

From UCaaS to CCaaS: When your business needs a dedicated contact center



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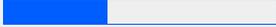
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38% 
of businesses have adopted
CCaaS¹

82% 
of workplaces use four or more
unified communications and
collaboration tools²

80% 
of support teams say that
customer service expectations are
increasing³

Introduction:

From UCaaS to CCaaS: When your business needs a dedicated contact center

Companies increasingly rely on cloud-based communications to stay connected and get work done—unified communications as a service (UCaaS) solutions are quickly becoming a foundational element of the technology toolkit of many companies. UCaaS offers significant flexibility and cost savings over legacy on-premises systems, helping companies streamline employee communications and enhance collaboration across channels to improve overall efficiency and productivity.

But, because UCaaS is focused on facilitating internal communications, it doesn't deliver all the capabilities companies require to also uplevel their external communications. For many, being able to deliver exceptional customer experiences (CX) is a top priority. This means they need to start to consider a contact center as a service (CCaaS) solution. The name shouldn't intimidate—CCaaS solutions are designed to help companies of all sizes transform their sales and customer service delivery to be able to quickly and effectively respond to customers whenever and wherever they reach out.

How do you know if and when to add CCaaS to your toolkit? This eBook answers this by exploring:

- Why the evolving customer service landscape requires CCaaS
- Why UCaaS is not enough for impactful customer experiences
- Advantages and key features of purpose-built CX solutions
- How to tell if it's time to adopt CCaaS
- Implementing a purpose-built CX solution

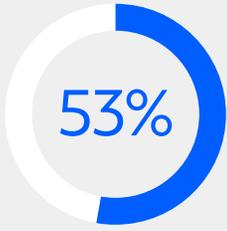
Chapter 1:

Why the evolving customer service landscape requires CCaaS

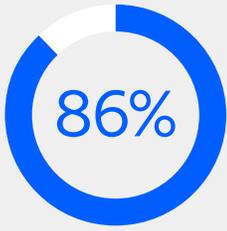
Customers expect a lot from the companies they do business with. They expect to interact on their terms, at their convenience, and in the channel of their choice. When companies can quickly and effectively respond and provide good CX, they can see gains in customer loyalty and revenue. Conversely, bad experiences can lead customers to leave and never come back.

Unfortunately, the complexity of your company's communications infrastructure can make it extremely difficult to consistently deliver the level of service that will keep customers satisfied. Having to rely on manual processes and a patchwork of different systems for different channels can create data silos and disconnects that lead to frustrations and service delays. When customers have to repeat themselves or wait a long time to speak with someone, only to find out they are not the right person, it can be hard to recover the interaction.

You need a solution that can unify and simplify your communications infrastructure to improve the speed and quality of every customer interaction. This is what a CCaaS solution is designed to do. CCaaS gives your sales and service representatives the tools they need to communicate with your customers, using any device and any digital channel (phone, web chat, email, social media, video, text etc.), to provide seamless service, 24 hours a day, seven days a week. With a purpose-built CCaaS solution, you have the capabilities you need to support your CX initiatives and deliver experiences that exceed expectations and create customers for life.



of consumers consider a seamless customer experience a minimum expectation⁴



of customers say they're likely to make a repeat purchase after an amazing customer experience⁵

3.5x

The potential revenue growth for companies that align their brand promise with the experiences they deliver⁶

Chapter 2:

Why UCaaS is not enough for impactful customer experiences

While UCaaS solutions keep employees communicating with one another, communicating with customers requires a different set of capabilities. A CCaaS solution is built specifically to deliver these capabilities, powering customer service communications to create consistently exceptional customer experiences.

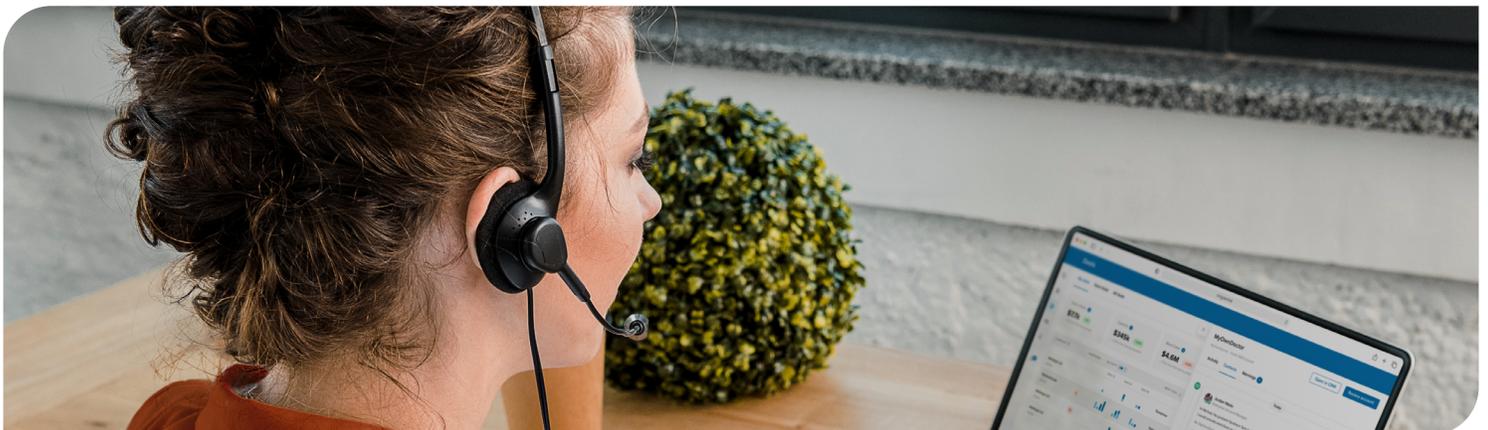
Lack of visibility into the complete customer journey

UCaaS can capture and provide insights into an employee's phone call with a customer, a transcript of a video meeting, or a record of a 1:1 text messaging conversation, but everything is done from the perspective of the employee, not the customer. UCaaS does not tie everything together to help you track and understand the customer's journey, but CCaaS does.

A CCaaS solution can transcribe and summarize all customer communications—calls, text messages, social media interactions—to provide visibility and insights into every customer touchpoint. This allows you to take tangible steps to ensure every interaction builds on each other to deliver a consistently satisfying experience. Integrations with customer relationship management (CRM) tools can further enrich the information available. When a member of your team picks up the phone or responds to an email, they can do it in a way that accounts for the customer's preferences and past interactions to optimize outcomes.

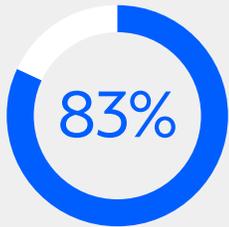
Inability to quickly and efficiently route customers to the right resource

UCaaS is designed for communication within a business, offering tools like call queues and team groups, designed to facilitate workflows and collaboration. Using the same tools for customers, however, doesn't produce the same results. Instead of simple call queues, a CCaaS solution can provide advanced routing capabilities, based on customer input and history, that ensure customers are connected to the right resource for their needs. For instance, CCaaS can route the customer to a specialist trained to support their problem, or it can connect them with the last agent that helped them to maintain continuity of service. If that person isn't available, or if the wait time becomes too long, they can offer automatic callbacks to ensure the customer's questions or issues are addressed in a timely fashion without depending on the customer to leave a voicemail.



1 in 4

customers will leave a brand after just one bad experience⁷



of companies are expecting to grow their CX investments⁸

Limited insights to help improve CX

When UCaaS looks at performance it is focused solely on the employee, while CCaaS looks at employee performance in relation to the customer experience. CCaaS provides a single place to access a wealth of information and insights on all of a customer's interactions across all channels to help you improve your service delivery and performance. For instance, CCaaS can give you historical reports that allow you to evaluate changes in key performance indicators (KPIs) like average wait times (AWT) and average handle times (AHT), as well as the effectiveness of different communication channels, the impact of process changes or training initiatives, agent performance over time, and much more. It can also provide real-time analytics and alerts that enable you to monitor and coach your employees to deliver more satisfying interactions and increase first-contact resolutions (FCR), while improving your overall quality management.

Chapter 3:

Advantages and key features of purpose-built CX solutions

CCaaS is a purpose-built CX solution that offers a comprehensive approach to modern customer service challenges. It gives you the tools and capabilities you need to deliver superior experiences while optimizing operations. Not all CCaaS solutions are the same—there are foundational features offered by most, and then there are advanced capabilities that set the most effective CX platforms apart.

Key features:

- **Omnichannel:** Ensures you can meet your customers wherever they are and provide consistent experiences across all your different touchpoints.
- **Intelligent routing:** Connects customers to the agent that best meets their needs, based on history, preferences, availability, and other factors.
- **Complete recording:** Provides transcriptions and summaries of voice and digital interactions to eliminate notetaking and keep a complete record of every interaction throughout your customer journey.
- **Integrations:** Works with third-party applications and systems, such as your CRM, to help you better personalize service and automate processes to drive efficiencies.

Advanced features:

- **AI-driven insights:** Intuitively generates actionable insights into overall agent performance, trending topics, customer sentiment, and much more to enable continuous improvement across the entire customer experience.
- **Real-time monitoring and coaching:** Monitors interactions, alerts on those that may require attention or intervention, and provides actionable recommendations to help agents make adjustments to improve outcomes.
- **Automated outbound engagement capabilities:** Makes it easy to manage large contact lists in support of announcements, updates, and campaigns.
- **Self-service options and virtual agents:** Increases capacity and reduces the load on your staff with intelligent virtual agents and effective self-service capabilities that make it easy for customers to resolve their issues on their own.



After implementing RingCentral's purpose-built CX solution, customers saw a:

29%

improvement of
customer sentiment

80%

reduction in time
to close

19 point

improvement in net
promoter scores (NPS)

Chapter 4:

How to tell if it is time to adopt CCaaS

If you aren't sure if the time is right to adopt CCaaS, ask yourself the following questions. If you answer yes to one or more of these questions, it is probably time to add CCaaS to your toolkit.

- Do you handle a large number of inbound calls per day?
- Are you using multiple call queues to try to address customer calls?
- Are you using hunt or ring groups with customers?
- Do your customers want to contact you in other ways besides voice?
- Do you have different tools and teams for different channels (voice, social media, etc.)?
- Do you need the ability to provide 24/7 customer support?
- Are your agents having to constantly switch back and forth between their call tool and CRM interfaces?
- Do you want the ability to prioritize specific types of calls or customers?
- Do you need detailed analytics of historical or live performance?
- Do you use manual calling for leads and contacts?
- Is agent attrition an ongoing issue?
- Is the customer's experience important to your business?
- Do you have the visibility and control you need over your customer's entire journey?

Chapter 5:

Implementing a purpose-built CX solution

Once you have decided to add a CCaaS solution, you want to make sure the implementation is seamless. Look at what is most important to your business and then choose a solution that aligns with your requirements to see results fast.

Business requirement	Capabilities to look for in a purpose-built CX solution
Enhance customer experiences	<ul style="list-style-type: none"> • Omnichannel engagement • Intelligent routing • Conversational intelligence to better understand customer sentiment and needs • Self-service capabilities <ul style="list-style-type: none"> • Interactive voice response (IVR) • Intelligent virtual agent (IVA)
Streamline operations and increase productivity	<ul style="list-style-type: none"> • Unified platform for a complete view of all interactions, across voice and all digital channels, 24/7 • Ready-made integrations, including with CRM and UCaaS solutions • AI-powered automations that simplify communication workflows • Ability to monitor KPIs, like AWT, AHT, and FCR over time
Improve quality management	<ul style="list-style-type: none"> • Monitoring and scoring of interactions • Recommendations and coaching <ul style="list-style-type: none"> • Monitoring capabilities that allow supervisors to spot-check live interactions • Whisper capabilities that allow managers/supervisors to provide guidance and pointers • Intervention capabilities that allow managers/supervisors to join the interaction to assist • Analytics to identify communication trends, issues, and opportunities
Offer a good return on investment (ROI)	<ul style="list-style-type: none"> • Cloud-based deployments and integrations • Call deflection to digital channels • Consolidated and simplified communications infrastructure <ul style="list-style-type: none"> • UCaaS and CCaaS together • Single pane of glass for agents • Future-proof your operations
Security and compliance	<ul style="list-style-type: none"> • Certifications that meet your compliance requirements • Best practice security deployments • Validated results from regular penetration testing and assessments

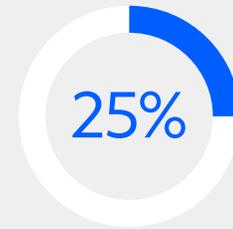
Conclusion:

Given how important customer experiences are to your business, you want to make sure you can consistently deliver a level of service, in any channel, at any time that will keep them satisfied. A purpose-built CX (CCaaS) solution provides the communication tools and capabilities your teams need to quickly and efficiently deliver effortless customer experiences that increase satisfaction, loyalty, and revenue.

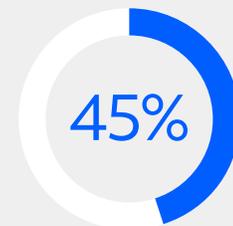
RingCentral RingCX provides an AI-powered contact center that makes it easy for you to quickly and efficiently modernize your operations to provide a superior level of service across channels. RingCX is a CCaaS solution purpose-built to remove the complexity that can come with deploying and managing a separate CCaaS solution, consolidating your communications infrastructure into a single platform. It enables agents, supervisors, and business leaders to optimize their everyday activities to deliver higher contact center performance, customer satisfaction, and cost savings.

Spectrum Business turns innovation into real business outcomes through a superior implementation experience. Unlike legacy UC or contact center providers that require multiple platforms or heavy customization, UCX delivers an integrated, easy-to-use solution that can go live in weeks, not months. Backed by the Spectrum Fiber Broadband Network, professional onboarding services and local support, our tailored solution provides both elevated customer experiences and the assurance that comes from working with a single, reliable partner.

After implementing RingCentral's purpose-built CX solution, customers report a:



increase in average revenue per agent



increase in ROI

Learn more

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