



EVOLVE IP

CUSTOMER EXPERIENCE MARKET HIGHLIGHTS

Setting you up for success in **CCaaS**



Using industry analytics and reporting from

cavell[▼]

CLOUD MIGRATION IS ACCELERATING



THE OPPORTUNITY:

Help clients transition from legacy systems by promoting cloud-based CX solutions, and leaning a service provider like Evolve IP to help you win those deals. Offer scalable, flexible options that cater to both small businesses and large enterprises.

MARKET INSIGHTS:

- ✓ 60% of businesses plan to move their contact centre operations to the cloud within the next 1–2 years.
- ✓ Growth is evident across both small and large contact centres.



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MARKET HIGHLIGHTS FROM THE EXPERTS

AI IS RESHAPING CX STRATEGY

MARKET INSIGHTS:

- ✓ Small contact centres (1–5 agents) grew by 4%, driven by demand for "contact centre lite" solutions.
- ✓ Larger centres (251–1,000 agents) experienced a 3% increase, while mid-sized centres are seeing a decline.



THE OPPORTUNITY

Provide AI-driven solutions that enhance efficiency and scalability, catering to businesses of all sizes. Allowing you to increase ARPU. Evolve IP provides a wide range of rigorously tested Value Add technologies; Call Recording, Webex, Reporting and more.



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MARKET HIGHLIGHTS FROM THE EXPERTS

SECURITY & COMPLIANCE ARE TOP PRIORITIES

MARKET INSIGHTS:



28% of businesses cite customer data security as their biggest concern.



34% of U.S. companies list security & compliance as their top strategic goal for the next three years.



THE OPPORTUNITY

Stand out by offering secure, compliant cloud solutions. Working with a service provider and vendors that have compliant solutions give you the edge. Evolve IP provide effective technology that support PCI 4.0.



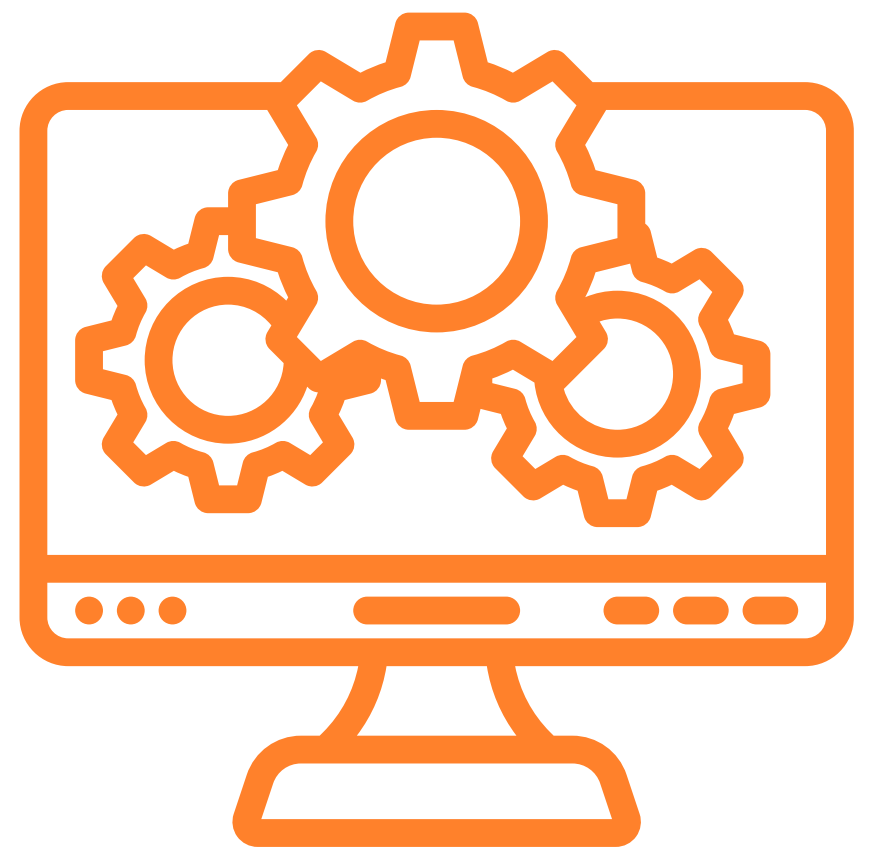
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MARKET HIGHLIGHTS FROM THE EXPERTS

ADD ON ADOPTION IS INCREASING

MARKET INSIGHTS:

- ✓ 39% of businesses now use consumption-based pricing for CX solutions.
- ✓ AI assistants and analytics add-ons have surpassed 30% market penetration.



THE OPPORTUNITY

Drive revenue by upselling AI-powered and analytics-driven add-ons that enhance customer experience and business performance. Evolve IP's Anywhere Product Suite offers you and your customers a complete view of what a business can add to its UC system.



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MARKET HIGHLIGHTS FROM THE EXPERTS



Discover how we can help you stay ahead in the evolving **CCaaS** landscape.

**CONTACT US TO
FIND OUT MORE...**

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cavell▼

