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Experts Debate Future of the Contact Center

As a rapidly evolving business landscape demands new strategies, experts are debating how the contact center industry will respond and how technology will dictate its future.

Perhaps the most important trend contact centers will have to manage is the increasing mobility of business professionals and consumers. Smartphones and tablets are fundamentally changing the way the world communicates, and a number of contact centers are already opening additional customer engagement channels to meet changing expectations. But much like customers, contact center agents themselves may demand their own mobility solutions.

According to Telecom Reseller, mobilizing the contact center may allow agents to achieve a better balance between their work and personal lives.

"Empowering agents with the opportunity to access weekly schedules, request time off and trade shifts with colleagues from a mobile device could be a significant means to improve job satisfaction," noted Telecom Reseller contributor Kristen Jacobsen.

To accommodate these changes, many experts believe a move to the cloud is inevitable. According to Destination CRM, migrating contact center operations to the cloud will reduce capital expenses, eliminate maintenance costs and allow for greater operational flexibility.

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