Agent Licenses
Software upgrades	Additional cost for software upgrades is estimated between 15% - 20% of licence fee each year with expensive professional services required for any upgrades/ support or maintenance. New hardware can also be required.	No charge, included in pay-as-you-go licence fees. No new hardware or professional services required.
Agent cost	Charging for named agents makes this an expensive model for call centres who fluctuate in numbers or who have high staff turnover	HCC charges for actual concurrent agent means you can share licences across agents and scale up or down as you please. You only pay for what you use and scale up or down as you please.
Additional modules (business analytic / IVR / dialler etc.)	Offered as an additional cost	One all-inclusive price for all channels and modules.
Hardware	Required	No hardware required
Campaign / workflow management	Highly priced IT or 3rd Party resources needed to manage	System managed by Contact Centre team. No additional IT staff or 3rd parties required to manage

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Scalability	Must plan for annual highest usage – not efficient while not at full scale	Scale up and down as the business requires –highly efficient
System changes	Change requests through IT and 3rd parties mean even minor changes could take weeks	Self-service administration means changes can be live within minutes
Disaster recovery	Costs for additional sites, additional server, additional licences, additional instance of software, backups of data etc.	Built in – agents can work from anywhere with an internet connection
Functionality	High	High
Agent interface	Highly specialised, can take agents longer to become experts	Highly intuitive interface makes it easy and quick for agents to be effective

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