

Desktop as a Service (DaaS)

Use Cases in the Financial Services Industry

Use Case: Build truly scalable contact centers



The Business Need

While customers may be transitioning away from traditional touchpoints such as retail branches and ATMs and shifting to born-digital channels, the contact center is still a critical component of the customer experience. By handling calls related to customer service, collections, payments, and inquiries, the contact center is not only an important concierge for service redressal, but also a great avenue for new business generation.

Traditional contact centers have had trouble responding to seasonal peaks, as well as disasters. This has been evident during the COVID-19 pandemic, with longer lead times for service delivery and decreasing customer satisfaction scores. Scaling operations to meet sudden volume spikes in service requests is a tedious task, as firms need to onboard new employees, enable federated access, and provision physical workspaces and hardware. The lack of flexibility and resilience of insourced contact center operations is a major cause of concern during such black swan events.



DesktopReady Advantage

Our effective virtual desktop implementation can help banks maintain and scale contact center capacity based on seasonal demands as well as mid- to long-term business priorities. Banks have the option to use contracted staff, expand, and/or outsource operations to service providers. Inbuilt security guardrails can further ensure secure device and location-agnostic access to data and customer service platforms.



Benefits

- Globalized customer experience assurance
- Improved agility and resilience of contact center operations
- Cost-benefit realization through right-shoring of contact center operations

About DesktopReady

DesktopReady is a modern fully managed Desktop as a Service (DaaS) with built-in automation and monitoring that simplifies the delivery and management of cloud desktops for the unique needs of companies that want to spend less time on IT. Developed using Windows Virtual Desktop (WVD) infrastructure within the Microsoft Azure cloud, DesktopReady provides fully functional Windows 10 desktops that are easy to install, configure and ready within minutes. The highly secure cloud desktops are built on platforms that are PCI, HIPAA and SOC2 compliant and supported by 24/7 service desk and infrastructure monitoring. For more information about DesktopReady, visit www.desktopready.com

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