



PureCloud Contact Center Review: Is PureCloud Contact Center a Disruptive Innovation?

By Chris Recio

Overview

Some time ago, Travis Dillard - President of Inflow - and I were brainstorming about a client scenario. As we looked further into this client's contact center needs, an important question came to mind:

What are the features and applications that contact center vendor's are missing in today's market?

New contact center technologies are emerging all the time. Customers' demands are increasing. With the increase of SMS messaging, video, and other technologies, Inflow is always look to meet our customer needs as technology continues to evolve. However, every contact center product we know of is missing at least one critical feature or another for our clients.

Why in the 21st Century, is it so difficult to find the Contact Center that can support every contact option our clients are looking for?

This question led us to analyze the contact center solutions that are currently in the available.

Recently that I came across a PureCloud publication entitled "the Competitive Advantages of PureCloud". After reading through the details, I've decided to review and compare each of the main claims in their publication. What I will share with you is my opinion combined with our client's first-hand use of PureCloud, along with my 20 years in this industry.

PureCloud Contact Center is developed on a self-perpetuating platform infrastructure. This architecture is a complete departure from what other companies are doing in the industry. It's an application that is resilient, self-sustaining, and provides an unparalleled foundation for any business. In this whitepaper, I will expand on some of the key aspects of PureCloud.

Easy-Downloadable Applications is One of the Most Exciting Features

We are in the “data age”. Big Data isn’t new anymore. Most contact center customers today still fear hearing two things: custom development and professional services.

With today’s technology, why can’t clients put together their own applications and functionality without having to invest in custom development and/or professional services? A key aspect of PureCloud is plug-and-play ability to add integrations. When we show this to our clients, we can see the excitement in their eyes. PureCloud has created an approach that is not too dissimilar from adding an app to an iPhone or Android device. This is a big win.

Consider a smart phone. On any iPhone or Android, the user has the ability to download an application. Whatever you want, you can download and put it to work in a matter of minutes. No difficulties. No need for developers.

Smart Architecture

The PureCloud platform is built on microservices, which means it can take care of itself. This architecture is like a watch dog service, it can monitor and replace any failing part without failing the whole system or other applications. This self-reliance means the application runs all the time without the client ever noticing a glitch.

Not only is this architecture smart for our users, but it’s a step ahead of the competition in terms of adaptability and reliability.



Survivability and True Hybrid

When we talk with our clients about cloud services and applications, not all clients have an appreciation for “the cloud”. In fact, some people are terrified of the cloud for one reason: the sense of loss of control.

They don’t want to give up their infrastructure and data to somebody else. The reasons for this can be job security and/or most likely: compliance.

Having control for survivability and security is often critical - if the cloud goes down, our clients systems go down.

PureCloud offers clients options: Edge Server and/or Bridge Server.

A huge misconception with the cloud is that you relinquish all control. With PureCloud, the true hybrid environment lets our clients pick and choose what suits their specific needs. It’s the best of both worlds. Our clients get to maintain control over the features they choose, while utilizing the convenience of cloud technology where they see best fits their needs.

Secure and Easy Integration – 3rd Party Platforms

With PureCloud the bridge server is a pass-through proxy of sorts, allowing the client to control access to their data contained within their environment. It’s a layer of security that is built into the architecture satisfying those clients that have a need to integrate data and applications.

This is where the forward thinking of PureCloud comes into play. Once I have my server in place, I can go into the PureCloud portal, search for Salesforce, Zendesk - or whatever is the application I want to integrate - and simply download, configure and install. I can start using the downloaded application in a matter of minutes. There may be a couple of configurable options, but our clients no longer need to pay someone thousands of dollars in custom integration.

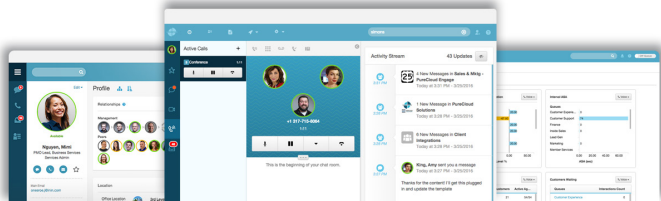
Additionally, the platform is API aware allowing a community

of developers to write applications and integrations into PureCloud – think: “open source” model. Users can benefit from this network and utilize applications easing the burden of integration and customization.

Sure, there’s still some work to be done. PureCloud is still considered to be fairly new in the market place. But, I can define the approach as “forward thinking” in describing its approach and its contact center offering.

Rapid Deployment with User Experience in Mind

The platform is easy to manage and user friendly. What we have seen among our clients is that it doesn’t take months to learn the application. Guaranteed, if our client is already used to managing social platforms like Facebook, Instagram, Twitter, and/or LinkedIn, the PureCloud dashboard and interface will be a breeze.



Month-to-Month Contracts Hold PureCloud Accountable with their Customers

Businesses are way past the point where they want to be bound by contracts. PureCloud’s model is easy for clients because it offers month-to-month contracts. Its contractual agreements are very straightforward. Our clients like it because it’s the luxury of convenience, while at the same time holding PureCloud to a level of honesty and accountability. It’s a really easy buy-in too. There’s no investment other than some time, and you always have the freedom to cancel your plan.



Built on Amazon Web Services - A Truly Global Footprint

AWS is the industry leader in cloud services. They have set the standard for cloud computing technology.

PureCloud is different because their platform is developed on AWS, rather than being hosted on AWS, which is the model most other “telephony cloud providers” have adopted. With AWS as the foundation, PureCloud is self-reliant, self-sustaining, and has a true global footprint.

Conclusion

Interactive Intelligence has been around for over 20 years, but PureCloud Contact Center is a fairly new solution. PureCloud is continuing to develop at a break-neck pace. Despite that, they are still ahead of market and its competitors and have been really listening to users’ needs.

“The contact center user is at the center of it all. Almost every other contact center on the market seems to be missing at least one key element. PureCloud’s platform is the closest platform to addressing every feature need of our customers.”

Contact center decision makers are increasingly looking for an all-in-one comprehensive solution for their contact center. PureCloud’s platform has all the capabilities for routing telephone calls, social media, chat rooms, co-browsing, IVR, QA, etc. You name it. PureCloud has it. And the best part: a single-use interface regardless of the user role. The platform is fully browser-based, which enables the user and/or agent to log in from anywhere with an internet connection, using any device: a landline phone, a cell phone – truly allowing user freedom.

The PureCloud platform addresses just about 100% of our concerns with contact center solutions. While PureCloud is still growing and developing, after evaluating many contact

center solutions currently in the market place and even some in the making, I can say that PureCloud's Engage contact center solution by Interactive Intelligence is at least two to five years ahead of the competition when it comes to capabilities and user experience. And because of the independent microservices feature, the development cycle is almost instant, enabling businesses to add and update individual features whenever they want.

After seeing for myself all the benefits of their easy-to-use, self-managed, resilient and flexible platform with a global footprint, I recommend PureCloud as a leading 21st Century contact center solution.

About the Author



Chris Recio, is a 20-year veteran of technology focused on Contact Center. He recently spent three years at ShoreTel as a Contact Center Specialist where he was quickly awarded Top Presenter, Solution Architect of the Quarter, attained President's Club status and Solution Architect of the Year internationally among his peers. As Inflow's Director of Contact Center & Advanced Applications, Recio assists in evaluating Contact Center product solutions to enhance inflow's Contact Center expertise and continuing education with staff.



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About Inflow

Inflow is a national leader in unified communications and contact centers. With over 100,000 endpoints under Inflow's innovative support plans around the world, Inflow's dedication to knowledge and innovation, and unrivaled customer support, has landed them in ShoreTel's top 2% in global customer satisfaction and as a winner of ShoreTel's coveted Circle of Excellence Partners award. Inflow was also recently named a ShoreTel Platinum Partner and is their fastest growing partner globally. In addition, Inflow is the only cloud contact center provider that provides implementation, ongoing support and compressive consulting and training programs. Founded in 1997, Inflow has offices in Portland, Seattle, Dallas, Houston, Tampa, L.A. and the Bay Area.