Why Move to the Cloud with a UC + CC Vendor in 2025

Companies with unified communications (UC) and contact center (CC) platforms are benefiting from improved processes and showing measured success, according to Metrigy's customer experience research. **Missing out could lead to loss of competitive stature.**
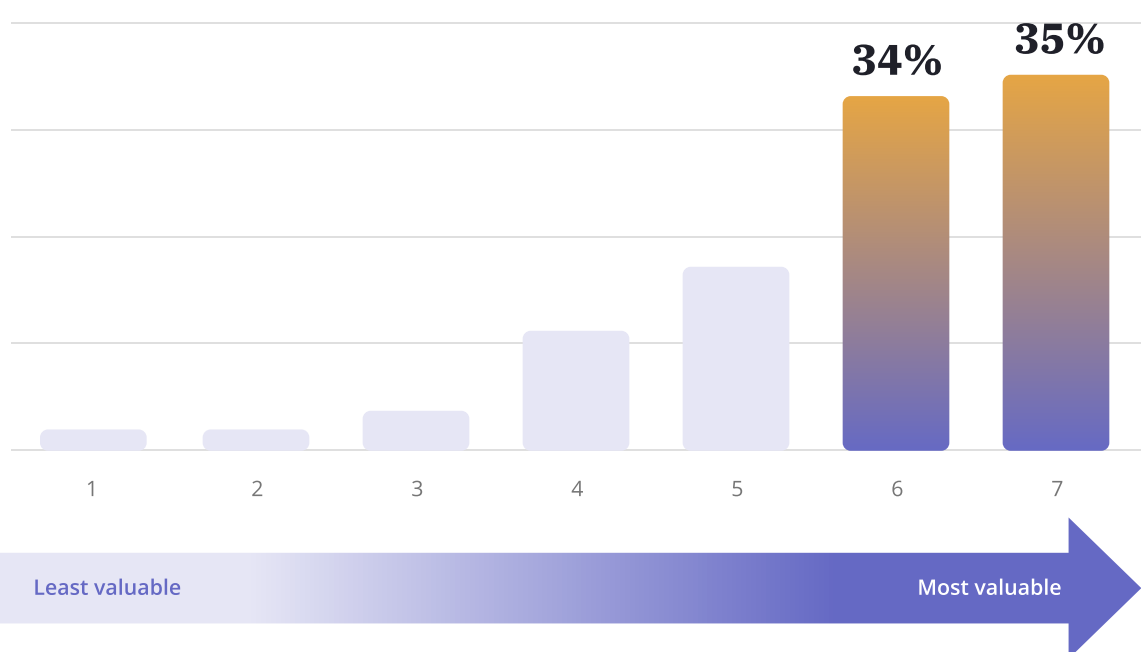
By the end of 2024:

72%

of companies will have implemented an integrated, cloud-based UC + CC platform from the same provider

Growth expected to continue in 2025:

18%

of companies planning for or evaluating whether to support an integrated UC + CC implementation

69% find platform integration, including UC + CC, highly valuable

34% 35%

1   2   3   4   5   6   7

Least valuable ⟶ Most valuable

🔍 **Metrigy Research Success Group**

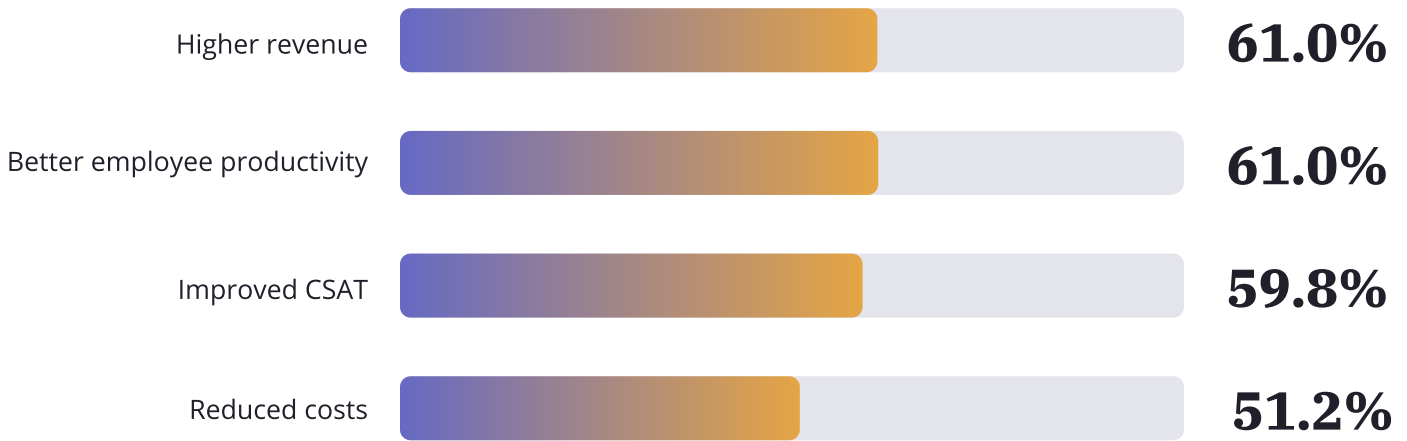Successful companies are twice as likely to select "most valuable" vs. unsuccessful companies

! Metrigy's Research Success Group has higher-than-average business metric improvements resulting from the use of selected technologies and operational practices.

The 8 Top Ways Companies Find Value with Integrated UC + CC

57% Enable agents and supervisors to provide customer feedback for sales and marketing programs

48% Pull experts into customer interactions

52% Allow conversations between frontline and back-office personnel over the same app

46% Bring collaboration tools to the contact center

50% Reduce costs with bundled pricing

42% Consolidate analytics with common interfaces and cross-platform metrics

50% Facilitate the ability of agents and supervisors to share product development feedback

39% Support the use of video or screen-sharing during customer calls

Benefits of UC+CC Integration

More than half of companies with integrated UC + CC platforms report:

Higher revenue — **61.0%**

Better employee productivity — **61.0%**

Improved CSAT — **59.8%**

Reduced costs — **51.2%**

Set your contact center up for success

Uncover more insights and tips. Watch the conversation with Robin Gareiss, CEO and Principal Analyst at Metrigy, and Amy Roberge, Head of Global Contact Center Engineering at Zoom.

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