

On-Demand Contact Center Solutions: The Six Myths

Today, on-demand contact centers offer clear advantages over on-premise solutions. But commonly held myths about the superiority of on-premise solutions prevent many businesses from taking advantage of on-demand contact centers.

Traditional contact centers were built to be operated on-premise using proprietary hardware and software. In the late nineties first-generation hosted contact center applications were released. However, these solutions did not offer comparable technology, cost, features, and flexibility and therefore failed to gain acceptance in the contact center market. The inability of early hosted applications to deliver feasible solutions for contact center users created a number of myths, reinforcing the superiority of on-premise solutions.

Second-generation on-demand contact center applications not only overcome their predecessors' weaknesses with advanced technology, they also deliver clear advantages over on-premise systems in terms of cost, flexibility, and reliability. It is time to refute the myths.

Myth # 1

I can build and run an on-premise contact center for less money

It is commonly accepted that on-demand contact centers cost less initially than their on-premise counterparts. But it is wrongly believed that on-premise solutions are cheaper in the long-term when software licenses and hardware costs are amortized. This analysis doesn't account for ongoing operating expenses – IT staff to deploy, maintain, support, and upgrade the system and hardware; secure and reliable facilities with appropriate network and telephone connections. In fact, the SaskTel Hosted Contact Centre delivers the functionality of a multi-million dollar on-premise solution for a low subscription fee. That fee is typically a fraction of the operating expense of on-premise solutions.

Myth 2

On-demand solutions cannot be integrated with other applications

Originally, hosted applications were considered to be tactical, point solutions and lacked flexibility and integration capabilities. However, with the proliferation of second generation on-demand contact center applications and Web Services APIs, integration issues are a thing of the past. The robust API capabilities of the SaskTel Hosted Contact Centre simplify integration with back-end systems, CRM, Workforce Management and other business applications. Additionally, the Hosted Contact Center comes pre-integrated with leading CRM solutions, such as Salesforce.com and NetSuite.

*On-demand, multi-tenant, VoIP-enabled solutions are winning the mid-to-large contact center market.
The Yankee Group*

For more information about SaskTel Hosted Contact Centre, please call **1-800-SASKTEL (1-800-727-5835)**.

Myth 3

On-demand contact center solutions are not as secure as on-premise systems

The common belief is that on-premise contact center solutions provide the highest security standards because data is stored in-house. In fact, experts say that most security breaches occur because of unauthorized physical tampering with in-house systems. On-demand service providers can offer higher security levels. SaskTel Hosted Contact Centre is housed within a state of the art data centre that uses the latest versions of encryption protocols, 24/7 monitoring, and professional staff for monitoring. SaskTel puts its investment and corporate reputation on the line to keep customer data safe.

Myth 4

On-premise solutions have more features than on-demand

Compared with on-premise systems, early hosted solutions lacked features. New generation on-demand applications include more features than most organizations have with their on-premise systems. Not only is the SaskTel Hosted Contact Centre as feature-rich as most on-premise systems, the application is easier to use because of its convenient, intuitive GUI. Plus, the system's rapid four-hour deployment lets customers benefit from these features faster. SaskTel seamlessly upgrades the application with new functionality and features at no cost and without business interruption.

Myth 5

On-demand solutions are only for small contact centers

In the past hosted solutions were the best fit for smaller contact centers, with on-premise systems catering to the needs of larger organizations. However, according to Yankee Group, the new generation on-demand, multi-tenant, VoIP-enabled solutions are winning the mid-to-large contact center market. Contact centers with 500 agents or more are successfully using the same software solution as SaskTel Hosted Contact Centre. Regardless of size, all SaskTel customers enjoy the benefit of advanced contact center technologies, a flexible pricing model, and a rich feature set.

On-demand contact center solutions enable companies of all sizes to control operational expenses and focus budgets on core business areas.

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Your Life. Connected.

Myth 6

An on-demand contact center is a temporary solution until I can afford an on-premise one

The belief that on-demand contact center solutions are a stop-gap until an in-house system can be purchased no longer holds true. Frost & Sullivan expects the market's acceptance of on-demand contact centers to grow at a healthy pace, over 30 percent CAGR by 2012. On-demand contact center solutions enable companies of all sizes to control operational expenses and focus budgets on core business areas. With no capital investment, minimal operating costs, low monthly fees, integration capabilities, and enterprise-level features, the SaskTel Hosted Contact Center easily scales. SaskTel lets clients start small and grow freely without the need to switch to an on-premise system.

On-demand applications include more features than most organizations have with their on-premise systems.

As businesses make decisions about contact center solutions, they need to understand that today's choices are very different from those available only a few years ago. On-demand contact center solutions now offer superior functionality than on-premise systems. In addition, on-demand solutions deliver greater security, flexibility, and scalability – and do so at a much lower cost of ownership. It's time for old myths to give way to new realities.

About SaskTel

SaskTel is the leading full service communications provider in Saskatchewan, offering competitive voice, data, dial-up and high speed internet, entertainment and multimedia services, security, web hosting, text and messaging services, and cellular and wireless data services over its digital networks.

SaskTel also provides security monitoring services through SecurTek, directory services through DirectWest, in-room communications services to the healthcare sector through Hospitality Network, telecommunications consulting service through SaskTel International and an out-of-province sales and service channel in Alberta and British Columbia. SaskTel and its wholly-owned subsidiaries have a workforce of 5,200 full-time, part-time and temporary employees.

SaskTel is a provincial Crown Corporation and has delivered leading-edge telecommunications to the people of Saskatchewan for 100 years. The SaskTel serving area within Saskatchewan links 13 cities with 535 smaller communities and their surrounding rural areas, including 49,000 farms. All told, SaskTel serves more than 425,000 business and residential customers.

For more information on SaskTel, please go to **www.sasktel.com** or call **1-800-SASKTEL (1-800-727-5835)**.

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