

## Best Practices

# Contact Center as a Service — Simply Subscribe?

The value proposition of contact center as a service (CCaaS), integrated cloud-based suites with a low IT impact and pay-as-you-go model, became even more attractive to customer care organizations when the pandemic caused a tight labor market.

As a result, the CCaaS market looks like it will double in size in 5 years and grow at 17% through 2030, according to a recent survey.

So what lessons have we learned from the many migrations to the cloud over the past few years?

What are your top recommendations for anyone thinking of moving to the cloud? Join our contributors in this month's Best Practices installment

*Live Roundtable Webcast: May 10, 2023*

Published in **March CRM** magazine | Content Due: **February 25, 2023** |  
Marketed in **March 2023**

Also Marketed in March: ■ **The Digital Transformation of Customer Experience**

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