

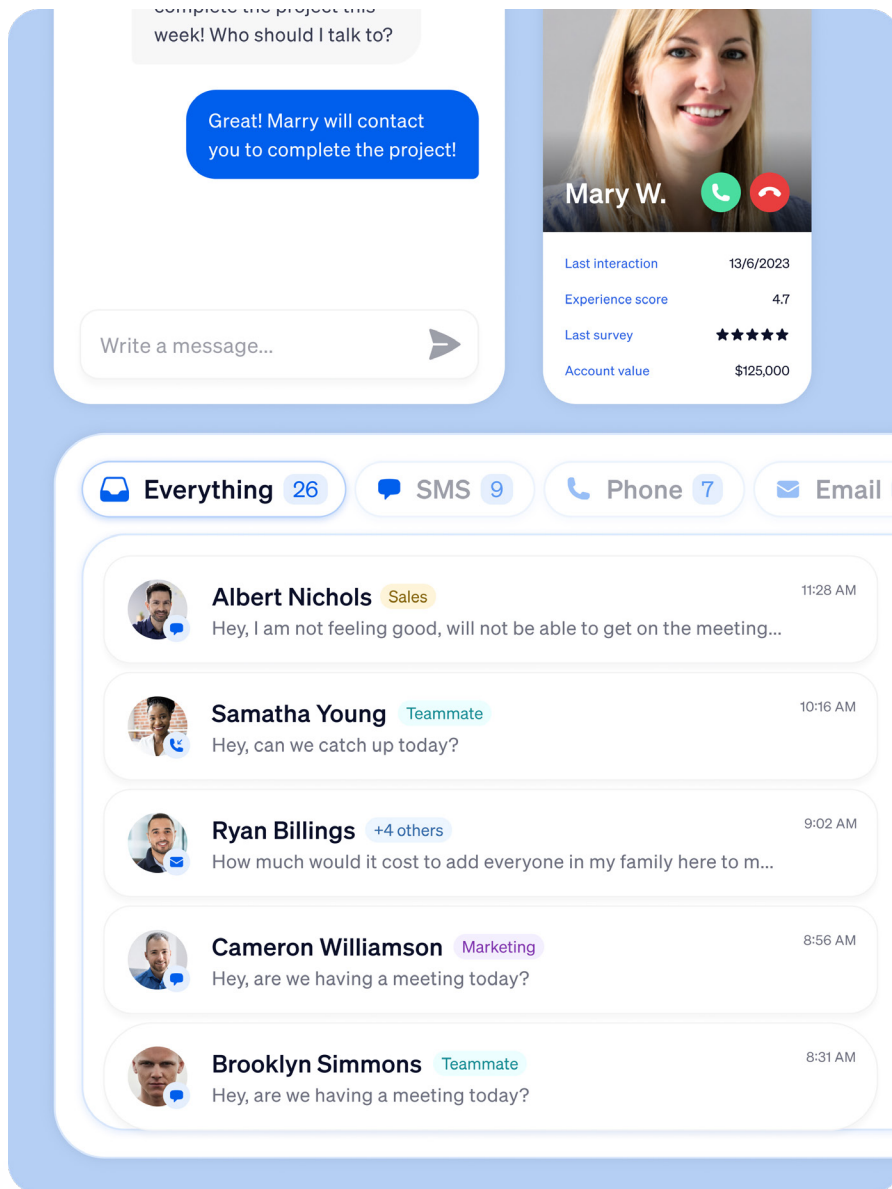
2024 CX Blueprint

MASTERING UCAAS & CCAAS

in Contact Center

Table of Contents

On a mission for excellency	03
What do we want? More! When do we want it? Yesterday!	04
Surfing the omni-channel	05
Cutting-edge ivr technology	05
Customizable queue experience	07
Set and forget: automation time	07
Reporting every c-level will love	08
CX — the ultimate customer experience	09
Shopping for hidden costs	10
Business advantages: how-to move the needle with nextiva	11
Final steps	12
Glossary	13



On a Mission for Excellency

“Nearly two-thirds of customer service tasks and up to 70% of contacts can be automated with an AI-powered omni-channel contact center solution.”

— McKinsey

You might be stressed because you’re in the market for a new business phone system — researching features and the best-rated providers, learning how to talk the talk, reading reviews online — your customer experience is important. After all, this is one of the primary ways your consumer-base communicates with you. Your employees also depend on a reliable, easy to use, and time-saving system, and your customers pretty much demand it (no one likes seeing bad Google reviews). When it’s time to make a change, and you’re not sure where to start, let this be your guide (breathe).

Just like your customers, when you’re shopping providers, you aim to find the best service available — from a company who listens and provides the **WOW** factor.

In this e-Book, we’ll take a look at integrated UCaaS and CCaaS solutions, also called omni-channel contact centers, and why it might be good for you to open new ways to contact your company (and maybe add some of those cool things you’ve heard about such as AI). You’ll take away expert tips to make shopping easier, questions to ask your salesperson, and a look at world-class features that come with contact centers.

Let’s jump in!

What do we want? **MORE!** When do we want it? **YESTERDAY!**

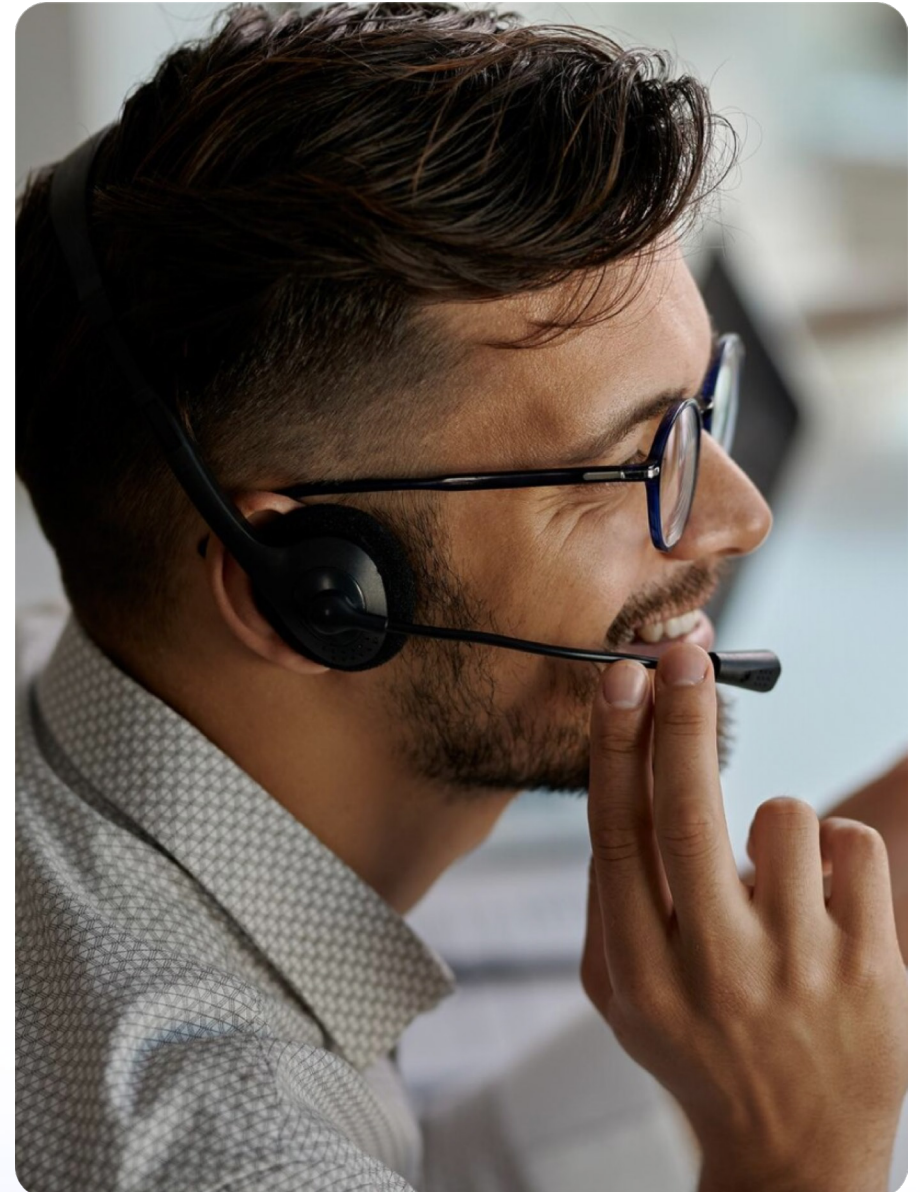
Today's consumers have evolved, demanding an entirely different experience in recent years. Keeping them happy, predicting and understanding their needs, while offering competitive pricing, is key to long-lasting relationships and brand loyalty. You also need innovative and thoughtful business communication tools and 360 analytics to provide top-notch service.

On average, most of us replace personal devices every 3 years.

[Business.com](https://www.business.com) reports that for more than 10 years phone system advancements have been keeping pace with computers. Most of us wouldn't run a business using computer equipment past its prime, but we often let our communication tools lag behind.

"Business owners researching current market trends will quickly realize that replacing an outdated phone system with a hosted phone system is one of the few ways to improve quality and future-proof your business," according to Business.com.

You can start a fire without matches, but why would you? The right tools make everything easier. Let's explore.





Surfing the Omni-Channel

An omni-channel contact center system can instantly improve your brand by enhancing the experiences your customers have with your business. It can increase customer satisfaction to create loyalty, something that is becoming rare to find amongst today's buyers.

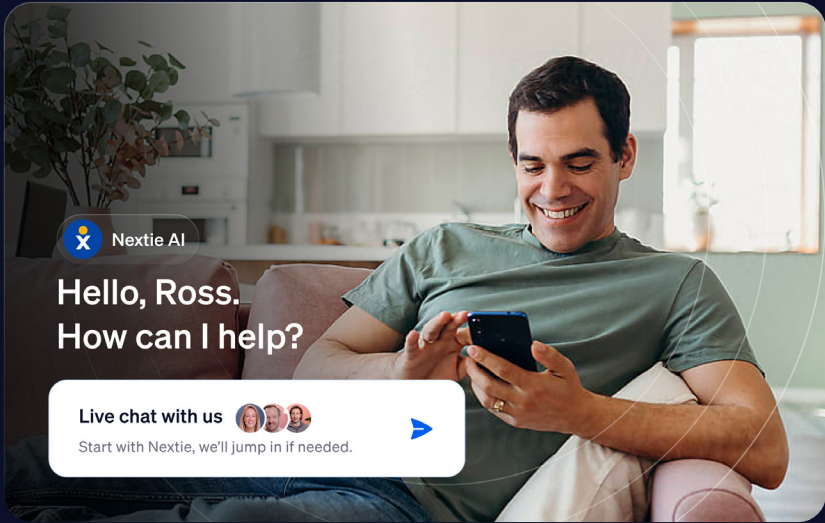
With multiple contact options, your agents can easily respond to customer emails, text messages, live chats, and posts on social media, as well as calls (and even faxes!). With so many options, watch your call volume drop when customers utilize new paths to your business.

Cutting-Edge IVR technology

Switch to an interactive AI-driven IVR for a sleek and efficient way to handle calls. The caller states a request using natural language and they're delivered to the proper team more consistently, saving time needlessly transferring while improving CX. You can also engage with callers virtually to narrow down the request, pre-qualify a customer, collect caller data, and resolve FAQs, so you can get to more customer inquiries in less time.



IVR

- ✓ Let you speak freely... “I’d like to pay my bill.” “Where are you located?” “When is my subscription up?”
- ✓ Auto route VIP callers quickly to specialized agents based on their calling number.
- ✓ Translate for non-English speaking callers (and can route them to multi-lingual agents).
- ✓ Pre-verify callers based on account info so your agent can get down to business faster.
- ✓ Collect PCI-compliant credit card payments without agent interaction.
- ✓ Answer basic business inquiries in the cloud: location, hours of operation, contact info, etc.
- ✓ Allow customers to set and/or change appointment times without agent interaction.



Nextie AI


Hello, Ross.
How can I help?

Live chat with us  

Start with Nextie, we'll jump in if needed.

Nextie on the mission!

Our AI Chatbot personalizes conversations with your customers - based on their needs.

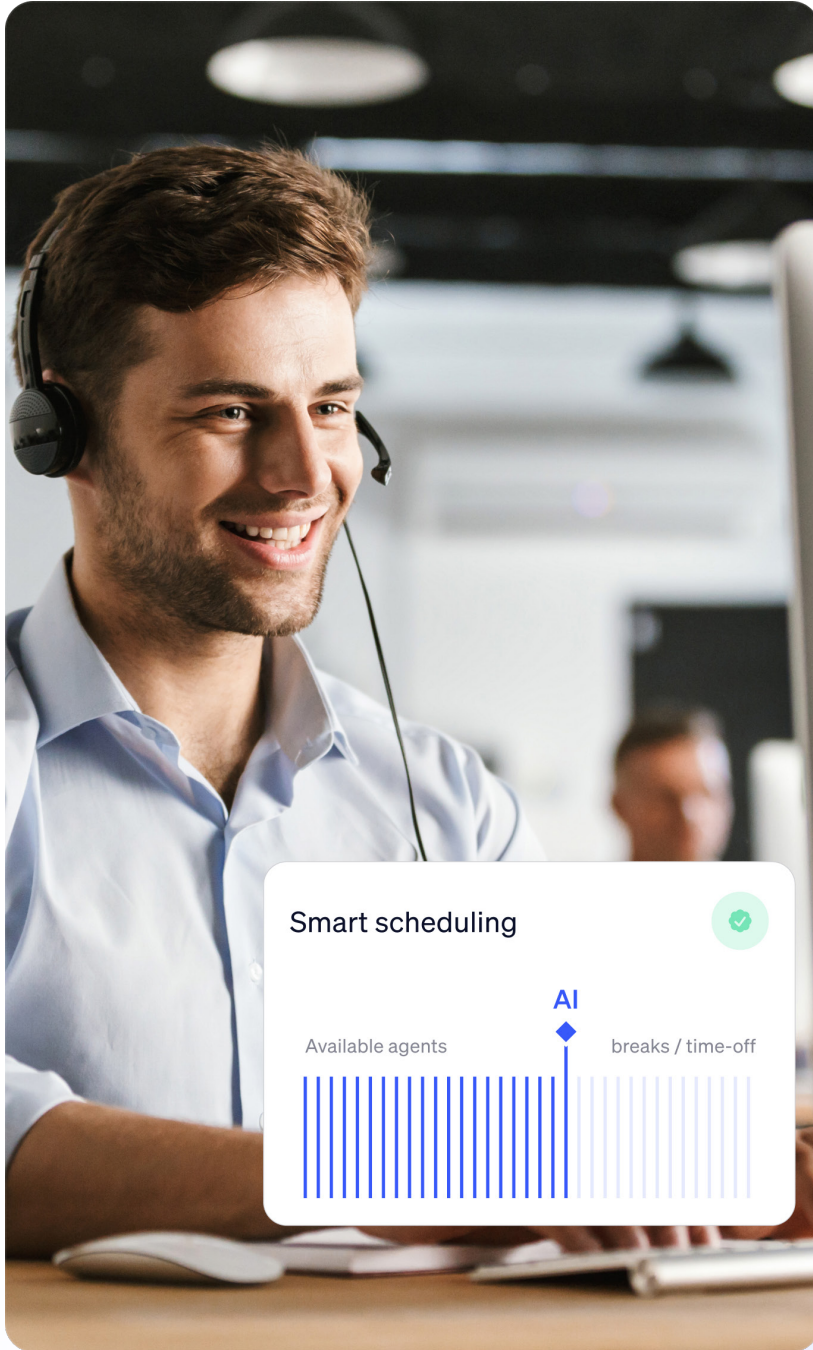
 Happier customers

Nextie AI Bot

Hey! How can I help?

Can I receive international calls with Nextiva Link?

Yes, if you have a US-local number, not toll-free, you can receive calls from international phones with Nextiva Link, no extra fee.



Customizable Queue Experience

When calling a business, most people admit to hanging up after 5-6 rings on average. What are some ways to maximize hold times: play soothing music, provide self-help SMS opt-out options, let them know their wait time, and offer call back or voicemail options.

“74% of consumers prefer a callback option instead of waiting on hold for a customer service rep.”

—SupportYourApp

Minimize wait times, wow callers, and maximize agent efficiency.

Set and Forget: Automation Time

The challenge: repetitive tasks, strict performance guidelines, constant multi-tasking, and dealing with irate customers can lead to employee burnout and high churn. The problem compounds when agents quit, leaving your business with a knowledge drain, low productivity, and poor employee morale.

“79% of businesses consider automation necessary in their customer experience strategy.”

—Vernit

Resolve your customers' basic requests without live agent engagement. Answer frequently asked questions via an IVR or using chatbots on your website. Text appointment reminders and automate surveys after key interactions or milestones.

Reporting Every C-level Will Love

Contact Centers are best known for their reporting capabilities, business intelligence features such as Workforce Management and rich built-in Analytics that cross all channels and interaction types. There are also multiple dashboards Agents and Supervisors can broadcast to monitor performance.

For Agent-level KPIs, here are some reporting examples:

Average Handle Time

The average time an agent spends on work items.

Average Talk Time

The average time an agent spends talking to customers.

Average Wrap-up Time

The average time it takes an agent to disposition a work item after terminating.

Total Handle Time

The total time an agent has spent handling work items.

Total Talk Time

The total time an agent has spent talking to customers.

Total Wrap-up Time

The total time an agent has spent in Wrap-up.

Supervisor-level queue statistics commonly tracked:

Abandoned Calls

Callers in queue who hang up before speaking to an agent.

Answered work items

Completed interactions.

Available Agents

Agents in waiting.

Busy Agents

Agents performing tasks outside of the contact center.

In Queue Work Items

Total calls and other interactions currently waiting for agents.

Logged In Agents

Total active agent workforce.

No Answer Agents

Agents who did not accept their last work item before the timer.

Total Transfers (Work items)

Work items that have been passed to a different agent.

Working Agents

Agents actively handling a work item.

Wrap-up Agents

Agents completing their last task or preparing to take on a new one.

Create wallboards, custom reports, and more to track customer interactions **across all channels**:



Chat



Email



Phone



Fax



SMS



Extension Call
(internal)



Outbound: Call,
Email, Fax, SMS



Facebook
/Twitter

When goals are transparent you elevate morale, and reporting tools help gamify performance strategies with the ability to benchmark against average and best agent performance.

CX — The **Ultimate** Customer Experience

“Brand” is the full summation of your customer’s experience with and connection to your company.”

—American Express

Every business no matter the size has similar goals. We aim for abundant growth and to create truer relationships from deeper conversations. Customers mostly just want to feel heard.

“More than half of consumers (60%) have posted a new customer review when prompted by the brand in the last 12 months. 76% of people ‘always’ or ‘regularly’ read online reviews for local businesses.”

— BrightLocal

It’s more than just answering the phone — we must go beyond next-level to meet customers in the communication lane of their choice. Response times matter — we need to answer calls faster, respond to online reviews instantaneously, and provide SMS and web chat support that truly resolves issues.

Businesses that integrate UCaaS and CCaaS together outperform ones with on-premise infrastructure alone. They attained higher customer satisfaction, revenue, and efficiency:

99%

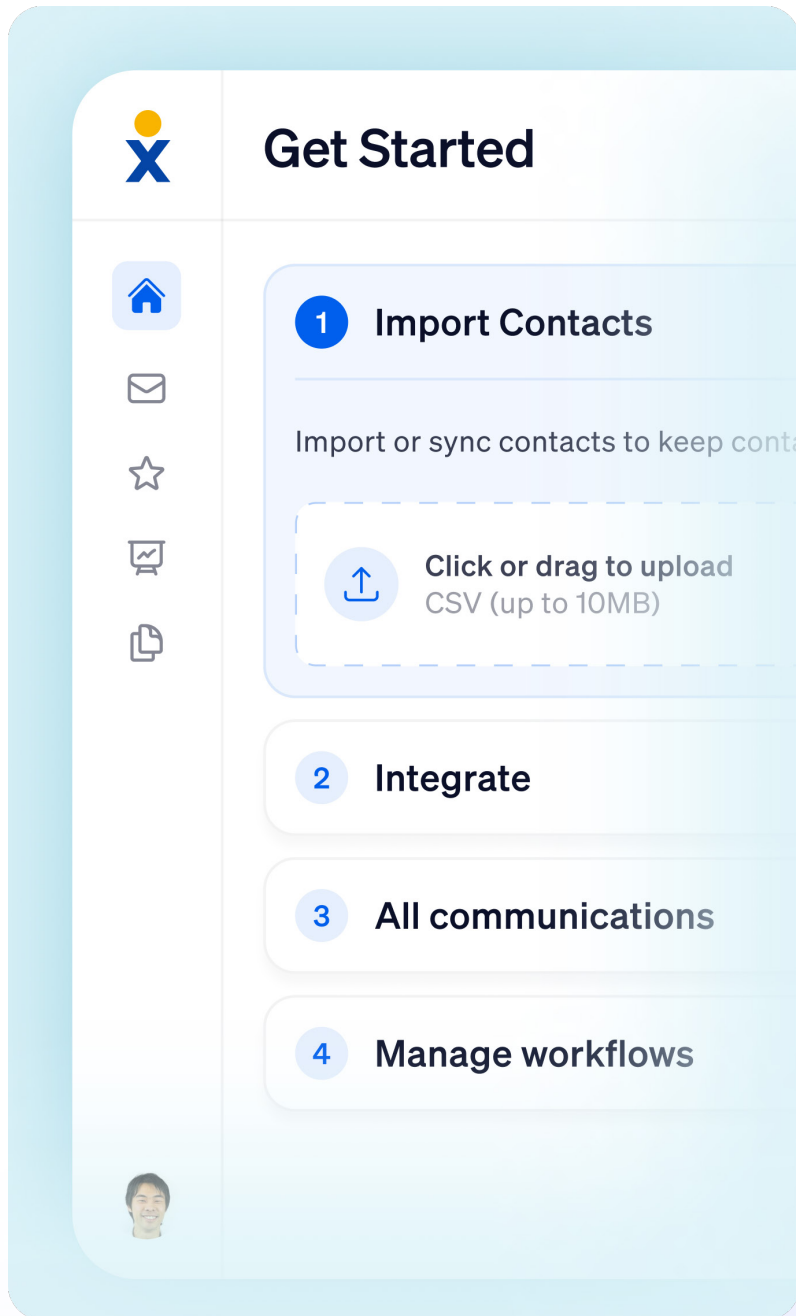
increased revenue

56%

improvement in customer service ratings

37%

lift in agent productivity



Shopping For Hidden Costs

As a shopper, you need to know what's in it for you. You also want to ensure you get a smokin' deal (with more features than you had previously). Hidden costs and unmentioned fees can turn a sweet deal sour quickly. Also consider the cost of a communication outage for your business.

In addition to a good discovery call with sales (we'll arm you with questions – see below), it's most important to research the REAL cost of doing business with a provider.

What do review sites say about them compared to competitors?

- Is the service reliable? How do you know?
- What is their uptime percentage including service windows?
- What parameters must be in place to obtain optimal reliability?
- How many outages occur yearly?
- How many data centers do they have presence in — are they geographically redundant?
- What's their fail-over plan?
- What options do they have for customer outages (non-response forwarding)?

Asking more questions can help you dig in to better understand the total cost over time, hidden fees, and what you actually get on the quote. Listen closely to every pitch, paying attention to what they're saying and taking note of what they're not saying.

Here are **questions** you can take shopping with you:

1.

How scalable are your plans — I'd like to know about expansion options and any additional fees I will encounter when my business grows.

2.

(When there are multiple plans)
Please break down the differences across your bundled plans — I'm especially interested in tools to help my agents and customers communicate more efficiently.

3.

I'd like to use toll-free, fax, and SMS features, are usage and/or per-minute charges bundled into your monthly price? Are there any other limitations with these services in particular? Are phone numbers and porting included for free?

4.

What is the cost for professional installation? Also, are there fees or limits associated with customer support? Do you offer self-help options?

5.

Tell me about 2-3 features that will give me the best ROI and why.

6.

What feature enhancements do customers request most? When new features are launched are existing customers required to upgrade and pay more?

7.

How does your company define Fair Usage and Unlimited?

8.

Who are your biggest competitors? Who do you lose more business to and why?

Reading between the lines of what the salesperson says and what's on the quote can be daunting. Sometimes it's difficult to get to the bottom-line on pricing and feature parity. Keep asking questions until you get the answers you need, and if you don't get what you need, move on.

Business Advantages: How-To Move the Needle with Nextiva

Smart communication and business intelligence tools are building Fortune 500 companies. These tools can be traditionally unaffordable and difficult to implement for average sized businesses.

The Nextiva Contact Center is an integrated voice and contact center that pairs with our unified communications platform. Agents address customer requests via phone calls, web chats, texts, social media, and email using omni-channel features while staying in sync with colleagues.

With Nextiva, we listen to our customers during the sales process to ensure a perfect-fit solution. We keep it simple:

- **Our Mission:** We exist to make it easier for businesses to connect with their customers and teams.
- **Our Purpose:** We help every business compete in a new world of connected, personalized experiences.
- **Our Vision:** Our vision is to set a new standard for customer experiences.
- **Our Amazing Service:** When things don't go as planned, it's critical to have reliable service and around the clock customer support.

Nextiva provides the best overall value for business owners. We guide you through every aspect of your phone system for your company. Our 99.999% uptime (and 8 geographically redundant points of presence) has you covered around the clock. If you ever have a question, our customer support is ready to help you 24/7.

We're on a mission to democratize the customer experience globally, empowering businesses of all sizes.

“A 2% increase in customer retention has the same effect as decreasing costs by 10%.”

– Leading on the Edge of Chaos, Emmet Murphy & Mark Murphy

Nextiva is top-ranked for its AI-Powered Contact Center. With the multi-tiered plans you only pay for what you need, and more features are always available as your business grows (and we know it will!).

Transform every customer interaction, whether via SMS, web chat, social media, or email, with centralized platform that saves you time and money, reduces agent and supervisor stress, and adapts to fit your needs.

1. Deploy powerful AI in a single click.
2. Easy setup. Start in minutes. Add capabilities later.
3. Inbound, outbound, blended omnichannel.
4. Manage all agents in one place.
5. Native workforce optimization.

Final Steps

Now is the best time to sharpen your communication tools. [Come meet our team](#) when you're ready to discuss how to improve your customer experience.

Glossary

AI

Artificial Intelligence (also called machine learning). This technology fuels many contact center features including IVR, transcription, and chat bots.

Analytics

Omni-channel contact centers use cross-channel analytics to track customer interactions, allowing agents to have a complete view of the customer's history and preferences. This enables them to provide personalized and efficient support, leading to higher customer satisfaction and loyalty.

CCaaS

Contact Center as a Service (cloud based omni-channel business phone software). See also Nextiva Contact Center with an expansive catalog of omni-channel features and Workforce Management tools.

CX

Customer Experience. A measure of the successful of a customer's lifecycle. See also Nextiva CX with enhanced social media and customer experience management.

IVR

Interactive Voice Response. With IVRs, callers state their request using natural language. Inquiries are processed virtually when possible, or the requestor is delivered to the proper team more consistently than traditional methods, such as auto attendants.

KPIs

Key Performance Indicators, or statistics used to track agent success.

Nextiva Contact Center

The Nextiva Contact Center is an integrated contact center that pairs with its unified communications platform. Agents address customer requests via phone calls, web chats, texts, and emails using omni-channel features while staying in sync with colleagues.

Nextiva CX

With Nextiva CX you won't need multiple solutions to market, monitor and support your customers on social media. Do it all from one integrated customer experience platform.

Omni-Channel Contact Center

An omni-channel contact center is a customer service approach that integrates various communication channels such as phone, email, chat, social media, and more, to provide a seamless and consistent experience for customers. This means that customers can interact with a company through their preferred channel and still receive the same level of service and support.

UCaaS

Unified Communication as a Service is also known as VoIP. Nextiva offers both UCaaS and integrated CCaaS solutions.

ROI

Return on Investment. How to get back some or all of what you put into the upgraded system

The logo for Nextiva, featuring the word "nextiva" in a white, lowercase, sans-serif font. A solid yellow circle is positioned above the letter 'x', acting as a dot or a design element.

nextiva