



# Your path, your way: Three options for transforming your legacy contact center

Minimise risk and disruption



eBook by:



# The power of choice

Across every industry, companies are achieving their customer experience vision by reducing their dependence on outdated legacy contact center technology. Yesterday's systems and solutions can't meet today's customer expectations and business requirements. Customer experience is today's biggest competitive differentiator—and the time is right to seize the opportunity to move forward.

With a proven customer experience platform, you have clear migration options to deliver customer experience innovation while minimising risk and disruption. With the Genesys® PureBridge program, you can migrate at your own pace and within your own budget. Choose to replace or add to your existing contact center; deploy in the cloud or on-premises; pay upfront or over time—the choices are yours.

In this ebook, you'll find migration paths that Genesys customers around the world have used successfully. Since 2016, the Genesys has helped over 1,300 companies and organisations fulfill their vision for next-generation customer experience and achieve their business goals.

# Weigh your options

Exploring migration options is an important first step toward making a choice that fits your business needs and objectives.

## Complete replacement

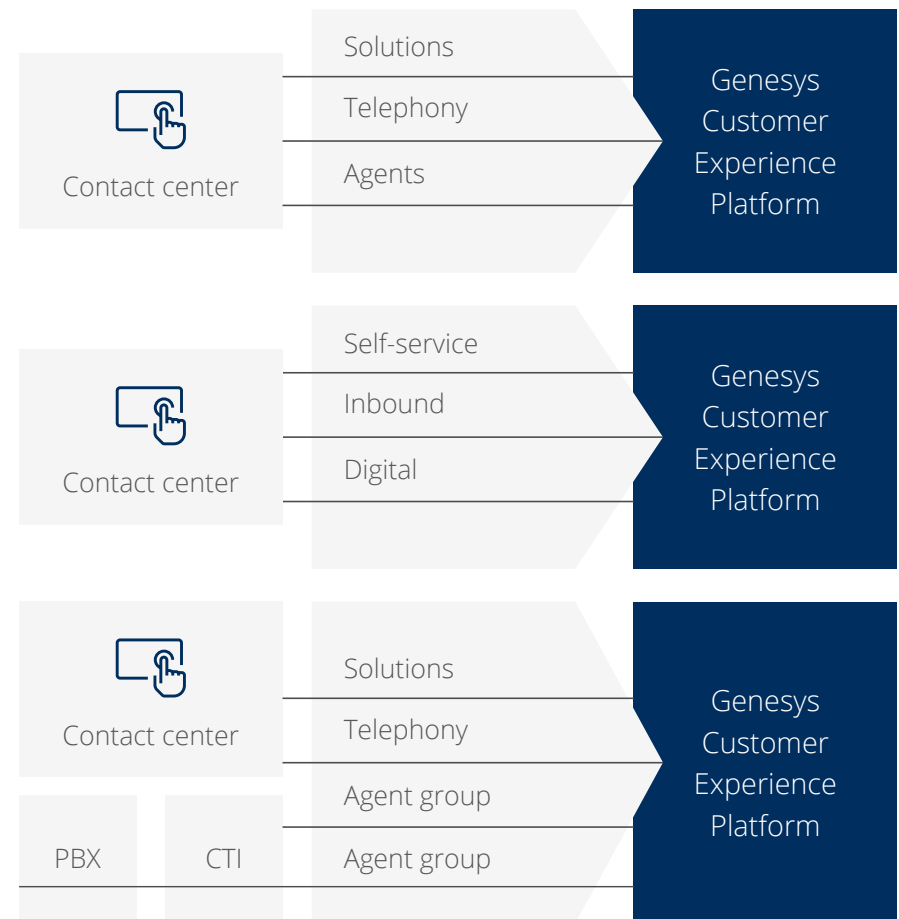
Migrate your contact center in a single shot. Address one business unit at a time. All solutions, telephony infrastructure and agents move at once for each center deployed.

## Phased migration

Migrate one solution at a time. Familiarise yourself with the platform to deploy inbound, add digital and self-service, and finish the move with advanced solutions like predictive routing, speech analytics or chatbots. You set the pace.

## Phased telephony

Migrate all solutions and agents and phase the telephony deployment. Some agents continue to use legacy telephony until you're ready to make the switch to Genesys for all agents.



# Complete replacement

## Replace your legacy contact center with a proven customer experience platform

Use the Genesys Customer Experience Platform to achieve your customer experience vision while continuing to use legacy infrastructure to handle telephony for business users.

### Your situation:

"I need to take a significant step to replace disparate systems and technologies from multiple vendors. I want to consolidate to reduce costs and complexity while gaining the ability to deliver true integrated, omnichannel customer experiences."

"I want to remove dependencies on inflexible, on-premises technology that doesn't integrate well with other technologies, vendors and channels. To achieve our business goals, we need to overcome our siloed customer experience management."

“

We completely replaced our legacy contact centers with a Genesys platform, using the entire Genesys product suite across all channels and media. Now, for the first time, we've linked everything together for a single, 360-degree customer view.”

**Marks & Spencer,**  
United Kingdom

# Phased migration

## Migrate your platform today to establish the foundation for adding new channels and capabilities tomorrow

Start with the basics. Update your contact center platform today, minimising risk and service disruption—without compromising any critical and necessary customer experience capabilities. Then expand your channels and capabilities later, as a second phase. Once your platform is future-ready, blend in advanced capabilities like artificial intelligence (AI)-based predictive routing, voice and text chatbots, and analytics to really drive customer loyalty and lifetime value. Realise your organisation's customer experience vision at your pace.

### Your situation:

"I'm not ready to get rid of my contact center platform, but it's clear that its useful life has run its course. The costs to maintain what we have are escalating, and it's almost impossible to deliver what the business needs. But we can't afford to lose critical capabilities or risk any operational disruption."

"My preferred approach is to work with a provider that can help us define our technology vision then map out a plan to get there at a pace that's right for us. I'm thinking we could start with basic voice, including all our data and reporting. We could then add much-needed advanced digital and self-service capabilities to complement our existing system. This would enable us to meet an immediate need and have a solid plan for moving forward, as we're ready."



We first implemented Genesys in 2010 at our inbound hotline where we had various different systems, not really future-proof. Genesys was the solution that helped us consolidate... [Since then] Genesys has become the engine that helps us run all interactions with the customer. This was a big success for us because we have been ranked Vodafone contact center number one worldwide."

**Vodafone,**  
Germany

# How the cloud can help

Your legacy contact center replacement or addition is a perfect opportunity to incorporate the business agility that comes with cloud-based solutions. Here are five key considerations.

## **1. Go global and scale limitlessly: Don't let size or geography slow you down**

Make sure the cloud and provider you choose have global reach and massive scale.

This is critical to deliver consistent, omnichannel experiences anywhere in the world, supported by a global data center footprint.

## **2. Consume technology the way you want: Don't be forced to conform**

Get the flavor of cloud you prefer—private, public or hybrid. Secure the ability to customise applications to your requirements and quickly make changes that keep your business agile.

## **3. Get enterprise-grade security and reliability: Don't compromise**

Choose a provider who can deliver world-class security technology.

Check internal audits and industry certifications and demand geographically distributed, high availability and business continuity. Gain seamless failover to protect your business and brand.

## **4. Be powered by a cloud of innovation: Don't get left behind**

Make sure your provider can deliver flexible, future-proof technology with a solid history of innovation.

## **5. Choose a technology partner, not just another vendor**

Not all cloud vendors are created equal. Beyond evaluating the technology, consider what the working relationship will look like. Achieving business success requires more than just implementing new technology; look for a provider who will make investments that ensure your overall success and let you achieve your business goals.



With a cloud-based solution, we were able to reduce our TCO by 50%. That was a huge value to us, being in a shared-services and cost-pass-through environment. And then we also spent some time, as we were going through the RFP, on making sure that we were identifying the partner that was best in class from a platform perspective.”

**Coca-Cola Business Services,**  
North America

# Other migration considerations

## Speed time to value and minimise cost and risk

Today's most innovative providers have proven, repeatable methodologies and use cases designed to reduce risk, minimise disruption, reduce cost of deployment and accelerate time to value. Identify the precise business and financial outcomes to expect before you get started.



### **Go with cloud, on-premises or hybrid:**

You probably understand the benefits of the cloud by now. Here are a few things to consider if you're still wrestling with choosing a deployment option. Hybrid is a solid option, too.



### **Pick what's right for you; pay upfront or over time:**

One of the many economic benefits of subscription-based services is moving expenditures from a capital expense (capex) to operating expense (opex). Often, the capex versus opex discussion centers around cloud solutions versus on-premises systems.



### **Secure a platform for the future:**

Invest in a platform and provider that are safe bets for the future. Look for a proven, consistent history of innovation and investment in research and development that will drive the customer experience forward. Long-standing financial stability is important. A solid solution roadmap with a vision for future innovation is also critical.



### **Increase IT staff loyalty by setting them up for success:**

Give your IT staff the opportunity to work with a cutting-edge platform. While it's not always easy to move away from what you know, look for providers who have specific educational programs and incentives to bridge the knowledge gap and ease the burden for you and your team.



### **Don't be limited by current thinking.**

Enable your business to engage customers in new ways. Unlock new channels that span the entire customer lifecycle and break down silos that have been holding you back. Deliver a seamless experience that evolves with changing customer expectations.

## Take your customer experience to the next level

With the right infrastructure to support omnichannel customer engagement, you can address current challenges and prepare for future needs. And Genesys is ready to partner with you every step of the way.

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Pivotal Data is a Genesys Gold partner and a specialist provider of PureConnect, Genesys Cloud and Genesys Engage products and services. We address the full spectrum of client requirements through the enablement of advanced omnichannel customer experience capabilities. We're the only provider that offer On-premise or Cloud procurement models, and our National Operations Centre (NOC) is a dynamic state-of-the-art monitoring facility that functions 24/7/365 to ensure delivery of optimal customer support services. Our highly-skilled team of over 33 multi-skilled and proficient engineers holds the highest certifications across a range of vendor technologies, with the multidisciplinary skills needed to support Pivotal Data's extensive and diverse product range.

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