

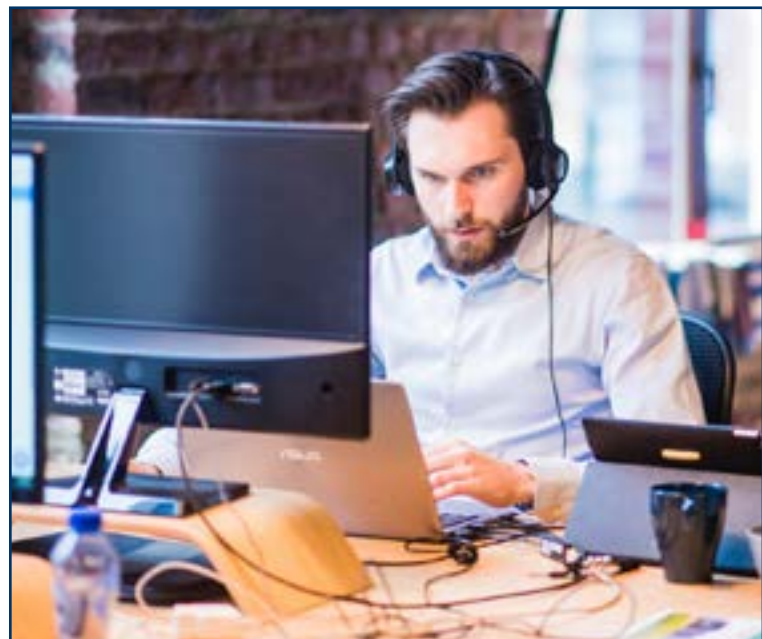


WHY IT PAYS TO HAVE A SINGLE VENDOR FOR **CLOUD** **COMMUNICATIONS** AND **CONTACT CENTER**



IT PAYS OFF TO HAVE ALL COMMUNICATIONS TOOLS UNDER ONE UMBRELLA

How many vendors do you use, or are planning to use, for your communications and customer service needs? If your answer is more than one, you're likely suffering from high costs and unnecessary headaches.



Multiple vendors means there's a disconnect between your contact center and the rest of your business, which complicates the customer experience, negatively impacts revenue, and increases cost.

The solution? An integrated cloud communications and contact center solution from one single vendor. A system that is fully integrated and all-in-one, combining all the tools your team uses under one umbrella.

Research from Metrigy¹, a company which provides guidance to technology leaders, has made the case for an integrated unified communications as a service and contact center as a service solution from a single vendor, claiming that the less tools there are, the more value to a business.



1. UC/CC Integration value, Metrigy



TOP ADVANTAGES OF AN INTEGRATED CLOUD COMMUNICATIONS AND CONTACT CENTER SOLUTION

Build trust and loyalty with customers

With an integrated cloud communications and contact center solution, you can build confidence with your customers and gain their loyalty. How? It's simple: An integrated solution will increase employee engagement and productivity and, in turn, result in a better customer experience.

Streamline business and operations

One key advantage of an integrated cloud communications and cloud center solution is that it bridges the connection between customer service and your business. By strengthening this connection, employees will be able to easily share knowledge and become a more customercentric organization.

Deliver more value and stronger ROI

With a single vendor that can provide all your business and customer communications needs, you can say hello to cost reduction, risk mitigation, and improved return on investment (ROI).

Provide a true omnichannel experience

There has been an acceleration in the adoption of digital channels, and you need to provide a great customer service experience for customers in order to stay ahead of the curve. With more digital channels coming into the picture, communicating with customers in the right place at the right time is crucial. An integrated cloud communications and contact center solution makes it simpler to meet customers in their channel of choice.



NEXT STEPS

Now that you're aware of all the benefits that come with deploying an integrated cloud communications and contact center solution from a single vendor, what's next? The first thing you want to do is research and identify which vendor you want to move forward with.

**Unsure which vendor to go with?
Pick Northland Communications and you won't regret it.**

Northland Communications is your best choice if you're looking for an integrated cloud communications and contact center solution. Whatever your business and customer communications are, Northland has you covered.

Our Business Unlimited solution plus XIMA CCaaS gives you all the benefits of our award-winning cloud communications platform with additional contact center features (like call recording, supervisor modes, and integrations with key business apps).

You can count on Northland Communications to deliver a solution that's secure and reliable. With multiple layers of security, you can rest assured that your business is always protected. Also, Northland offers 99.999% uptime, which means your business stays connected during outages and disasters. Get on board with thousands of Central New York businesses that already use Northland Communications to build a truly connected experience.

