

# So should your contact center be in the cloud?

A move into the cloud is never preordained. It is critical to analyze your contact center challenges and opportunities, then take a totally objective approach to deployment.



**95%**

of business leaders see customer service as the next competitive battleground

**30%**

of new contact center agent seats in 2012 will be hosted

**72%**

of consumer want to be able to chat with experts in real-time



**50%**

of contact centers have had to make use of their disaster recovery plan

**75%**

of contact centers will use some form of SaaS by 2013



**<10%**

of brands will be able to differentiate through core products by 2020



**50%**

reduction in total cost of ownership for cloud-based contact centers



**A loyal** customer is 5 times more likely to recommend a product

**30%**

of contact centers looking into hiring home based agents



Make the right decision with Siemens Enterprise Communications OpenScape Cloud Contact Center