

CloudCare™

**You're More Than
Just a Number**

**The Value of Expert
Post-Implementation Support
in Cloud Communications**



Your Cloud Journey Doesn't End with Implementation

You've taken the crucial step of migrating to a cloud communication solution, modernizing your operations, and setting the stage for enhanced customer experience. However, the journey doesn't end once the system is up and running. The implementation phase is just the beginning. It's the support and optimization that follow that truly determines the system's efficacy and your return on investment.

Adopting a new platform is only part of the answer—the other half of the equation is ongoing support.

Personalized support shouldn't come from a sales agenda. It's about authentic care, not hidden tactics like sales-driven advocacy and triage.



The Cloud Provider Reality

While cloud solutions promise robust capabilities and operational efficiencies, the reality can be starkly different with post-implementation support. Many cloud providers, in their quest for operational scale and cost reduction, divert from a client-centric approach. The result? A shift towards outsourced, overseas customer service teams and inevitable service degradation. With predictions of further cuts in the future, even among Gartner Magic Quadrant leaders in UCaaS and CCaaS, the importance of reliable post-implementation support has never been more evident.

- **Operational Hurdles:** Lack of adequate support translates to longer ticket resolution times, leading to operational disruptions.
- **Administrative Challenges:** Inadequate support can lead to inaccurate reporting and chaotic call flows, complicating operations significantly.
- **Decreased CSAT, CX, and EX:** Delayed responses and unresolved issues directly impact customer and employee satisfaction.
- **Diluted ROI:** To be attained, the envisioned benefits of your cloud solution need the right support ecosystem.
- **Reputational Damage:** Persistent issues can tarnish your brand's reputation and erode customer trust.

With predictions of further reductions in the future, even among Gartner Magic Quadrant leading vendors, reliable ongoing support has never been more important.

The Problem with Outsourcing

Outsourcing has become a common practice among many cloud providers. On paper, it seems efficient and cost-effective. In practice, however, there are significant challenges that can lead to detrimental results:

1

Language Barriers and Technical Aptitude: The frustration of language barriers goes beyond mere mispronunciations; it often extends into the technical realm. With an outsourced staff focused on speed over clarity, critical technical nuances can be lost, leading to ineffective communication and unsatisfactory resolutions.

2

High Volume, Low Quality: In the high-stress environment of a call center operating on the principle of quantity over quality, customer satisfaction inevitably takes a hit. Agents rushing through service calls to meet quotas to close tickets can't provide the thoughtful, personalized service your issues demand.

3

The Transactional Training Gap: Support teams trained with a 'quick fix' mentality lack the depth of understanding necessary for complex problems. Your unique business challenges become another ticket in the queue, addressed with a cookie-cutter approach rather than the comprehensive, bespoke solutions they require.

4

All-Time Low CSATs: Rushed interactions and unresolved issues aren't just numbers on a performance chart; they translate into real-world dissatisfaction, reflected starkly in plummeting customer satisfaction scores. It signifies that your support system needs a customer-focused revolution, not just a quick operational fix.

The ongoing support you receive can make or break your entire cloud communications experience. Before signing a support contract (commonly referred to as a Technical Account Manager or TAM contract) with your UCaaS or CCaaS cloud vendor, to ensure you're not setting your organization up for more subpar service, here are the crucial considerations to guide in your decision-making:

CTPros CloudCare™ is Your Solution.

This isn't just another support solution; it's a pledge of unwavering commitment, where we prioritize your needs, tailor our offerings to your unique business challenges, and strive to elevate the cloud experience for all involved. **We get to know you and your business.**

U.S.-Based, Certified, In-House: The Trifecta of Support Excellence

The cloud communication landscape is rapidly evolving, and with it, the complexities and nuances must be addressed. Who you have in your corner during challenging times makes all the difference.

Our in-house U.S.-based team of expert engineers is invested in your success. They aren't juggling multiple clients with divergent interests. They are focused, dedicated, and have a deeper understanding of your organizational goals and ethos.

Certified Proficiency: The Mark of Excellence

Our team is fully certified in Gartner MQL vendor platforms having demonstrated their expertise through rigorous training and passed stringent examinations validating their proficiency. Thus, every interaction is backed by an in-depth understanding of the system, reducing the likelihood of misdiagnoses and leading to accurate, effective solutions.



The Comprehensive Support Agreement

Your ongoing support should include a comprehensive package of services that may look something like this:



A support program designed around your needs



Programming and advanced firewall LAN/WAN network assistance



Priority ticket escalation



Contact Center scripting and consulting



Customized admin and end-user UCaaS and CCaaS training, including video and branded onboarding training for new hires



Analytics guidance and reporting

These services are more than just a checklist. Priority ticket escalation ensures immediate attention to critical issues, tailored training fast-tracks user adoption and proficiency, and guidance in analytics helps you make informed decisions. Together, they elevate your operations and enable your team to harness the true power of cloud communication.



**CloudCare™ services
elevate your operations and
enable your team to harness
the true power of cloud
communication.**

CTPros CloudCare™ is Your Solution

All those support pillars? That's what CTPros CloudCare™ brings to the table, elevating the cloud experience for all involved:

Future-Proofing Your Investment

Adapting to tomorrow's tech today—CloudCare™ doesn't just solve current issues; it anticipates future advancements. As the cloud landscape surges with R&D investments, particularly in AI, we ensure your solutions evolve. We keep your systems at the forefront of innovation so your investment today remains agile for the technologies of tomorrow.

Direct Agreements: The Power of Partnership

We have direct agreements with Gartner Magic Quadrant, leading vendors are more than just formalities. These relationships:

- ▶ **Priority access** to vendor-specific resources, ensuring your issues are addressed using the best available tools and expertise.
- ▶ **Streamlined communication** between your team and the vendor, reducing the lag time that hampers the resolution process.
- ▶ **Trust**, as direct agreements indicate the support provider's industry recognition and commitment to working with us in offering top-tier service.

Strategic Alignment with Leadership

Our relationship with 8x8's leadership signifies a deep strategic alignment, ensuring communication channels at the highest levels to benefit our end-users.

Struggling for support?

Swift executive escalations—especially in emergencies—are invaluable to protecting your brand, maintaining customer confidence, and keeping the focus on core business goals.

Your Next Step

With CloudCare™, you're not just choosing a support solution; you're investing in a partnership, one that's driven by expertise, tailored solutions, and a steadfast commitment to your success.

"Working with the CTPros team and having ongoing support has been invaluable. We've had tailored training and help with everything from analytics to contact center scripting. It's clear they're committed to our long-term success. Couldn't ask for a better team backing us up."



*Russ Hudson, Vice President of
Information Technology
Tennessee Titans*

We, as an IT department, needed a solid win. Because of our experience with CTPros, we knew what we'd be getting and had high expectations, and they were able to deliver a smooth migration to the cloud as well as exceptional ongoing support."



*Paul Stage, Director of IT
Infrastructure
Axia Women's Health*

Ready to transform your cloud experience?

Connect with our CloudCare™ experts today and discover the unparalleled difference of a truly dedicated support system.

