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# **C-Level Executives' View Of The Single-Vendor UCaaS And CCaaS Advantage**

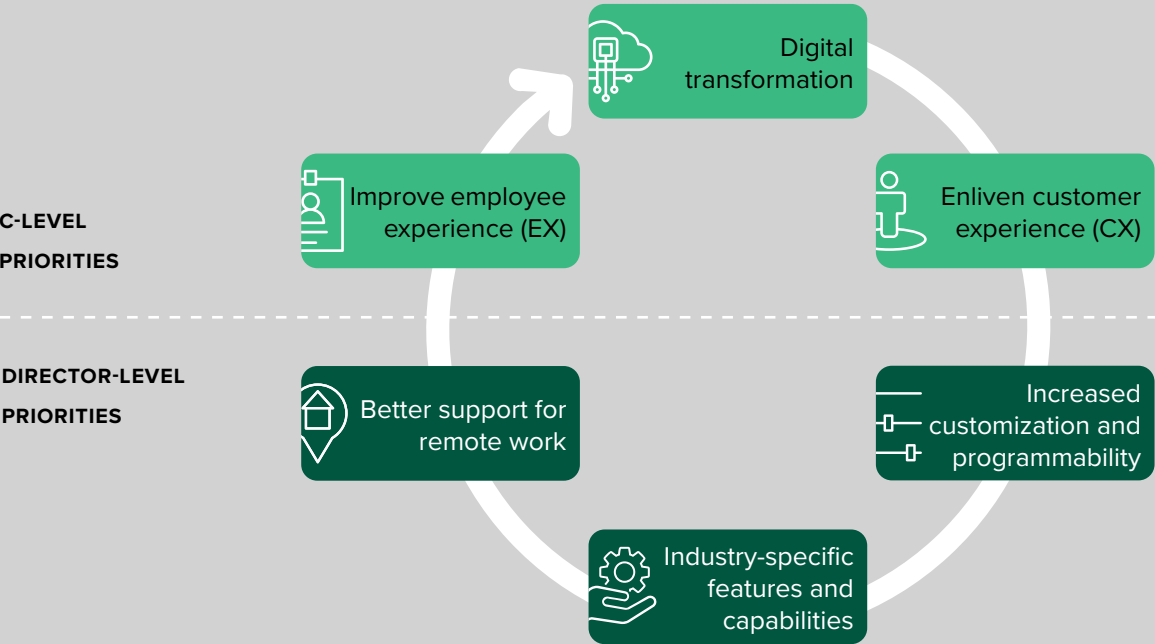
A Focus On C-Suite Respondent Results From The May 2023 Thought Leadership Paper, “Unlock Business Value With A Single-Vendor UCaaS And CCaaS Solution”

# Executive Summary

Customer-obsessed B2B organizations outperform their less mature counterparts in nearly every business metric that matters.<sup>1</sup> Customer obsession starts at the top, and C-level executives are more deeply involved in the buying process than ever before.<sup>2</sup> To drive digital transformation, C-level executives are focused on improving their overall employee experience (EX), improving customer experience (CX), reducing costs, and improving security — all simultaneously. C-levels are increasingly involved in selecting technology vendors and are seeking a partner in innovation.

Most executives are seeking a single-vendor offering for both unified communications-as-a-service (UCaaS) and contact center-as-a-service (CCaaS) platforms, and they are focused on the outcome of improving their overall digital transformation (see Figure 1).<sup>3</sup>

**Figure 1**  
**Evaluating A Single-Vendor UCaaS/CCaaS Offering**



Base: 336 global C-level and director-level IT decision-makers and influencers whose organizations have adopted unified communication, UCaaS, or CCaaS solutions  
 Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2023

In January 2023, Cisco commissioned Forrester Consulting to survey enterprise-level technology decision-makers about their interest in single-vendor UCaaS and CCaaS solutions. Forrester conducted a cross-industry online survey of 91 C-level executives. We found that C-level executives are becoming more actively involved in selecting UCaaS and CCaaS vendors, and they are focused on the outcomes of improving EX/CX strategy execution, security improvements, and operational cost savings.



## Key Findings



**C-level executives are evaluating single-vendor UCaaS/CCaaS offerings.** The survey revealed that two-thirds of C-level executives are seriously considering unified solutions for communications and customer support. They seek the benefits of innovation, efficiency, and efficacy, and they believe a single vendor can meet these needs.



**Security, strategy, and cost drive UCaaS/CCaaS selection.** Throughout the buying journey, C-level executives want technology partners that offer secure solutions that enhance EX and customer engagement and align with digital transformation goals. At the same time, they expect a single-vendor contract to save them on direct and operational costs. These three determinants drive solution evaluation, selection, and assessment.



**C-levels are focused on digital transformation.** C-levels are increasingly involved in EX/CX purchasing decisions, and they seek technology providers willing to be a partner in innovation, roadmap planning, and integration with existing systems. For example, C-levels are actively seeking advanced AI features across UCaaS and CCaaS. C-level executives are seeking a stronger relationship with their technology partners, knowing the vendor choices they make today will directly impact future technology adoptions and enhancements.

## C-Level Executives Are Focused On Digital Transformation As Key Criteria For UCaaS/CCaaS

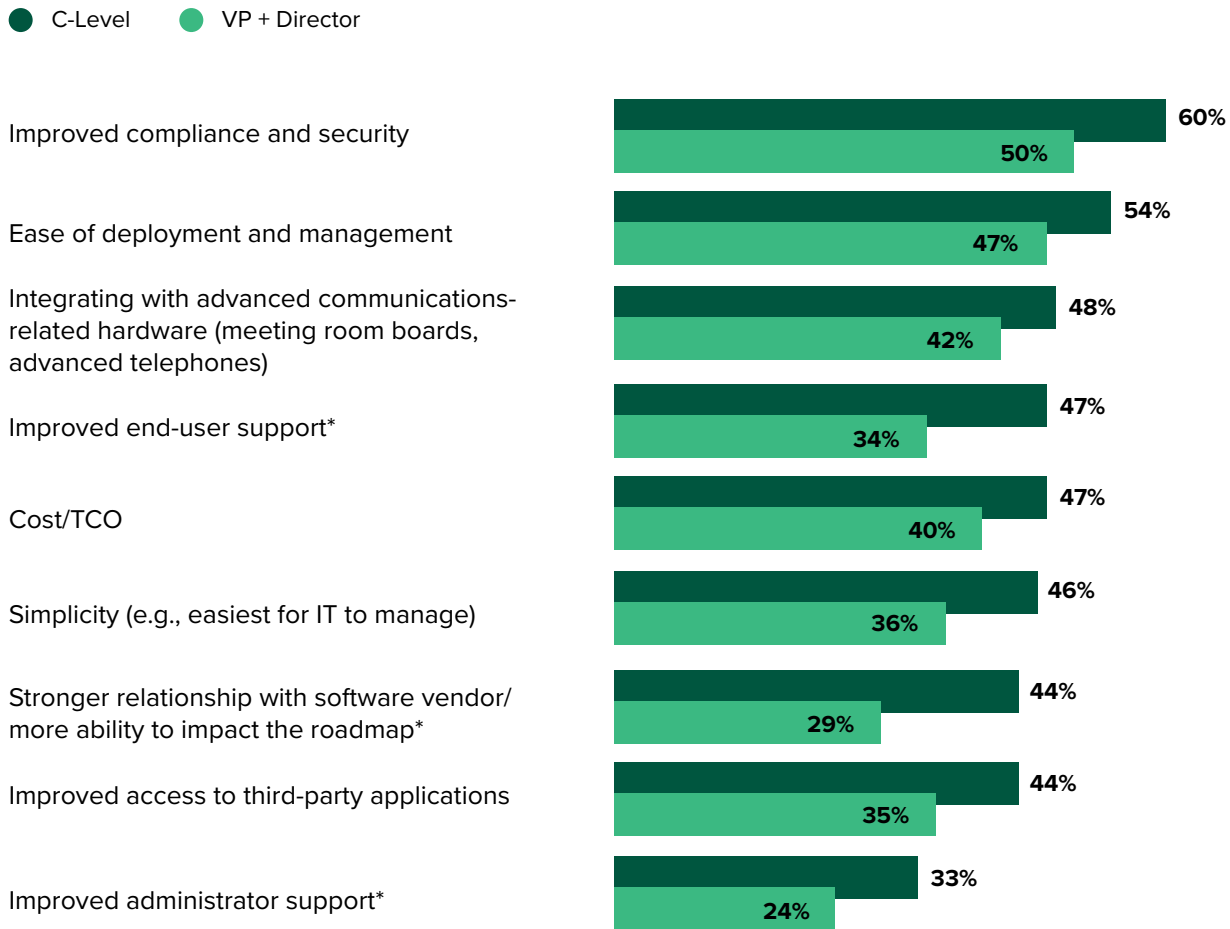
C-levels are increasingly involved in UCaaS and CCaaS technology decisions, offering pragmatic and strategic perspectives. For example, compared to the overall survey respondents, which included directors and vice presidents, C-levels are focused on resolving current UCaaS challenges around integrating with existing hardware and managing costs (see Figure 2). C-levels evaluate vendors on their ability to make administration easier for IT, reduce costs, and simplify deployment. From an outcome perspective, they seek to improve compliance and security, access to third-party applications, and integration with advanced communications-related hardware. C-levels also seek additional benefits from a single-vendor solution including the ability to influence the vendor roadmap, improved end-user support, and improved administrator support.

**C-levels look for improvements in their communications systems.** When evaluating a single-vendor UCaaS/CCaaS offering, C-levels are reducing hurdles to adoption and acceleration of digital transformation. When evaluating their current UCaaS systems, for example, they are challenged with the lack of advanced security and compliance features (41%), which is increasingly important to support advanced CX capabilities. C-levels are also more interested in resolving challenges related to integrating with existing hardware systems (38% vs. 26% of other respondents). In addition, C-levels see existing systems as too expensive to maintain (25%) and believe that existing vendors do not offer enough support (24%).

- **When evaluating a single-vendor UCaaS/CCaaS solution, C-levels seek security, savings, and simplicity.** At a feature level, C-levels are seeking improvements in security (60%), TCO/cost savings (47%), and simplicity to make life easier for IT (46%). C-levels agree with the overall respondent base and see security as the most important feature mandate. They are more interested in simplicity than the overall survey respondents, suggesting a “set it and forget it” mandate. Simplicity also includes easier integration potential (e.g., reducing the number of vendors and consolidating services) (45% vs 38%).

Figure 2

### Desired Features, Outcomes, And Benefits Of Single-Vendor UCaaS/CCaaS Solutions By Job Level



Base: 515 global IT decision influencers and decision-makers whose organizations have adopted unified communication, UCaaS, and/or CCaaS solutions and indicated interest in a single contract solution.

\*Base: 567 global IT decision influencers and decision-makers whose organizations have adopted unified communication, UCaaS, and/or CCaaS solutions.

Source: A commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2023

- **C-levels seek outcomes of improved digital channels in CX, access to AI capabilities, and improved compliance/security.** From a C-level perspective, the key outcome is improving compliance and security (60% vs. 50%). This is likely because they are also focused on supporting digital channels in new CX initiatives (52%). C-levels also want access to AI capabilities (44%) and improved access to third-party applications (44% vs. 35%). They realize that digital and security go hand in hand.

- **C-levels seek stronger relationships with their technology vendors.**

When considering the benefits from a single-vendor offering, 44% of C-levels want a stronger relationship with their vendor and the ability to impact their roadmap (44% vs. 29%). The +15-point difference suggests that C-levels realize the importance of vendor selection to their business continuity and digital transformation initiatives. They also want the benefits of improving security and privacy (57%), aligning with CX initiatives (55%), reducing costs (49%), and improving end-user support (47%).

In summary, C-levels are balancing pragmatism with possibilities when evaluating single-vendor UCaaS/CCaaS offerings. Their journey starts with solving for immediate issues with their existing communications systems, like simply connecting to communications hardware or reducing TCO. They seek to accelerate their digital transformation with security, savings, and simplicity and are driving innovation with a focus on digital channels in CX, advanced AI, and improved compliance/security. Overall, C-levels see their technology vendor selection as a strategic initiative and want a direct relationship and the ability to impact future roadmaps. As C-levels continue to exert more visibility in these decisions, a UCaaS/CCaaS vendor must deliver innovation and trust.

## C-Levels Evaluate UCaaS/CCaaS On Digital Transformation Value

The survey revealed how C-level executives are prioritizing their evaluation and adoption of single-vendor UCaaS/CCaaS solution vs. the larger set of director-level and vice president-level decision makers. They are seeking a single vendor that:

- **Integrates with existing systems and offers innovation.** C-levels are pragmatic, seeking to improve their existing hardware systems, reduce costs, and improve support.
- **Offers digital channels and AI capabilities.** Compared to the overall respondent base, C-levels also seek advanced capabilities including digital channels, as well as security/compliance features.
- **Delivers a robust open platform.** Compared to the base respondents, C-levels are more interested in integration potential and improved access to third-party applications.
- **Serves as a partner in innovation.** And most importantly, C-levels are +12 points more interested in a stronger relationship with their vendor and ability to impact their roadmap.

Overall, the survey reveals that C-levels see the potential benefits from a single-vendor UCaaS/CCaaS solution and seek a partner in their overall digital transformation initiatives.



## Appendix A: Methodology

In this study, Forrester conducted a cross-industry online survey of 91 global C-level executives to evaluate the current state of UCaaS and CCaaS and interest in a single-vendor, single-contract solution at respondents' enterprises. Questions provided to the participants uncovered information about their firms' UCaaS, CCaaS, and single-vendor purchasing criteria and subsequent measures of successful implementations. Respondents were offered a small incentive as a thank-you for time spent on the survey. The study began in January 2023 and was completed in May 2023.

To read the full results of this study, please refer to the Thought Leadership Paper commissioned by Cisco titled "[Unlock Business Value With A Single-Vendor UCaaS And CCaaS Solution.](#)"

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## Appendix B: Demographics

GEOGRAPHY	
France	33%
United States	24%
Germany	22%
United Kingdom	21%

LEVEL OF RESPONSIBILITY	
C-level	100%

SIZE	
500 to 999 employees	53%
1,000 to 4,999 employees	45%
5,000 to 19,999 employees	2%

INDUSTRY (SHOWING TOP FIVE)	
Chemicals and/or metals	12%
Healthcare	11%
Advertising and/or marketing	9%
Retail	8%
Transportation and logistics	8%

Note: Percentages may not total 100 due to rounding.

## Appendix C: Supplemental Material

[“Connected: A Foundational Principle Of Customer Obsession,”](#) Forrester Research, Inc., April 19, 2023

[“The Future Of UCaaS,”](#) Forrester Research, Inc., January 20, 2023

## Appendix D: Endnotes

<sup>1</sup> Source: [“The State Of Customer Obsession In B2B Organizations, 2022,”](#) Forrester Research, Inc., October 5, 2022.

<sup>2</sup> Source: [“2022 Buyer Insights: C-Suite,”](#) Forrester Research, Inc., November 14, 2022.

<sup>3</sup> Source: [“Unlock Business Value with Unified UCaaS and CCaaS,”](#) Forrester Research, Inc.

### ABOUT FORRESTER CONSULTING

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