



Customer Experience (CX)

Communicate reliably anytime, anywhere

July 2024

What's happening in the market?

Why CX matters

Customer Experience expectations are at an all-time high

Customer expectations

60%

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

Employee expectations

80%

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

Impact

180%

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

Why we care

140%

increase in buyer spending following a positive experience

AppDirect can help

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OUTDATED EQUIPMENT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.

ENERGY

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

COMMUNICATIONS SOLUTIONS

Data | Network | Mobility & IoT | Satellite
SD-WAN | SASE | TEM | UCaaS | CCaaS

MANAGED & PRO SERVICES

Network (NOC) & Cloud Monitoring | SOC
Technical Support | Professional Services

HARDWARE & LOGISTICS

PCs | Laptops | Phones | Monitors | Digital Displays
Hardware Services & Logistics

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security

INFRASTRUCTURE

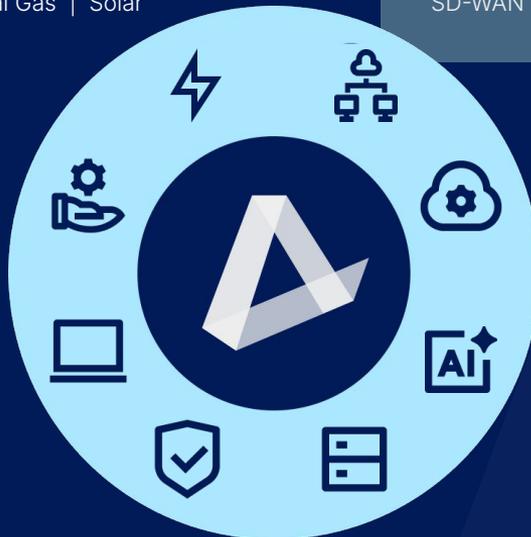
Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

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

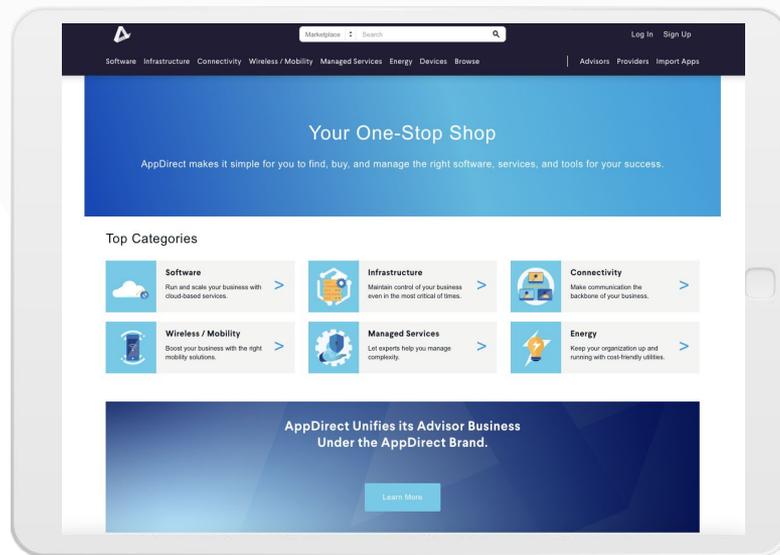
ARTIFICIAL INTELLIGENCE

Large-Language Models | Agentic AI | Copilot |
Gemini | Chat Bots | Customer Experience





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

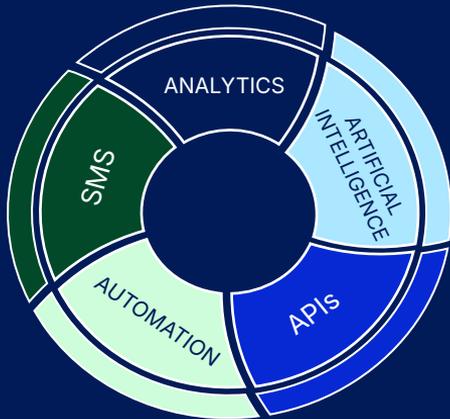
All the leading CX providers

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

Additional CX Capabilities

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

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



100K+

Calls Annually

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

93%

Customer Satisfaction

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

96%

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

