Pick Your Path to CX Modernization

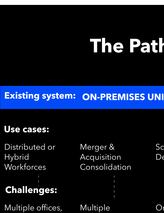
Recent C1 Edge research reveals that:

64%
of US-based contact centers with 100+ seats are already fully cloud-based.

85%
of these transitioned to cloud systems in just the past 12 months.

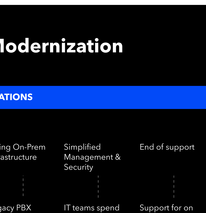
91%
of organizations are using or experimenting with generative AI to drive efficiency and productivity in their operations.

Move to Cloud



64%
of contact centers are fully cloud-based

Generative AI Use



91%
are using or experimenting with Generative AI in their contact centers

We've worked with thousands of customers to develop, deploy and manage their paths to modern communications. This decision tree has been built based on that extensive experience. Use it as a guide to help identify the CX modernization path best suited for your organization.

The Path to CX Modernization

Existing system: ON-PREMISES UNIFIED COMMUNICATIONS

Use cases:

Distributed or Hybrid Workforces	Merger & Acquisition Consolidation	Scalable Seasonal Demand	Aging On-Prem Infrastructure	Simplified Management & Security	End of support
Challenges:					
Multiple offices, remote employees, and mobile teams need consistent collaboration tools	Multiple communication platforms across newly combined entities lead to duplicative costs and complexity	Organizations with fluctuating staffing (e.g., retail during holidays, tax firms during tax season) need capacity that scales up or down on demand	Legacy PBX systems or older telephony hardware become expensive to maintain, hard to integrate with newer technologies, often don't have the required capabilities and can be prone to outages	IT teams spend significant time on patching, software upgrades, and security compliance for on-prem solutions.	Support for on premise system is being discontinued
Solutions:					
Migrating UC to a cloud-based UCaaS platform ensures anytime, anywhere access, simplifying management and enabling a unified user experience across devices	UCaaS offers a single, standardized platform that can quickly onboard new users, integrate systems, and provide unified branding and consistent workflows	UCaaS subscriptions can be flexibly adjusted, ensuring cost-effectiveness and no hardware over-provisioning	Upgrading to UCaaS replaces costly hardware refresh cycles with predictable monthly fees, enabling advanced collaboration features without heavy CapEx	A cloud service provider handles updates, patches, and compliance standards. Organizations benefit from enterprise-grade security and reduced IT burden	Three options: 1. Upgrade to the recommended version of that on premise technology, 2. migrate to the latest cloud-based version for that technology, 3. migrate to a new cloud-based technology

Existing system:

Use cases:

Omnichannel Customer Experience	Rapid Scalability & Business Continuity	Data-Driven Insights & AI	Global & Remote Agent Workforces	Compliance & Security	End of support
Challenges:					
Consumers expect seamless interactions across phone, chat, SMS, email, and social platforms. On-premises systems can be slow to integrate new channels	Spikes in call volume (e.g., product launches, emergencies) or unexpected disruptions (natural disasters, global events) strain on-prem contact centers	Legacy CC solutions often lack advanced analytics, AI-driven routing, or customer sentiment analysis	Hiring contact center agents across multiple geographies for 24/7 support requires distributed infrastructure	On-prem systems can be expensive and complex to maintain with evolving data privacy regulations (e.g., GDPR, HIPAA, PCI-DSS)	Support for on premise system is being discontinued
Solutions:					
CCaaS platforms allow rapid deployment of new channels and consistent data flow across them—enabling real-time context and unified customer journeys	Cloud-based contact centers can flex capacity quickly and enable remote agent models for business continuity in crisis situations	CCaaS offerings integrate cutting-edge analytics, real-time dashboards, and AI/ML features to automate repetitive tasks and offer deeper customer insights	CCaaS provides a single cloud platform accessible worldwide, simplifying agent onboarding and centralizing reporting while reducing overhead costs	CCaaS providers typically handle security updates and compliance certifications, reducing the burden on internal IT and risk of non-compliance	Three options: 1. Upgrade to the recommended version of that on premise technology, 2. migrate to the latest cloud-based version for that technology, 3. migrate to a new cloud-based technology

To complicate your CX modernization decision further, Agentic AI is already here. Gartner research indicates that by 2028, 33% of enterprise software applications will include agentic AI, up from less than 1% in 2024. Communication requirements across back office (Unified Communications) and front-office (Contact Center) will be further transformed with the mix of communication exchanges:

People to people – Old school.

People to technology – Today. Interactive voice response (IVRs) technology is transitioning to intelligent virtual assistants (IVAs).

Technology to technology – machine customers will buy from machine sellers. Gartner research reveals that by 2027, more than 50% of sales and service centers will be fielding calls from machine customers.

It's also clear that modernizing employee and customer experiences is important.

The value of being an EX and CX leader is clear

40%
Improved employee productivity

33%
Faster innovation

13%
Greater revenue growth

So is the cost of not being one

37%
A consumer's top reason for leaving a brand is typically related to experience - 37% say it's because they had a bad experience with the product or service itself

51%
of consumers agree that an online shopping experience can negatively impact loyalty if it isn't as easy or enjoyable as shopping in person

Modernizing communications is required, but risk isn't.

CONTACT US NOW

Connect with a C1 expert to learn more about how C1 Advisory, Professional and Managed Services make it easy to define, develop, deploy and operate CX modernization – without disruption.

© Copyright 2025. Private and confidential.