8 BEST CLOUD CONTACT CENTER TOOLS
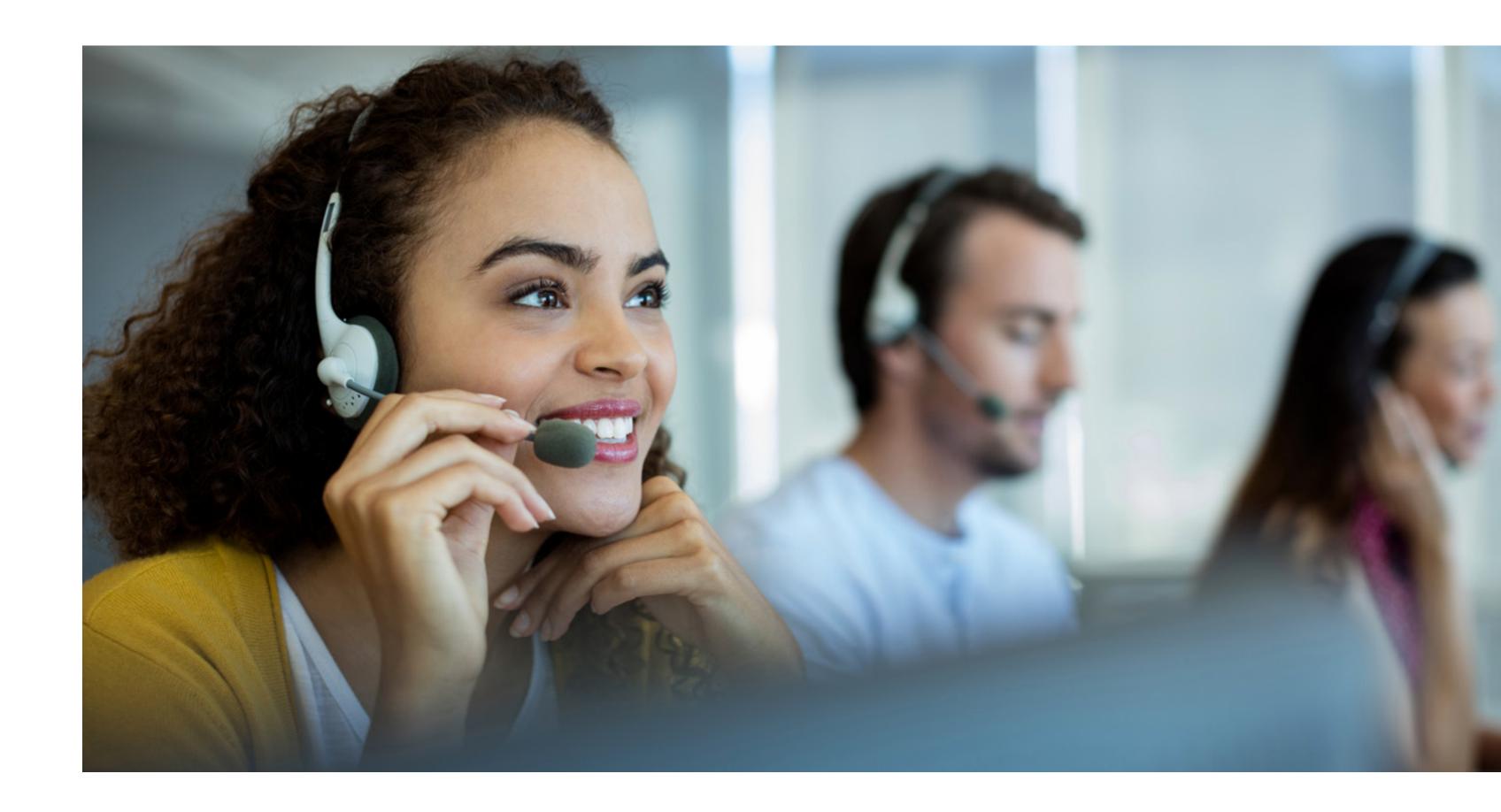
for 2021

cloudtalk

Are you looking for a new cloud contact center system for your company but are confused by the many available options? Have a look at our comparison of the eight most popular tools, including pros and cons of each system.

Traditional call centers are slowly becoming a thing of the past. One reason for this is that **support agents now have to handle a far higher amount of calls** every day, while customers have also become far more demanding. What was acceptable just a few years ago - like waiting several minutes to connect to an agent, or talking with multiple people just to get one problem solved - is no longer an option, since no one has time for this. 1/3 of consumers would consider switching companies after a single instance of bad customer service, which leads companies to lose approximately $75 billion per year globally. Nowadays, companies will either keep improving the customer support experience they provide or risk losing many customers to their rivals.

But improving customer support with existing call center software and equipment might be a tough thing to do. Those systems are expensive, difficult to scale, and they lack features as well. That's why **many companies have already moved, or plan to move in 2021, to cloud contact center solutions.** Cloud contact center systems are not only much more flexible than traditional on-premise systems - as they can be used on any device with internet access - but they can also offer many more features, while being [27% cheaper than typical systems](#).

However, picking the single best cloud contact center system for your needs out of several available in the market might be challenging, as you can quickly get confused by all the different vendors and features. To help you make the best decision and get a head start in 2021, **we have compared the eight most popular cloud center systems** out of the vast list that are available and noted their strengths and weaknesses, based on G2 and Capterra user reviews for each tool.

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CLOUDTALK

CloudTalk

CloudTalk is a virtual cloud call center system suitable for sales and customer support teams of all sizes and industries offering international phone numbers from 140+ countries. CloudTalk also offers **70+ features including Call Recording, Call Monitoring, Call Transfer, Power Dialler, Intelligent Call Routing, Workflow Automation** and many more. CloudTalk can be connected with the 30+ most popular helpdesk, CRM or eCommerce systems.

Capterra	4.6 / 5	★★★★⯪
G2	4.3 / 5	★★★★⯪

Pricing: From $20 for the starter plan to $40 a month for the Expert plan, paid annually. CloudTalk also offers custom made plans.

Features: Custom call flows, internal calls and extensions, toll-free and international numbers, and SMS text messages, just to name a few.

Notable Feature: Emotion Analytics allows your agents to rate a caller's mood during the conversation by selecting one of five emoticons. While the system can be a bit subjective, since it's based on the

agent's perspective, emotion analytics can help you learn more about communication styles.

Integrations: On their ever-growing list of integrations, Cloud-Talk has, among others, Zendesk, Pipedrive, Copper, Kustomer, and LiveAgent.

Mobile app: Available for both IOS and Android.

Pros: User-friendly installation and day-to-day use, very high call quality, and phone numbers from over 140 countries.

Cons: The salesforce integration is said to be difficult to use, and the campaign feature could be improved.

Free Trial: Yes, for 14 days.

CALLRAIL

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CallRail

CallRail is a cloud-based lead management and analytic solution that provides call tracking and analytical features to more than 90,000 companies and marketing agencies globally, with their main focus being lead management and call analytics. Here's what they have to offer:

Capterra	4.6 / 5	★★★★⯨
G2	4.6 / 5	★★★★⯨

Pricing: CallRail offers a main Call Tracking plan (from $45 to $255), to which you can additionally add a Lead Center plan (from 30 to $60), Conversation intelligence plan (50$), or form tracking plan (50$). They can also build a custom plan if requested.

Features: Custom call flows, call scheduling, recording, follow-ing-up, call analytics, local and toll-free numbers (for the US and Canada only).

Notable feature: With CallRail's Simulcall feature, you can make several phone numbers ring simultaneously when someone calls your company's number. The first agent to answer the call will be

connected to the caller, while the rest of the connection attempts will be automatically canceled.

Integrations: CallRail has a long list of integrations available. You can connect the system to Converge, Marketo, Hubspot, Kissmetrics, Optimizely, and Salesforce, to name just a few.

Mobile app: Available for both IOS and Android.

Pros: Fast and straightforward to install and use, the accuracy of call tracking.

Cons: A number of reviewers mentioned problems with the call whispering feature. Also, CallRail only supports four countries as of now: the US, Canada, the UK, and Australia.

Free Trial: Yes, for 14 days.

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AIRCALL

Aircall

Aircall is one of the most popular virtual cloud contact centers, with multiple features and seamless integrations to help companies move their call centers to the cloud with ease. Here's an overview of its features:

Capterra	4.2 / 5	★★★★⯨

G2	4.3 / 5	★★★★⯨

Pricing: From $30 a month for an essential plan to $50 for enterprise, billed annually. They also offer custom-made plans.

Features: Toll-free numbers, call extensions, blacklisting, IVR menu, queue callback, plus collaboration features such as assigning a call to another agent with an explanatory comment, among others.

Notable feature: Warm Transfer is one of its more interesting tools. This feature gives your agents the option to quickly talk to another agent before transferring a call to first ensure they will be able to help the caller.

Integrations: Over 50 integrations are mentioned on their web-

site, from Avoma, BigCopper, and Freshdesk, to Hubspot, Intercom, Re:amaze, Salesforce, and Shopify.

Mobile app: Available for both IOS and Android.

Pros: Phone numbers from over 100 countries available, excellent call quality.
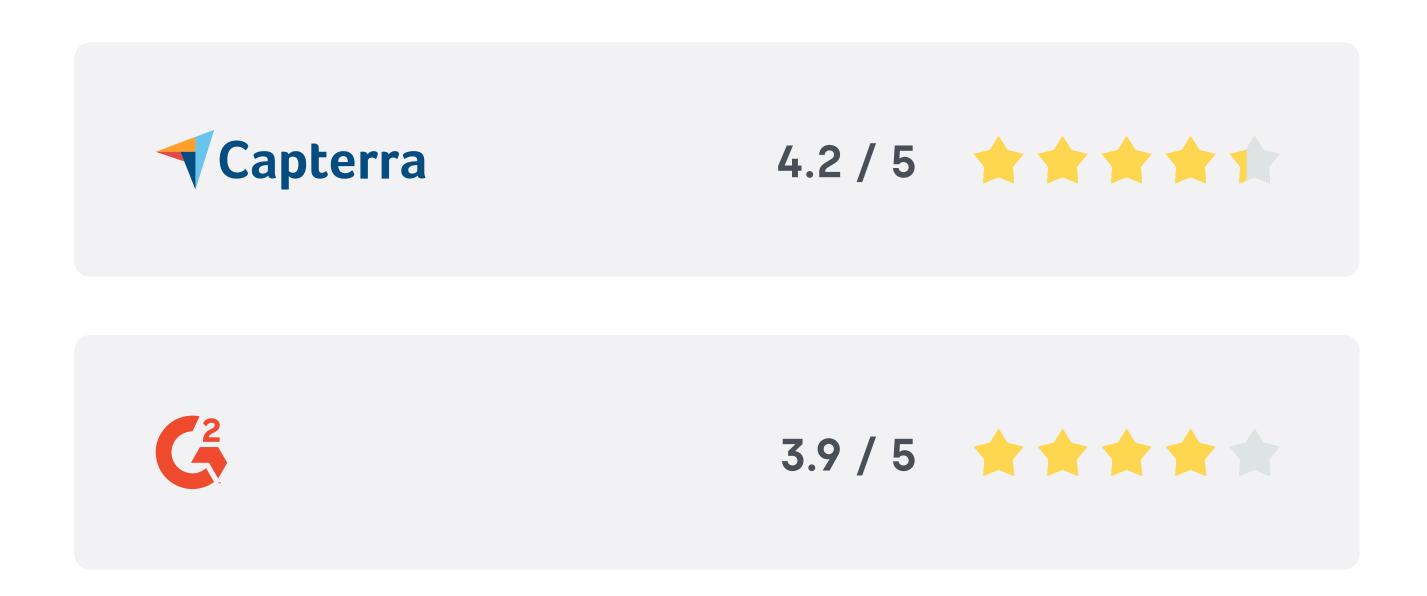
Cons: The system apparently suffers from some bugs, some of which require computer restart. No option to pay monthly, as there are only annual plans.

Free trial: Yes, for seven days.

RING CENTRAL

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Ring Central

RingCentral is a flexible, all-in-one cloud communication solution that combines voice, team messaging, collaboration, video conferencing, online meetings, and contact center capabilities. What else should you know about it?

Capterra	4.2 / 5	★★★★⯨

G2	3.9 / 5	★★★★☆

Pricing: From $19.99 for its Essential plan to $49.99 for Ultimate, paid annually.

Features: Local and toll-free numbers, call screening and blocking, personalized greetings. The pro plan gives an advanced IVR and ACD menu, plus an omnichannel feature, while the Ultimate plan adds multiple outbound dialing features.

Notable feature: Both the Pro and Ultimate plans have an Omnichannel analytics feature, which allows searching all call recordings and text messages for specific keywords. You can also use this option to analyze your customer's mood during the call.

Integrations: Over 200 integrations from various categories, including Salesforce, Slack, Zoho, Mailchimp, Skype, Microsoft 365, Zendesk, and Hubspot.

Mobile app: Available for both IOS and Android.

Pros: One of the highest number of integrations available out of all systems in the market, omnichannel capabilities.
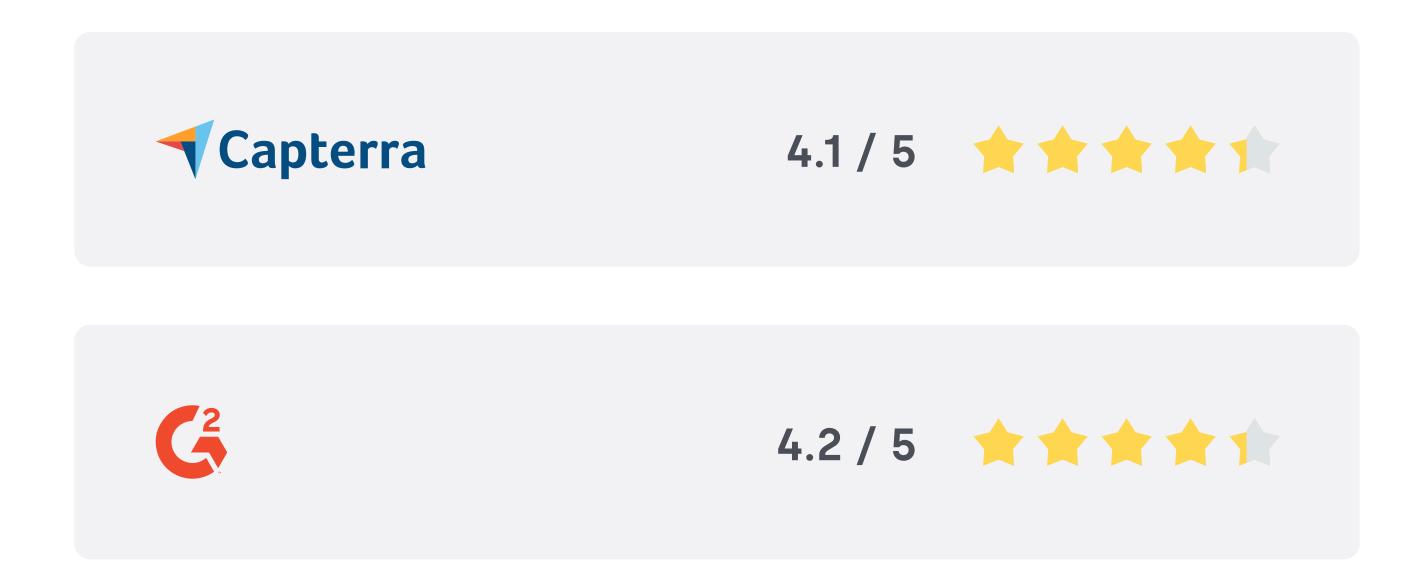
Cons: Their basic plan offers only inbound calls and some necessary analytic tools, with the majority of features only available on Pro and Ultimate plans.

Free Trial: Yes, for 14 days.

JUSTCALL

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JustCall

JustCall is a cloud phone system that allows you to quickly set up a contact center for your sales and support teams. Besides typical business phone system features, JustCall also has a video conferencing option and even a special feature for creating webinars. But that's not all, Justcall has yet more to offer:

Capterra   4.1 / 5   ★★★★⯪

G2   4.2 / 5   ★★★★⯪

Pricing: From $20 to $40 per user, paid annually. They also offer a custom plan for companies that need an account for at least 100 users.

Features: Call tracking, recording and analytics, custom workflows, post-call surveys, and bulk SMS campaigns with analytics, plus HD audio and video conferencing.

Notable feature: Post-call surveys allow your callers to rate the quality of conversation on a scale of 1-5 using their phone's keypad, which will help greatly with analyzing and improving your customer support quality.

Integrations: Over 40 native integrations, from Active Campaign, Salesforce, and Pipedrive, to Freshdesk, Slack, and Dropbox.

Mobile app: Available for both IOS and Android.

Pros: A very helpful and reliable support team that quickly responds to any questions or issues.

Cons: No free trial to test the app before purchasing. Some reviewers mention that navigating the menu gets cumbersome at times.

Free Trial: No.

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TALKDESK

Talkdesk

Talkdesk is one of the fastest growing cloud contact center solutions, with over 1,800 customers in over 75 countries. This is thanks to multiple features, an open API framework, and over 60 integrations with various business tools. What more should you know about this system?

Capterra   4.6 / 5   ★★★★⯪

G2   4.4 / 5   ★★★★⯪

Pricing: Their website states that plans start from $65 per seat per month, but you need to ask for a quote for more information.

Features: Talkdesk has a wide variety of features available, from an automatic call distributor, a progressive dialer, and a real-life dashboard to an AI-powered, self-service knowledge base.

Notable feature: Call Barging allows another agent or team manager to seamlessly join a call to speak with an agent or customer, if necessary.

Integrations: Over 60, among which the most popular are

Salesforce, Zendesk, Slack, and Microsoft teams.

Mobile app: Available for both IOS and Android.

Pros: User-friendly interface, multiple widgets that can be added to the live dashboard to monitor team performance.
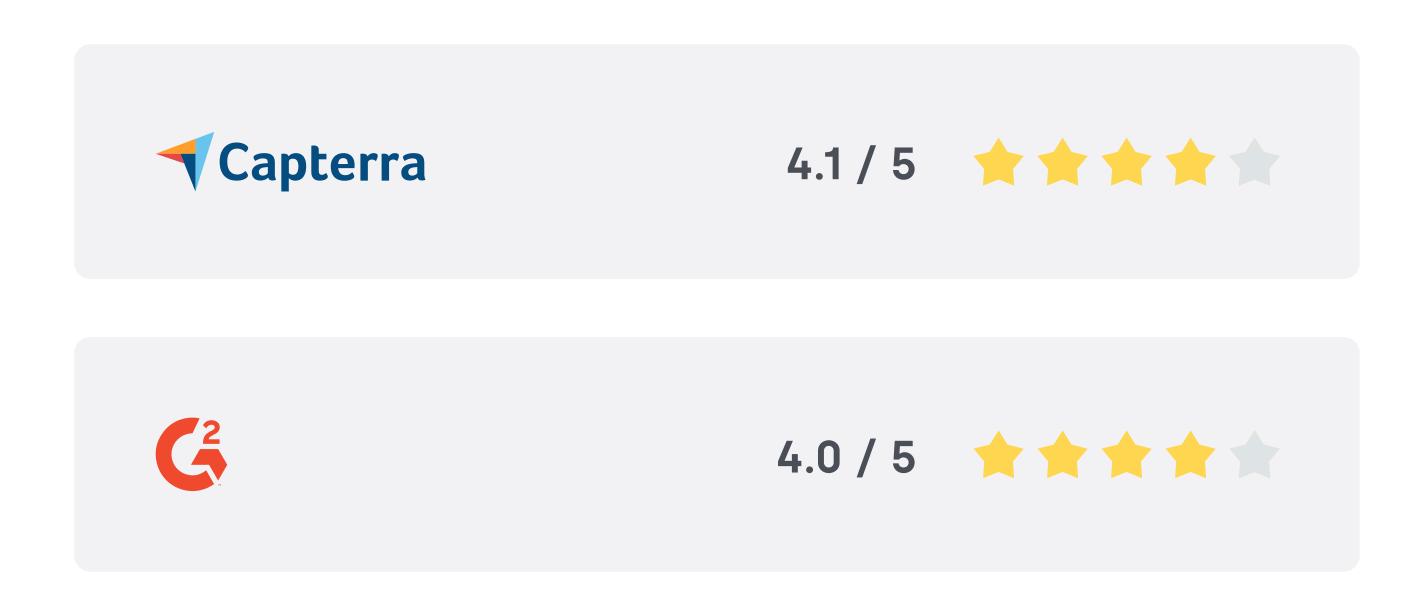
Cons: Their reporting tools are said to be very slow and complicated to use. There are also comments that sometimes get mixed up, espe-cially when large volumes of them are received.

Free Trial: Yes, but only on request.

CALLHIPPO

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CallHippo

CallHippo is an intelligent, cloud-based, virtual phone system for businesses & enterprises that offers local and toll-free phone numbers for 50+ countries and multiple useful features for contact centers. Here's what you should know about it in a nutshell:

Capterra	4.1 / 5	★★★★☆
G2	4.0 / 5	★★★★☆

Pricing: From $14 a month for a basic plan to $35 a month, when paid annually.

Features: CallHippo has multiple useful features, from After Call Work tools, Call Queuing and Recording, to multilingual IVR and various analytical tools.

Notable Feature: CallHippo has a gamification feature for agents to make daily calls a bit more fun. Agents earn points for any tasks they complete and win badges that are visible on their dashboard.

Integrations: Over 90, from the most popular CRM systems like Hubspot, to help desks such as Freshdesk, analytics tools like Datanyze,

and e-commerce platforms like Shopify. They can also be integrated with Zapier to connect all of its apps with CallHippo indirectly.

Mobile app: Available for both IOS and Android.

Pros: It doesn't consume a lot of data so it can be used even on mobile-plans, plus a very high number of integrations available.
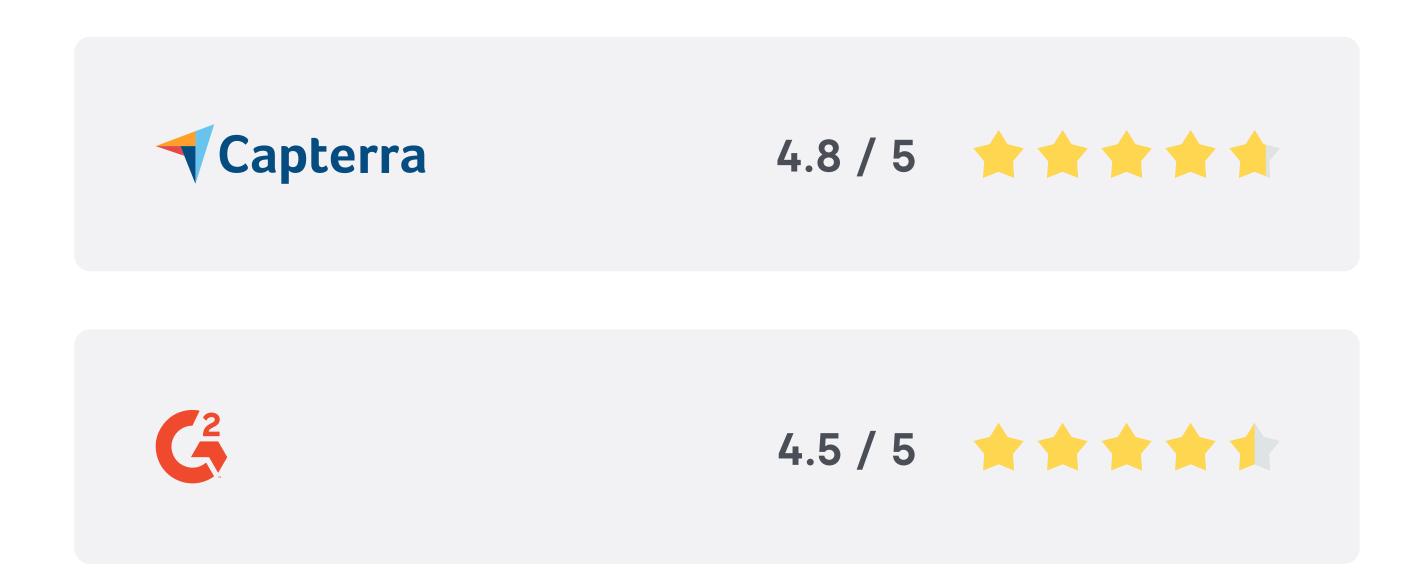
Cons: The UI needs a bit more work, as it can get complicated at times. Customer support also leaves room for improvement.

Free Trial: Only on request.

CHANNELS

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Channels

The Channels cloud system is a phone system that, besides multiple call center features such as call recordings, IVR, live-listening, and escalation management, also allows you to pick a local number from more than 60 countries. Here's how it looks in a nutshell:

Capterra	4.8 / 5	★★★★⯪
G2	4.5 / 5	★★★★⯪

Pricing: From $15 per month for the basic plan to $39 for the Pro plan.

Features: From call scripting, recording, and routing, to reporting/analytics tools and an IVR menu.

Notable feature: Their integration with Integromat not only allows you to connect various apps to Channels, but also automates simple processes.

Integrations: Channels offers integrations with Salesforce, Hubspot, Magento, and Pipedrive, plus it can also be integrated with Integromat.

Mobile app: Available for both IOS and Android.

Pros: Very high call quality, easy implementation and configuration.

Cons: Expensive considering the number of features and integrations it offers, can only be integrated with one tool on the Lite plan and three on the Basic.

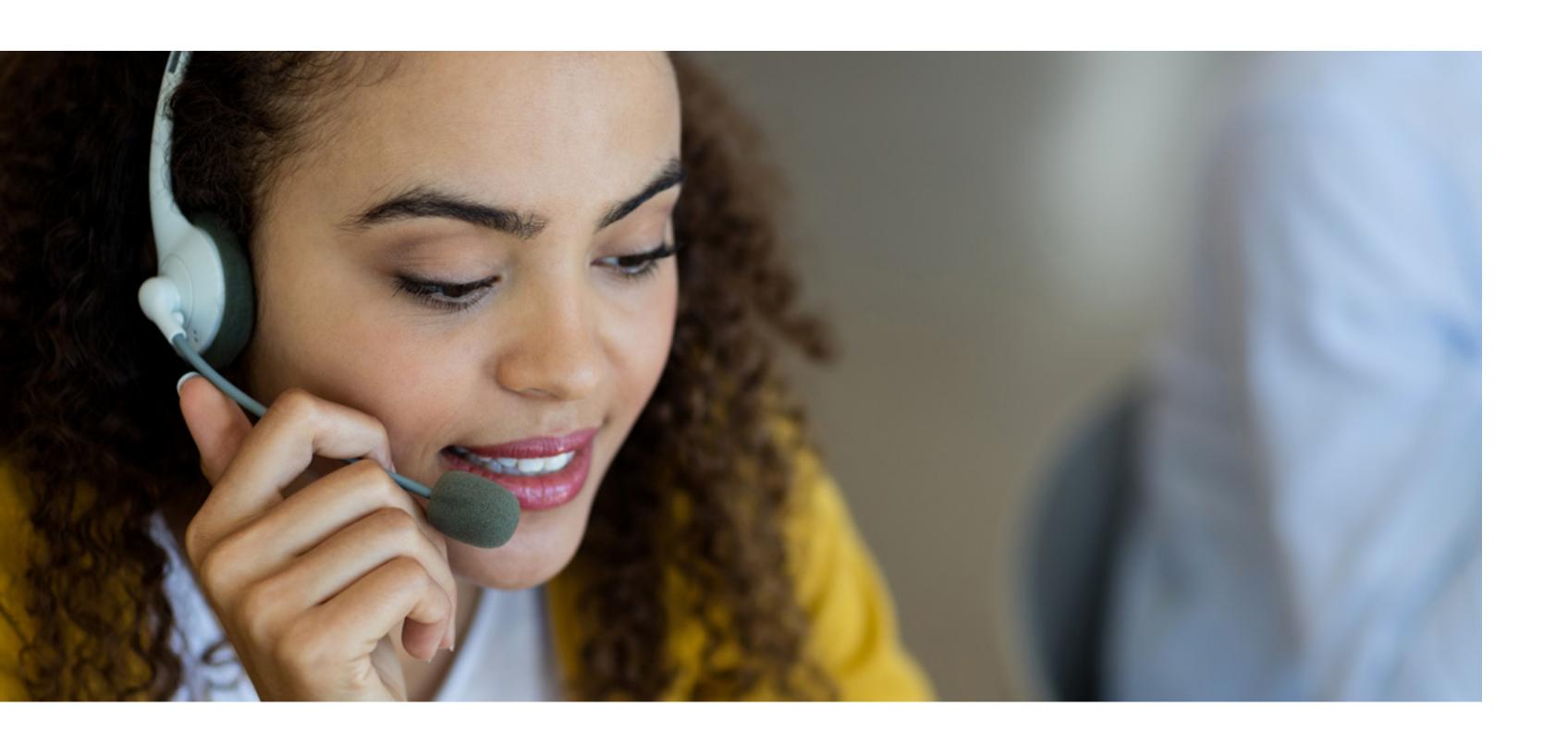**Free trial:** Yes, for seven days.
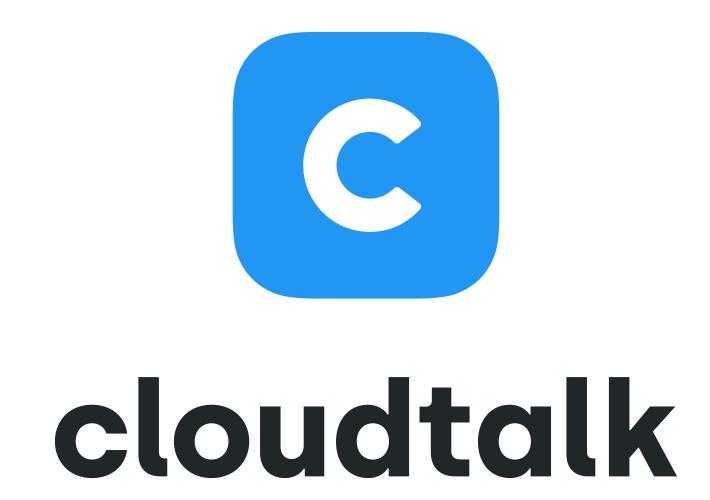
CONCLUSION

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Conclusion

If you haven't done so yet, **moving your traditional call center to the cloud could be one of the best business decisions you will make.** Compared to on-premises systems, cloud contact centers are far more flexible, since they can be installed on any device (as long as it has internet access) without kilometers of cables, tons of paperwork, or exorbitant sums of money. Our comparison of the most popular tools should give you some idea about which tool might be the best option for your business.

Now all that's left is to test out a trial version of one or more of the platforms that caught your eye, and see **which one will be the best fit – maybe it will be CloudTalk?**

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