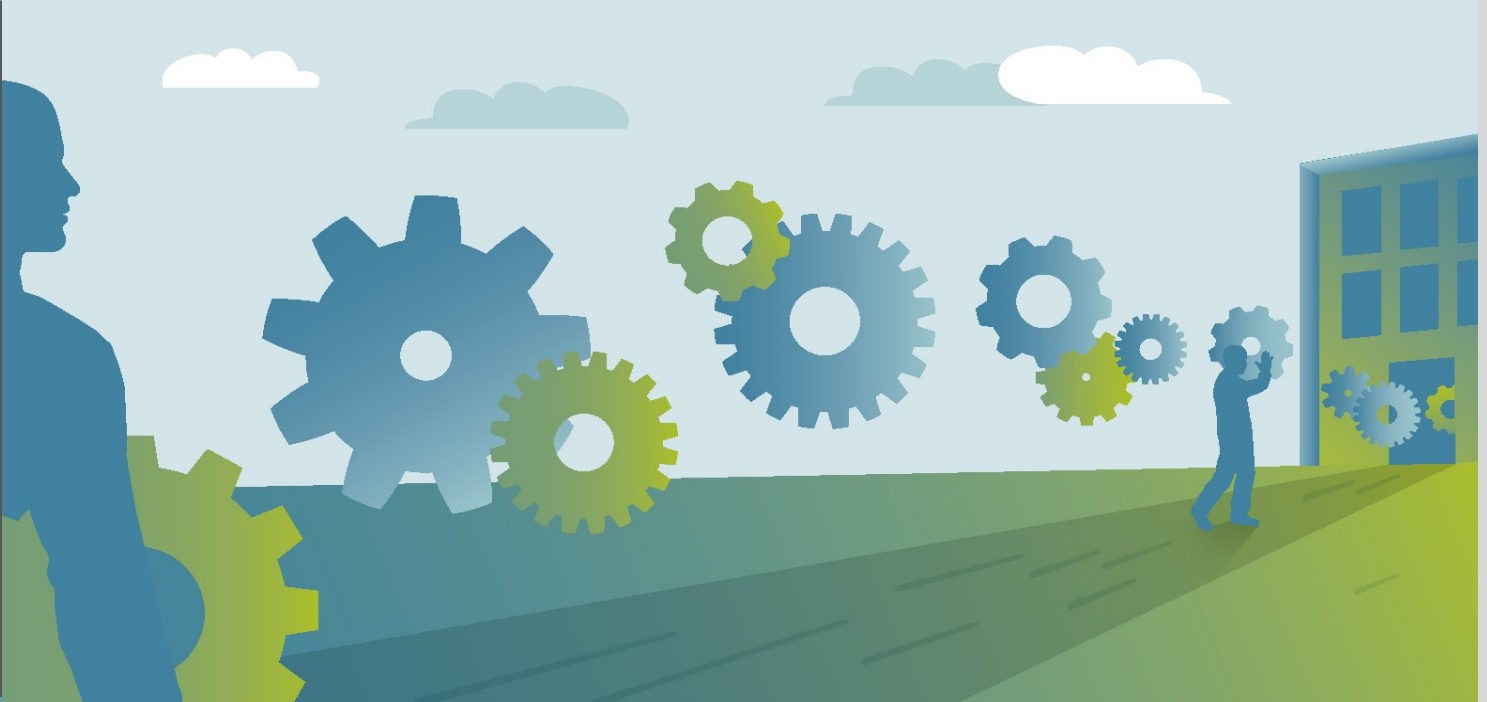


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# Virtualizing the Contact Center for Improved ROI

Achieving a strong return on investment is the goal of any business strategy, and a number of companies are finding that virtual contact centers can transform their balance sheets for the better.

The primary benefit of virtualizing the contact center and migrating operations to the cloud is the reduction in up-front expenses. Instead of making costly hardware purchases, companies can begin operations almost immediately by partnering with a cloud provider and transferring the bulk of IT responsibilities. The consistent monthly fee structure also takes the guesswork out of accounting procedures, and the flexibility of the platform allows for fast, simple scaling.

Contact centers can also leverage the flexibility of the cloud to stay on the cutting-edge of their industry. Businesses can upgrade software or opt into additional features in a matter of hours and days, rather than weeks and months. By relying on the expertise of the cloud provider, projects stay on budget with transparent expenses.

As a result of these technological advantages, contact center agents will be primed for success. Cloud-based operations allow for flexible schedules and at-home work arrangements that can keep employees happy and productive.

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