

MetriNote: Metrics-Based Strategic Advice

Bandwidth Unveils BYOC Offering for Genesys Contact Center

What’s the news?

January 26, 2022 – Bandwidth [has announced](#) it is extending its Duet Bring Your Own Carrier (BYOC) solutions into the contact center space, specifically to those using or moving to the Genesys Cloud CX platform. With Duet, enterprises can unbundle their telephony from a Unified Communications or contact center solution, allowing them to replace existing telecom carriers with the Bandwidth global IP network. Bandwidth already offers Duet for Microsoft (specifically, Teams) and RingCentral.

What do our metrics say?

Demand is high for BYOC to the contact center. Already, 42.2% of companies that have contact centers are using some BYOC, and another 33% are planning to do so this year. And those using BYOC are seeing better CCaaS success metrics than those that are not, according to Metrigy’s *Customer Experience MetriCast: 2022* research study of 1,846 IT and CX leaders globally.

As the chart below illustrates, revenue, customer ratings, and agent productivity improved more for those using BYOC than for those not using it. Meanwhile, costs decreased more with BYOC. The business metrics improved with BYOC for a variety of reasons: In some cases, companies simply were able to reduce the amount of time needed to get their employees up and running on the new CCaaS platform, so they were able to generate revenue and improve agent productivity more quickly. In other cases, using BYOC enabled cost savings by allowing companies to leave more expensive providers for more affordable ones. As companies tried to time contact center migration with the end of carrier contracts, they found issues: By staying on-premises either partially or fully, they were lagging on innovations and/or providing inconsistent service based on which platform the agents worked.

Business Metric Improvements After Implementing CCaaS		
Business Metric	Using BYOC	Not Using BYOC
Revenue	20.7%	16.4%
Customer Ratings	19.3%	15.2%
Agent Productivity	20.3%	15.8%
Operational Costs	-13.9%	-8.5%

What’s Metrigy’s take?

As companies expand globally, a BYOC solution is more flexible for expansion into new countries, potentially with a consolidated carrier footprint. Many large, complex contact centers have

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contracts with multiple global carriers, all on different terms. This creates an obstacle to moving to the cloud because it's nearly impossible to get all carrier contracts to end on the same date. By using Duet (for UC or contact center), companies can decouple the application platform from the transport, gaining flexibility as they migrate to the cloud and potentially saving significantly on transport costs by consolidating SIP trunking services from multiple global carriers.

The migration path for Duet for Genesys is straightforward. Companies can connect parallel SIP trunks to their existing contact center platform. Then, they can port their numbers without changing the platform. From there, they migrate to Genesys Cloud CX at their own pace.

Moving forward, we expect Bandwidth and its partners to provide even more services through Bandwidth's Communications Platform as a Service (CPaaS) capabilities. One example is media forking for third-party authentication, which Bandwidth already supports. Organizations are increasingly looking for integrated UC, contact center, and CPaaS solutions. In fact, 73.6% of those using BYOC now already have integrated UC and contact center. Couple that with the transport layer and associated innovations, and organizations will see value in customer experience and employee experience—along with less complexity and lower technology costs.

What does Metrigy recommend?

This solution is ideal for migrating from on-premises to cloud platforms—particularly for large companies with multiple global carrier relationships. Those using Genesys and Microsoft or Genesys and RingCentral will find value as well. We recommend not only evaluating what you can do immediately with Duet, but also explore future applications and possibilities to make life in the cloud easier and more innovative.

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