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# Head in the Clouds: Identifying the Missing Components in the Cloud Migration Journey of Call Centers

Jennifer Lee (Https://Www.Toolbox.Com/User/About/Jennifer-Lee)    April 26, 2021

*Jennifer Lee.  chief strategy officer and Paul Milloy RP Director of Intradiem discusses how, unlike many other business fu
centers have been notoriously slow to move to the cloud. The rapid shift to remote work in 2020 has compelled business
cloud adoption strategies, and what the call center industry's shift to the cloud entails. As leaders outline their vision and
sheds light on the two essential pieces that cannot be overlooked: data and automation.*

The move to the cloud presents a unique moment when organizations can gain significant competitive advantages by structu
expanding automation capabilities within their technology portfolio. With "hyperautomation," – a term that first appeared in 2
Strategic Technology Trends for 2020 (https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-
predicts that organizations will reduce operational costs by 30% by combining hyperautomation technologies with redesigned
by 2024. If your data and automation strategies are an afterthought to your cloud migration plans, you risk getting left behin
the lead?

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A sound data strategy begins with data ownership – which starts with a thorough review of contract language to ensure you data. Teams need to take the time necessary to set up a proper data architecture, identify essential customer data, and bes applications.

Then, they can decide whether upgrades are needed to the infrastructure or any business applications. A central warehousing a hub for data to live and be accessible for analysis and business intelligence needs to be set up. Next, begin proactively th organization can use data to uncover actionable insights (https://go.intradiem.com/solutions-mfg-cloud-pr) to improve custom streamline operations. Translating your data strategy directly into your automation initiatives is the right order of operations t

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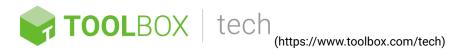
# Gearing Up for Automation and Hyperautomation

According to Gartner, hyperautomation is the orchestrated use of multiple tools and platforms inclusive of but not limited to event-driven software architecture, RPA, platform service software, decision process, and task automation tools. In other word about changing automation from a tactic to a strategy and weaving it into all aspects of your operations.

Using this approach allows organizations to optimize service delivery models by building better customer relationships, predic automating real-time actions like making payments and scheduling appointments.

Deploying strategic hyperautomation allows call centers to leverage their data to operate flexibly, at scale, and on an enterpri executives realize that automation is here to stay, but there's a lot to be learned about how AI technologies can be applied t problems, and knowing where to start can seem daunting. At times, AI, machine learning, and other hyperautomation can se

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# Having Data and Automation Strategies Paid Off

Organizations with a head start leveraging data, automation, and cloud strategies for business continuity were successfully p event like COVID-19. British Gas is an example of a progressive organization in this movement. Because they deployed their the pandemic hit, they were well-positioned to be flexible and maintain a high level of service.

By incorporating automated processes such as sending proactive push notifications to preempt customer complaints or ques and machine learning algorithms, British Gas prevented an onslaught of messages, maintained service levels, allowed employ productive and manage higher-level tasks, and improved the customer experience during a highly stressful time. The investm partnering with an expert proved to be crucial to their success.

When considering a move to the cloud, leaders must act as their organization's "data champion" and invest in the cloud by f to see the bigger picture that primes the organization for their automation journey. Data and cloud migration open more auto which ultimately improve call center operations and the customer experience. Opening the aperture to combine cloud, data, a strategies into a plan provides a crucial competitive advantage in today's dynamic landscape.

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Jennifer has 20 years' experience in the contact center industry with more than 15 years as a people leader. T
career, Jennifer has served in a variety of roles in the contact center space, including operations, quality, work
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Previously Resource Planning Director at Centrica and now operating as Intradiem UK Forefront Executive Ad
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