AppDirect

THRIVE24

Sell Next-Gen Customer Experience Solutions to Enterprise

Practical knowledge and skills to help you sell CX solutions

Aqeel Shahid, Vonage;
Michael Hamlin, AppDirect;
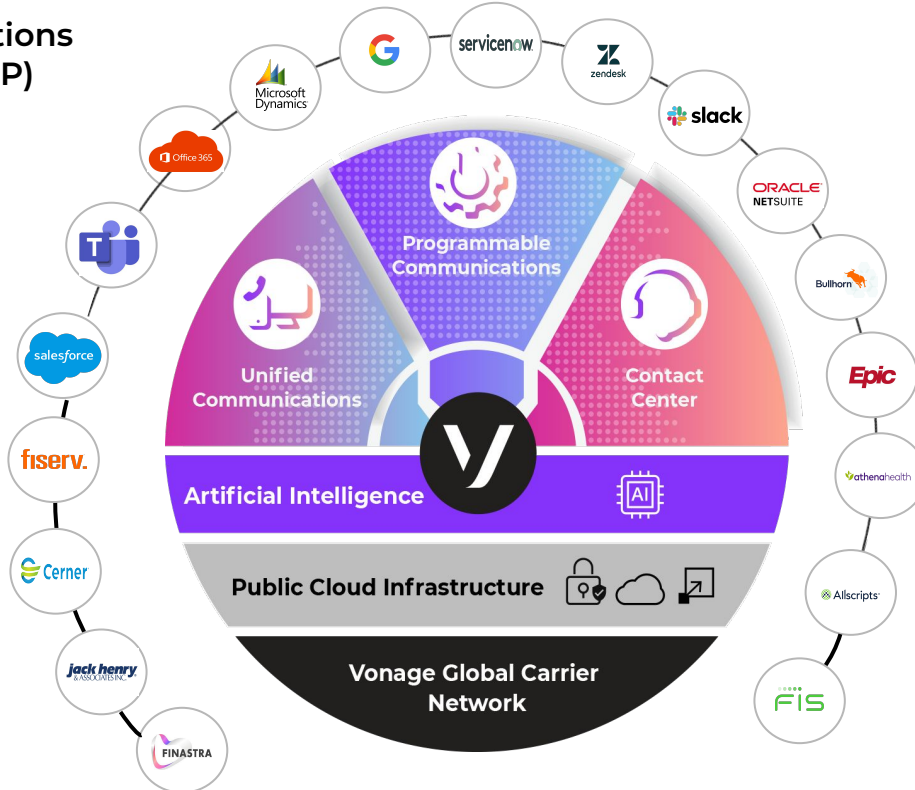David Landsberger, AppDirect

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Transforming Customer Experiences with Vonage

PRESENTED BY:

Aqeel Shahid - VP of Global Strategic Partners

Vonage is positioned to address the engagement solutions needs for enterprises and small businesses

Vonage Communications Platform (VCP)

120K+
Enterprise customers

100+
Countries where we have customers

**Large, global developer community**

23,000+
Employees worldwide

Vonage Enhances Your Microsoft Teams Experience and more..

We're not here to replace
Microsoft Teams.
We're here to make it better.

- Enhanced customer engagements and employee collaboration within your existing Teams investment by integrating with a single unified communications and contact center source.

- Advanced voice capabilities and an integrated contact center to optimize operations without workflow disruptions

- Optimizations across your Microsoft solutions stack, from Microsoft Teams, to Dynamics and Outlook

Microsoft 365
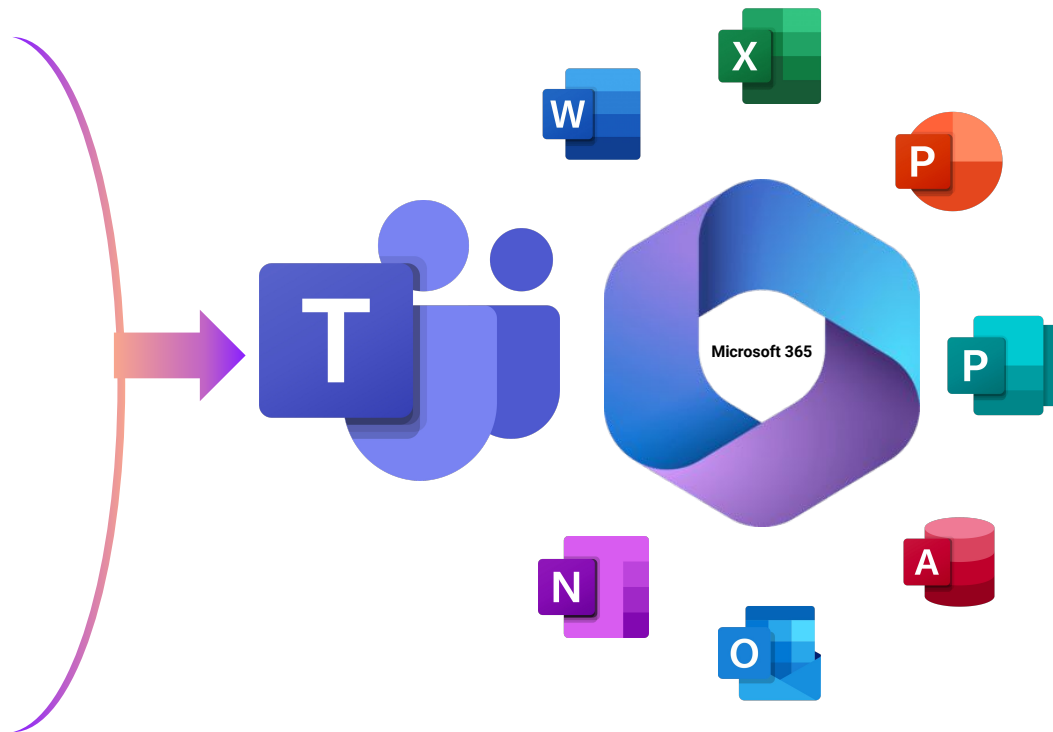
VONAGE

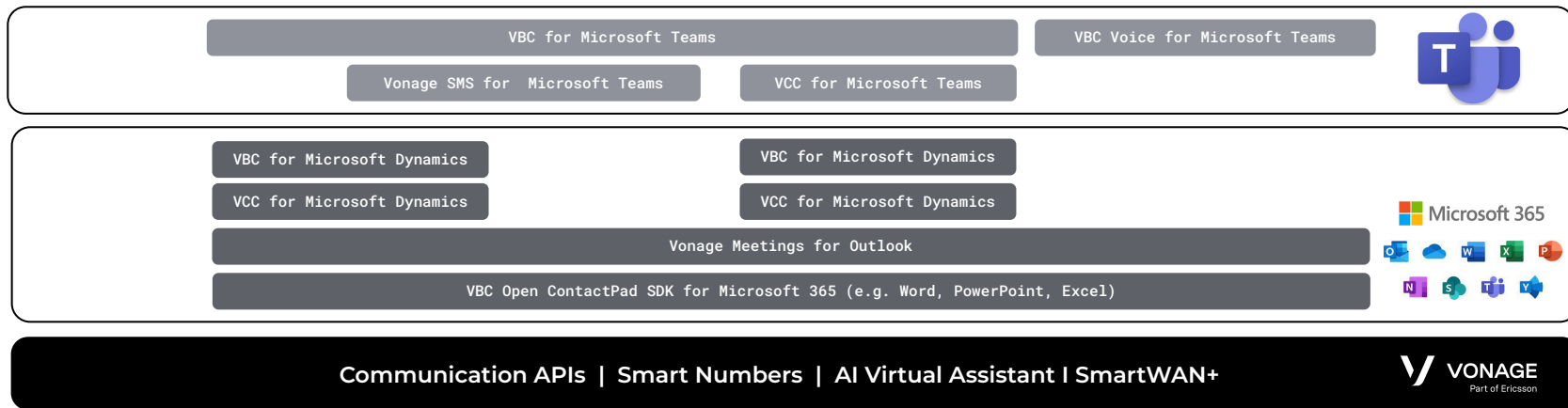# You don't have to stop at Teams.. Vonage integrations expand across Microsoft 365

Optimize key departments with advanced calling, contact center, and more
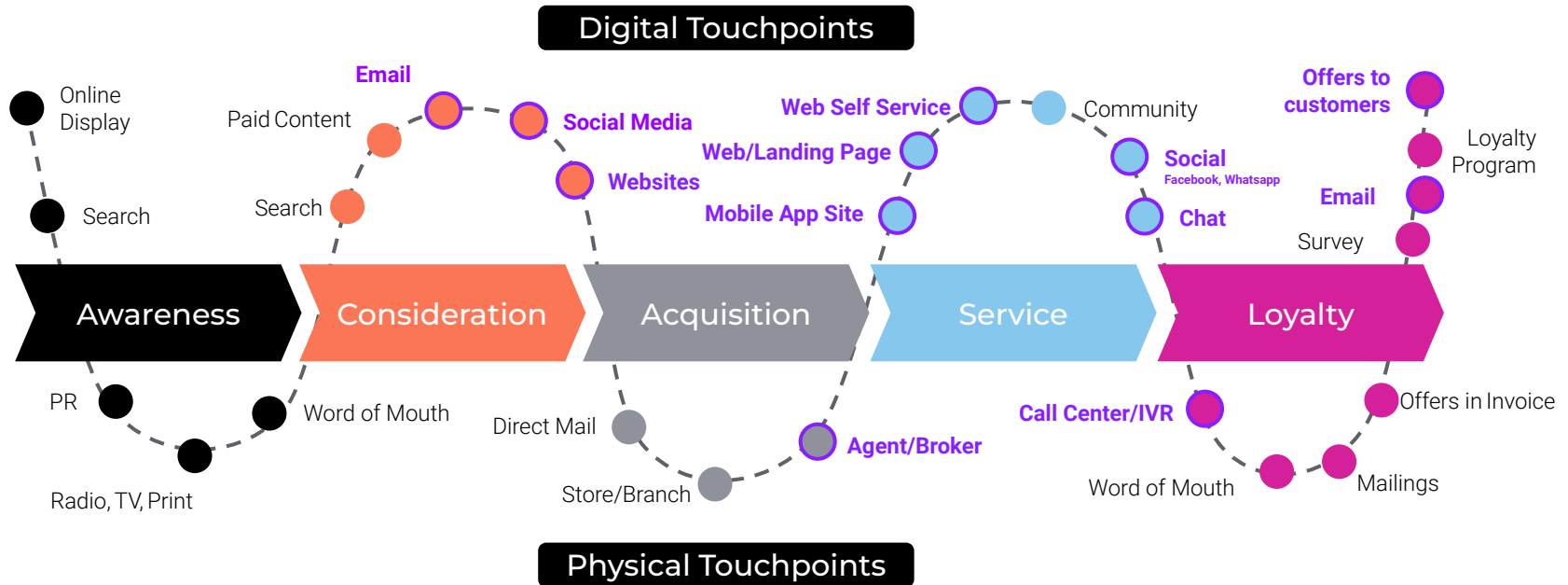
SALES   IT/OPERATIONS   SERVICE   OTHER (ACCOUNTING, MARKETING, ETC)

VBC for Microsoft Teams

VBC Voice for Microsoft Teams

Vonage SMS for Microsoft Teams

VCC for Microsoft Teams

VBC for Microsoft Dynamics

VBC for Microsoft Dynamics

VCC for Microsoft Dynamics

VCC for Microsoft Dynamics

Vonage Meetings for Outlook

VBC Open ContactPad SDK for Microsoft 365 (e.g. Word, PowerPoint, Excel)

Communication APIs | Smart Numbers | AI Virtual Assistant I SmartWAN+

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What Is Customer Experience (CX)?

Customer experience is how customers **perceive** all of the interactions they have with a company at any point in their **journey**.

Digital Touchpoints

Online Display

Email

Paid Content

Social Media

Search

Websites

Search

Web Self Service

Community

Web/Landing Page

Social
Facebook, Whatsapp

Mobile App Site

Chat

Offers to customers

Loyalty Program

Email

Survey

Awareness	Consideration	Acquisition	Service	Loyalty

PR

Word of Mouth

Direct Mail

Call Center/IVR

Offers in Invoice

Radio, TV, Print

Store/Branch

Agent/Broker

Word of Mouth

Mailings

Physical Touchpoints

Vonage facilitates positive impacts across the customer journey
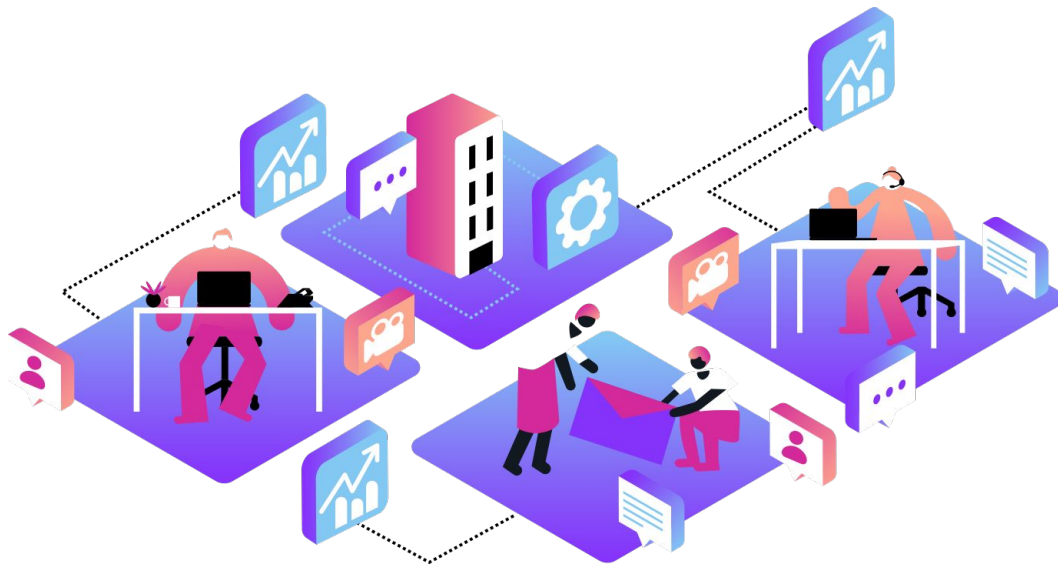
The Current Situation

Point solutions for voice, messaging, video, chat, and collaboration

Separate CRM integrations for each function

Multiple vendor solutions, including on-premises and cloud platforms

Data silos across customer and communications data

Sub-par customer and employee experiences

Enterprise communications that are not optimized for business success.

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Significant Challenges with Great Opportunities to Overcome Them

Customer Expectations Are Rising

- Consumers are less tolerant
- Agents don't always have the answers
- Finding available experts is difficult

Focus business efforts on experience-led customer interactions

Team Inefficiencies Are Affecting CX

- "Swivel-chairing" impacts performance
- Siloed communications systems
- High agent turnover

Increase productivity across the organization with well connected tools

IT Complexities Are Rapidly Increasing

- Legacy UC and CC solutions don't leverage a common platform
- Multiple vendors drain IT resources
- Diverse technology choices impact IT

Simplify IT operations to enhance CX and stay competitive

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Supporting Sustainable CX in the Contact Center

Follow the Forrester formula: CX = Effectiveness (goal achieved) + Ease (effort expended) + Emotion (how did it make you feel?)[*]

Customer

Make all conversations personal:
- Access to all relevant history data
- Route intelligently and dynamically using customer data
- Connect digital and agent journeys

Focus on people, not technology:
- Enable teams with the right information
- Seamless integration of chatbots and self-service with live agents
- Escalate when needed with history

Make conversations flow effortlessly:
- Omnichannel routing
- Reporting and analytics across all channels
- Seamless support for digital channels

Leverage data to get better over time:
- Tap into all interactions to gain insights
- Automate data pushes into the CRM and external data sources
- Analyze across channels to understand sentiment

Agent

A happy team is an effective team:
- Empower agents on the frontlines to deliver great service happy agents deliver exceptional CX.

Keep agents in their workspace to avoid multiple screens:
- Eliminate delays associated with swivel chairing
- Choose the best agent interface based on roles and needs

Flexibility to work from anywhere:
- Work from home, another office, or any location
- Just an internet connection is needed to access
- Agents can forward inbound callers to mobile phones

Agent-friendly features include:
- Virtual Assistants handle the basic, repetitive calls
- Auto-logging of all calls and recordings
- Simplified call wrap up and disposition codes

Vonage AI Studio: Next Gen Customer Engagement

AI Studio is an enterprise level low code/ no code solution that enables tech & non-tech users to create AI virtual agents & build conversation flows with drag & drop ease
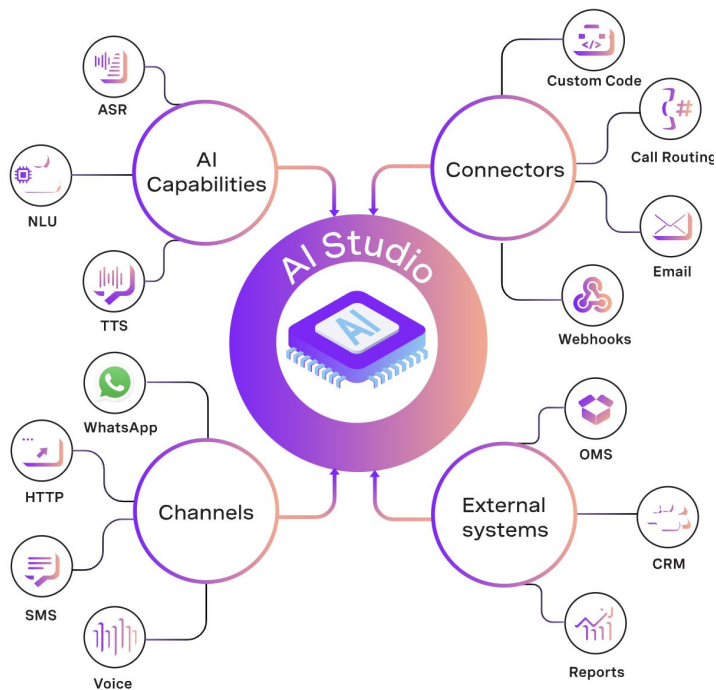
1 AI Capabilities:
- Empower natural language conversations with customers through *Vonage's proprietary NLU engine*
- Leverage seamless voice conversations via *TTS & ASR (including Barge-in)*
- Multi-language support - *18 languages*

2 Channels:
- Engage on 4 channels: *Voice, WhatsApp, SMS, HTTP (webchat)*
- Combine multiple channels in a single conversation through *Omni-channel features*

3 Connectors:
- Allow tailored conversations (expanding the limits of AI Studio's visual interface) via *Custom code*
- Seamless transfer to human agents through *Call routing (voice/ text channel)*
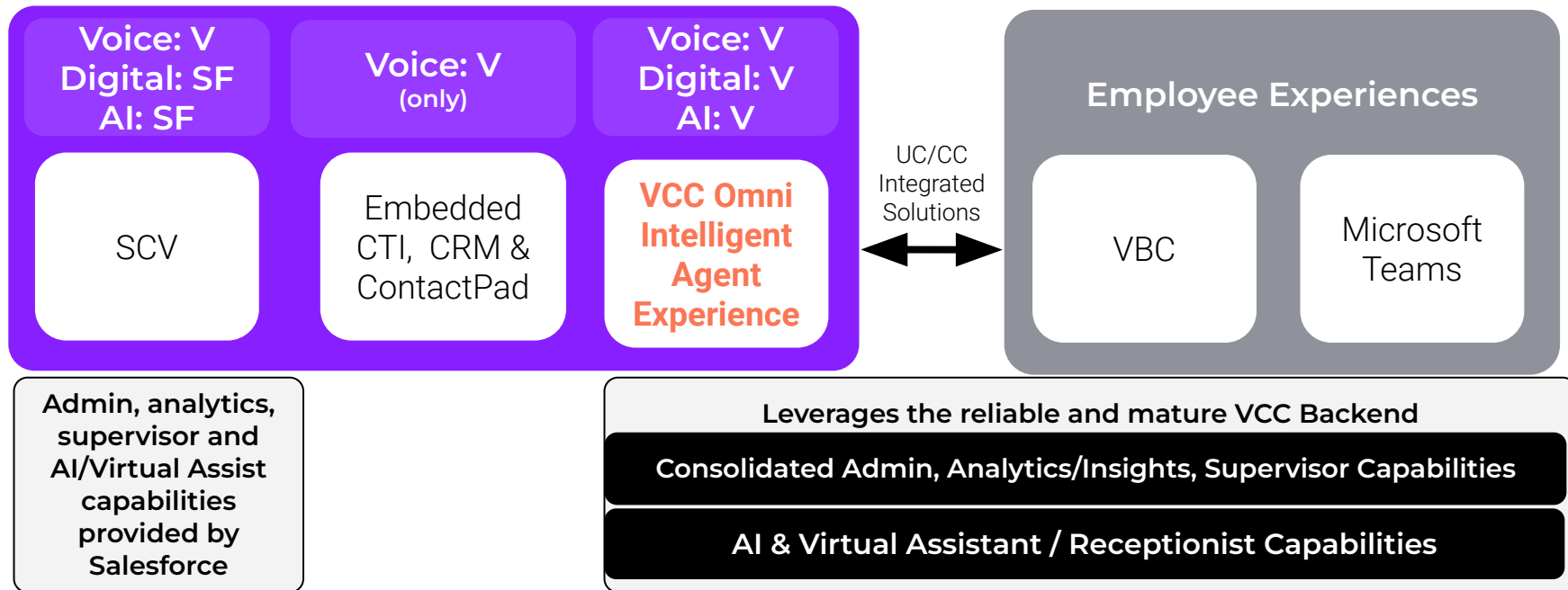
4 External Systems:
- Salesforce authentication & read/ write actions via *Inbuilt Salesforce nodes*
- Integrate flexibly with any 3rd party APIs/ external platforms (eg: reports, order management, call center, CRM platforms) through *Webhooks*

VCC Intelligent Workspace

## It's not a new product, it's a new agent workspace built on VCC core

Agent Experiences

Voice: V Digital: SF AI: SF	Voice: V (only)	Voice: V Digital: V AI: V
SCV	Embedded CTI, CRM & ContactPad	**VCC Omni Intelligent Agent Experience**

UC/CC Integrated Solutions

⬌

Employee Experiences

VBC	Microsoft Teams

Admin, analytics, supervisor and AI/Virtual Assist capabilities provided by Salesforce

Leverages the reliable and mature VCC Backend

Consolidated Admin, Analytics/Insights, Supervisor Capabilities

AI & Virtual Assistant / Receptionist Capabilities

Leverages admin, analytics and digital capabilities across the Vonage portfolio

VCC Intelligent Workspace

- Completely re-imagined, browser-based agent workspace

- Digital Channels such as Web-Chat, SMS, Email, WhatsApp

- Seamless intelligent omnichannel experience with integration into 13 business productivity applications

- Provide consistent personalized experience

- AI-infused to improve CX and provide exceptional agent, and employee experience
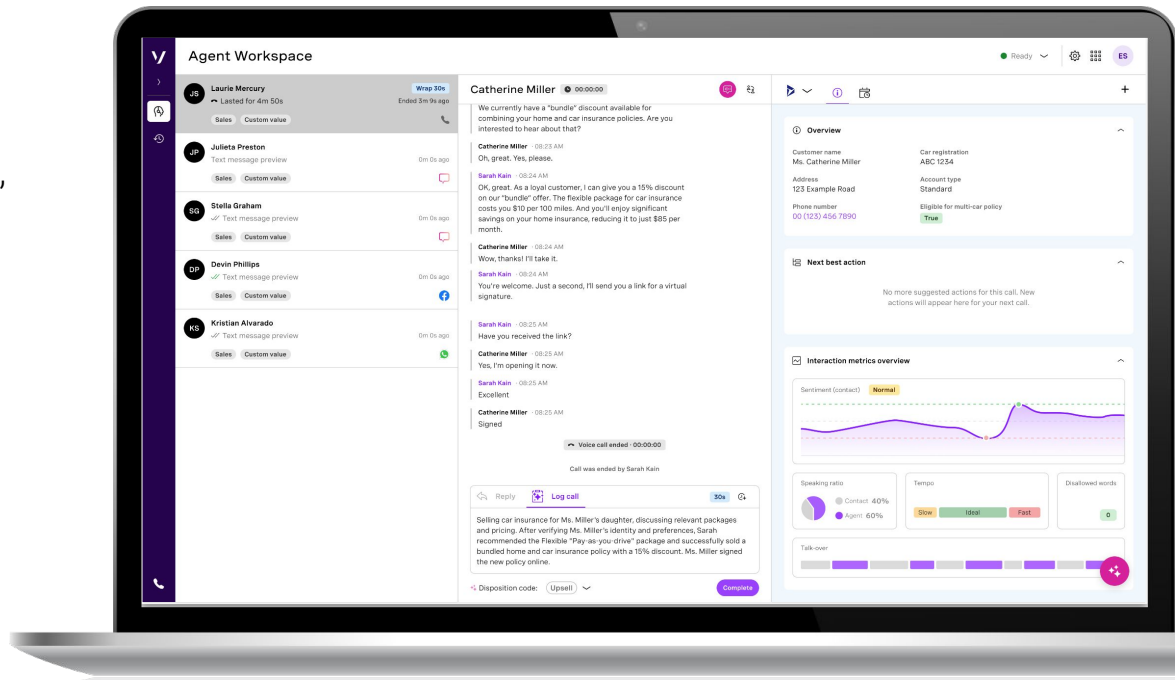
Built upon all the existing Vonage building blocks, allowing maximum agent flexibility

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Delivering Strong CX in the Retail Vertical

Delivering Strong CX In the Retail Vertical

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Customer Experience (CX) Is Key

How do we know? It's in the data.

According to the Vonage Global Customer Engagement Report 2024*:

When presented with a bad customer experience
- 74% of customers are likely to take their business elsewhere
- 46% only need one or two bad experiences before they leave

When presented with a good customer experience
- 52% of customers will become more loyal to company/provider
- 36% of customers will purchase additional products

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Activity: Match The Intelligent Workspace Feature With The Correct Business Outcome

AI Virtual Assistant

Real Time Transcription

Interaction Summarization

Knowledge Base

Real Time Sentiment Analysis

Scan the code to join the game

Customers can avoid waiting on hold with the ability to self-service across digital channels

Improved agent experience, actionable insights into customer interactions

Identify customers who need urgent assistance, resolve issues quickly, provide real time insight to supervisors

Reduced agent training time, increased customer LTV via upsells and cross sells, reduced agent churn

Agents focus more on customers without taking notes, resulting in reduced wrap up times and more interactions per agent

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Team Challenge

Team Challenge Rules

Each team will be given 10 minutes to craft their value prop for the mock company assigned and 2 minutes to present.

Scoring will be based on 3 factors:
- How well the team incorporates the value of a TA 1-10 Points

- Business outcomes of the Intelligent Workspace solution specific to the company's current challenges (think KPIs) 1-10 Points

- Closing statement for next set meeting 1-10 Points

Midwest Boots Inc.

Established 1926 is a national retailer of Western Wear. 200 brick and mortar locations, online sales, 1400 employees. Looking for a replacement solution for 80 contact center agents that focus on sales and support to improve agent and customer experience. Using a cloud communications system today with basic call queuing, voice only, long hold times, high abandoned call rate, agent churn, limited reporting.

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Midwest Boots Co.

Team 1 - Focus on basic call queuing and voice only

Team 2 - Focus on long hold times and high abandoned call rate

Team 3 - Focus on agent churn and limited reporting

Farm Depot

Established 1914 is an agriculture and construction equipment dealer. 3 brick and mortar locations, online sales, 380 employees. Looking for a replacement solution for 44 contact center agents that focus on sales and support to improve agent and customer experience. Using a legacy PBX system today, no integration to their Hubspot CRM, using hunt groups, voice only, lack of product knowledge for new sales agents, long hold times, reporting on total call volume and hold times.

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Farm Depot

Team 4 - Focus on Hubspot integration and hunt groups

Team 5 - Focus on voice only and lack of product knowledge for new agents

Team 6 - Focus on long hold times and limited reporting

Midway Auto Parts

Established 1952 is an auto part retailer. 92 brick and mortar locations, online sales, 1120 employees. Looking for a replacement solution for 103 contact center agents that focus on sales and support to improve agent and customer experience. Using cloud communication system today, no integration to their Salesforce & ServiceNow CRMs, using call queues, voice and web chat only, need to increase agent upsells, want to offer self service options, reporting on total call volume and hold times.

Midway Auto Parts

Team 7 - Focus on CRM integrations

Team 8 - Focus on voice and webchat only and need to increase agent upsells

Team 9 - Focus on self service options and limited reporting

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Assets and resources

Scan this QR code to access
assets related to this session

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Thank You

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