



# Selling Customer Experience with AppDirect

July 2024

# Why sell CX services?

Advisor-facing slides

# What's happening in the market

Adoption of distributed and remote workforce approaches is accelerating the demand for cloud communications



Cloud communications market is expected to grow to USD **~4B** by 2028



**211** average number of apps for >2000 employee organizations



**85%** of companies supporting 'Bring Your Own Device' (BYOD) policies

# Maximize earnings

Consider moving existing Microsoft customers to Teams Phone



**Less than 5%** of 300 million users have enabled Microsoft Teams Phone



Revenue opportunity of almost **\$1.5 billion in 2028**



Migration to Microsoft Teams Phone can **reduce total cost** of ownership by **up to 45%**

# Increase your value and commissions



## INCREASE WALLET SHARE

Sell **complementary** and **additional** CX services in a unified way to help customers adapt to an increasing remote workforce.

As your customers explore new solutions and make additional purchases, you'll benefit from **a larger share of their spending**.



## GAIN RECURRING REVENUE STREAMS

Offer customers solutions from a **diverse portfolio** to stay ahead of their evolving business needs.

Example: complement traditional telecommunications services with reliable voice connectivity to keep earning more revenue from your customers.



## INCREASE VALUE TO YOUR CUSTOMERS

Solidify your position as a trusted partner and **increase customer loyalty** by providing customers with a one-stop shop for their diverse technology needs, from connectivity to cloud.



Extend your team with  
our specialists



### **Solution Engineers**

Boost solution designs with technical expertise in customer discovery and qualification.



### **Solution Architects**

Confidently present solutions scoped, designed, and vetted by CX experts.



# Resources to help you sell

Level up your customer experience advisory skills and learn to position and sell UCaaS and CX with comprehensive training tools and events



## Live workshops

Instructor-led sessions with practical sales activities and scenarios. Learn alongside like-minded advisors and technology providers.



## CX learning plans

In-depth insights into the evolving U- and CCaaS landscape with certificates to showcase your expertise



## Customer Marketing Toolkit

Co-brandable datasheets, guides, pitch decks, email templates, and more.

AppDirect can help



## Why CX matters

# Customer Experience expectations are at an all-time high

### Customer expectations

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**60%**

of consumers who will switch vendors after just one or two bad experiences

### Employee expectations

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**80%**

of employees will leave a company for a competitor with better CX technology

### Impact

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**180%**

out-performance on revenue of companies excelling in CX compared to peers

### Why we care

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**140%**

increase in buyer spending following a positive experience

# Challenges companies like yours face



## **OUTDATED EQUIPMENT**

Companies need to automate and upgrade existing infrastructure and/or migrate workloads to the cloud to increase customer satisfaction and employee productivity.



## **DISJOINTED SYSTEMS**

Companies need to unify their multi-cloud environments and BYOD culture by integrating cloud communication & collaboration platforms.



## **MULTIPLE LOCATIONS**

Distributed employees need a common communication experience, ensuring seamless connectivity regardless of user location.



## **LACK OF SKILLS & RESOURCES**

In an effort to reduce OPEX, companies can outsource expertise to make CX purchasing decisions and maintain their infrastructure.

# Add CX solutions to your portfolio with our catalog

## ENERGY

EV Charging | Water & Waste  
Electricity | Natural Gas | Solar

## CONNECTIVITY & SD-WAN

Fiber | Cable | Wireless | Satellite | TEM

## MANAGED SERVICES

NOC | SOC | Professional Services  
SmartSupport | Asset Management

## SECURITY

Physical Security | Network Security  
Endpoint Security | Cloud Security | SASE

## CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud  
Data Center & Colocation | Disaster Recovery

## SOFTWARE AS A SERVICE

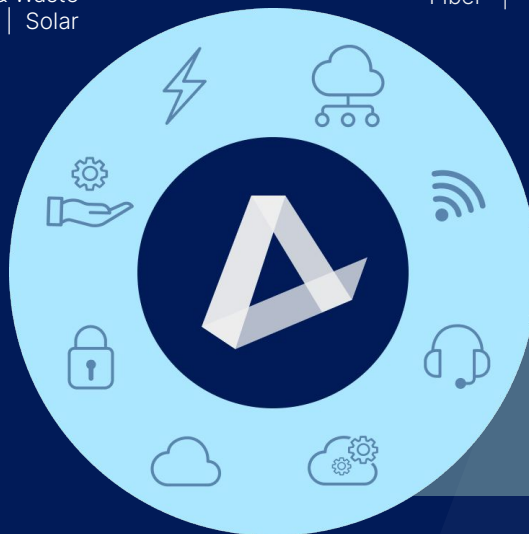
Microsoft | Google | ERP | CRM | Productivity | Business  
Applications | IT Management | BI

## MOBILITY & IoT

Wireless Services | Internet of Things (IoT)  
Managed Mobility | Expense Management (WEM)

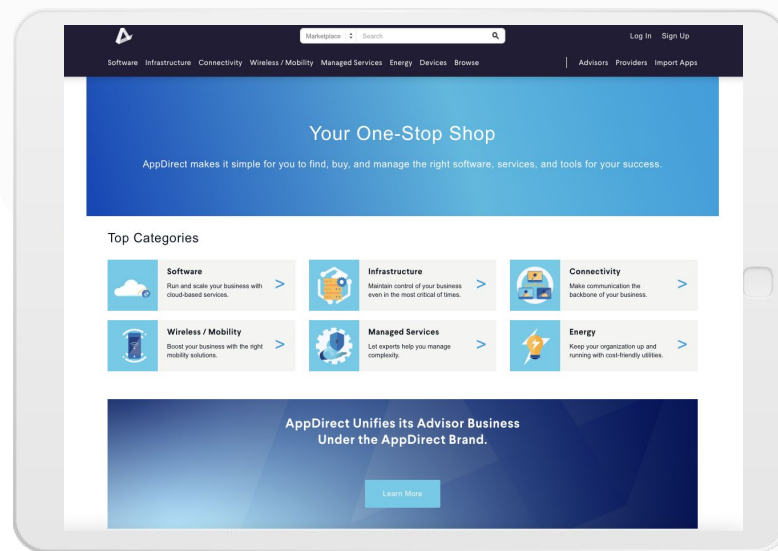
## CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS  
Analytics | Artificial Intelligence (AI)





Simplify the experience of finding & buying CX solutions



### CX Catalog

All the CX solutions needed to enhance business communications, from one place



### Expertise

Leverage our product experts and trainings to increase your CX competency

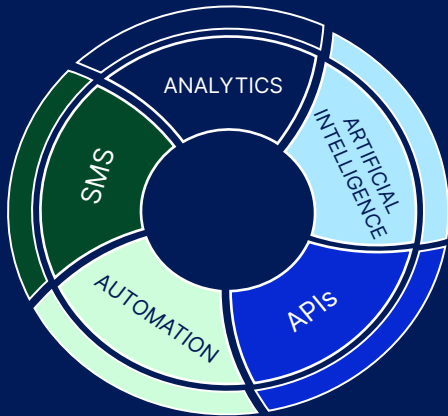
# All the leading CX providers

Position CX solutions that are **vendor-agnostic** with **CX experts** to guide you.



*...and many more*

All the CX solutions you need to manage your business communications



## CX Sub-Categories

| UCaaS   | CCaaS  | CPaaS   |
|---|--|---|
| <ul style="list-style-type: none"> <li>Voice</li> <li>Telephony</li> <li>Video &amp; Audio conferencing</li> <li>Messaging</li> <li>Mobility</li> </ul> | <ul style="list-style-type: none"> <li>Customer contact solutions</li> <li>Employee experience</li> <li>Omnichannel comms</li> <li>Quality management</li> <li>Performance management</li> <li>Workforce engagement</li> <li>Outbound interaction</li> </ul> | <ul style="list-style-type: none"> <li>Customization capabilities</li> <li>Rich Communication Services</li> <li>Multimedia</li> <li>Communication APIs</li> </ul> |

## Additional CX Capabilities

| Automation   | Analytics   | SMS   | AI  |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>Self Service</li> <li>Data Exchange</li> <li>Business Process</li> <li>Workflow</li> <li>Repetitive Task Elimination</li> <li>Standardization</li> <li>Regulatory Compliance</li> </ul> | <ul style="list-style-type: none"> <li>Real-Time</li> <li>Historical</li> <li>Descriptive</li> <li>Diagnostic</li> <li>Predictive</li> <li>Prescriptive</li> <li>Cognitive</li> </ul> | <ul style="list-style-type: none"> <li>Marketing</li> <li>Alert Notification</li> <li>Event Management</li> <li>Support</li> <li>Sales</li> <li>Surveys</li> <li>Reminders</li> <li>2FA</li> <li>Confirmations</li> </ul> | <ul style="list-style-type: none"> <li>Omnichannel</li> <li>Virtual Agent</li> <li>Agent Coaching</li> <li>Interaction Summary</li> <li>Sentiment Analysis</li> <li>Predictive Analytics</li> </ul> |

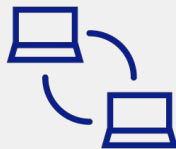
Contact Centers with integrated communications are trending

## Stay ahead of the curve with CPaaS



### Build a Seamless Experience

CPaaS allows you to integrate communications solutions together and create seamless integrated customer experience solutions



### Make it your own

Extensible platforms like CPaaS allow you to differentiate by building unique features leveraging the extensibility of platform technology

These solutions help improve customer experience and KPIs:

- **Productivity** (occupancy rate, workforce management, etc.)
- **Quality** (CSAT, NPS, etc.)
- **Performance** (ROI, customer lifetime value, etc.)

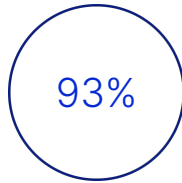
# SmartSupport

Premium tech support to troubleshoot any software and device issues



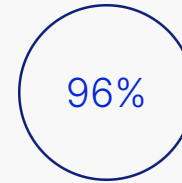
## Calls Annually

End-user **Help Desk** services from troubleshooting, to installs, to malware removal



## Customer Satisfaction

End-customers rate us highly for **on-boarding, migration, and level 1 help desk support**



## First Call Resolution

Most end-customer issues are resolved on the first call.



# Case studies

# Ideal customers

Our solutions are a good fit for:



Companies with employees working remotely and/or are widely distributed



IT teams lacking resources to procure a full communications tech stack and upgrade outdated voice systems



Industries that serve many customers like: healthcare, finance, retail, manufacturing

# Key CX Win: UCaaS

Voice solution for a manufacturer and distributor improved international communication for 50+ locations

## Challenge

An international manufacturer sought a cost-effective voice solution for 50+ locations, facing high operational costs, decreased productivity from legacy PBX systems, disjointed systems, and lack of centralized management.

## Solution

- Moved phone systems to the cloud
- Provided a centralized, user-friendly portal
- Implemented geo-routing algorithms for international communication

## Results

- **Reduced costs** and legacy maintenance
- **Increased scalability**
- Optimized quality and **reduced latency**.

# Key CX Win: Artificial Intelligence (AI)

AI solution for a contact center increased client and agent satisfaction

## Challenge

In this company scenario, 80% of agent-client interactions involve password resets, diverting attention from personalized, quality customer service for more challenging requests.

## Solution

AI solutions that automate repetitive operations:

- Chatbot to handle routine inquiries with self-service options
- AI-powered routing system to connect clients to the right agent
- AI Analytics tools to analyze historical data and trends

## Results

- **Increased** customer satisfaction.
- **Reduced** call transfer time
- **Enhanced** future demand predictions

# Key CX win: Business Process Outsourcing (BPO)

BPO solution for an entertainment industry customer reduced client churn and optimized customer experience

## Challenge

An entertainment industry customer frequently hosted events, making them often unavailable to readily access their phone or booking system, causing client calls to be dropped.

## Solution

Off-site solution where a third-party BPO, or a provider outsourced to answer client calls, handles all call duties.

- Instead of capturing information, BPO would already have all the necessary client details and can focus more on customer experience.

## Results

- **Increased** client interactions and appointments
- **Increased** client satisfaction

# Thank You

