



5 key reasons to sell a CCaaS solution



Creating Customer Experience

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> Introduction

Since the country emerged from two years' hibernation, we've been hearing one thing from all sides – customers are struggling to get the customer experience they expect from contact centres!

You could blame it on rushed, piecemeal technology stacks adopted in a hurry. You could put it down to hybrid working and the challenges of remote collaboration. Or keeping staff productive from home with little to no way to keep on top of their metrics. It could be many other things, or most likely, a combination of them all.

But the overriding fact remains: Technology needs to help contact centres serve their customers better, even through uncertain and changing times.

These CX symptoms seem to surface more regularly in SMB contact centres, with between 10 and 100 seats, dealing with relatively high volumes of customer interactions across a variety of industries – retail, insurance, utilities, services etc.

But, given their size and budget, they tend not to have the resources to solve their issues, and with so many new channels being adopted – and demanded by customers like social media, and webchat – SMBs need a new level of CCaaS platform... one you should be selling them!

So, what are our 5 reasons you should be selling CCaaS?

- > **Market growth & demand**
- > **Customer & account growth**
- > **Retention**
- > **Revenue & margins**
- > **Future-proofing and positioning**

Take a look through our E-book to discover our tips to selling CCaaS in the SMB market. And if you'd like to discuss anything you've read, get in touch using the details below!

Tel. 03300 330033

> Who is TelXL?

We know the SMB market

Hyper-focused on SMB Contact Centres.

Resiliency as standard

"Five nines" uptime, leading SLAs and triple-redundancy.

Driven by insight

We listen to the entire industry to steer development.

Unique creators

20 years' experience in designing leading CC platforms.

No 'direct' competition

We're dedicated to the channel, not poaching customers.

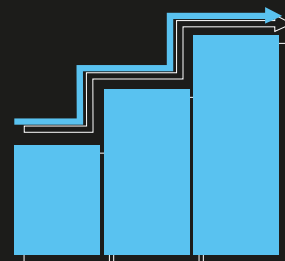
➤ Market growth & demand

The CCaaS market is going from strength to strength...

SME Growth

"The global Contact Centre as a Service (CCaaS) market is projected to grow from £4.87 billion in 2022 to [approx.] £15.07 billion by 2029, at a CAGR of 17.5%" Fortune

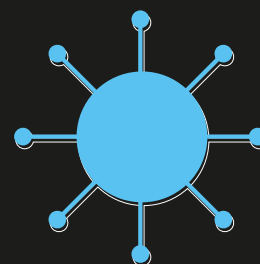
This proves SMBs are embracing the digital channel to give themselves a level playing field when competing against much larger organisations, and that CX is not going away any time soon, despite the recent downturn.



Omnichannel

The need for an omnichannel solution is being driven by customers' increasing use of digital channels, like webchat, and their expectations of a seamless, channel-agnostic experience.

More contact centres believe live telephony channel volumes will drop (45%) than rise (28%). Businesses with £1m-£10m revenue state that 50% of their CX investment is going into digital channels, lower than £1bn+ companies where 74% of CX investment is in digital.



How can resellers capitalise?

Join the market and help customers deliver a better customer experience!

Organisations may know the benefits of omnichannel and CCaaS but only 1 in 4 small-medium contact centres currently use omnichannel CCaaS – which means plenty of sales opportunities.

Other technology barriers to adoption may exist in end-customer organisations, but most are challenges that resellers can help them overcome, positioning you as an educator and trusted advisor, helping customers 'punch up'.



> Customer & account growth

Help your customers grow organically and seamlessly!

SMEs undergo organic growth far quicker than larger organisations. This makes CCaaS a great platform to base their internal and external communications on because once it's deployed, it can evolve just as quickly as the business and its demands.

Depending on your CCaaS customers' businesses, they'll be interested in adopting new channels as they grow – digital, social, payments etc. CCaaS platforms present established upsell journeys, so you can work with customers to develop long-term transformation plans that keep increasing your revenue!

Conversely, if a customer can make cost savings, the whole account doesn't need to be lost! A flexible CCaaS platform should allow customers to downgrade when need be, before recovering revenue in the future as those short-term challenges fall away.



How can resellers capitalise?

Think of it almost like the next sale after UCaaS...

As UCaaS customers grow into CCaaS, they'll need to adopt new channels, new features, more storage etc. presenting multiple upsell opportunities in the future.

Resellers can start positioning business-grade home connections for additional resiliency and security for hybrid workers.



> Retention

Reducing churn is as much a challenge for you, as your customers...

65% OF CONTACT CENTRES

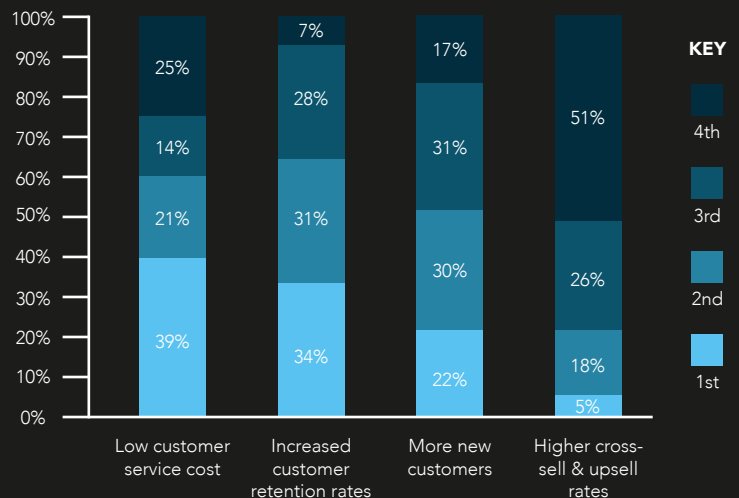
put 'increasing customer retention rates' as the top or second priority of their CX improvement programs. If you can successfully support your customers in maximising retention, the same will follow for you.

Delivering these kinds of services to your customers makes you a trusted advisor for all things tech. Once you've got that level of trust, customers won't look elsewhere to simply save a few quid!

Steps you can take to become invaluable:

- > Integrating CCaaS with other operational systems e.g. CRM, billing etc.
- > Setting up time-saving IVRs and call routing
- > Deploying innovative AI workflows that save time
- > Advising on data security policies and disaster recovery
- > Training and optimisation of UI

What are the main aims of your CX improvement programme?



How can resellers capitalise?

Help your customers to help you!

Offer your customers an all-encompassing solution with everything they need in one platform, for lengthy tenures with predictable recurring revenue streams, so they don't have to look elsewhere.

Being your clients' CCaaS consultant puts you in a great position. In the present climate, CCaaS offers many ways to help optimise customers' operations and save them money, such as automating processes, which can be a great way to broach the subject of transitioning from UCaaS to CCaaS.



> Revenue and margins

What's the worth of exceptional customer experiences?

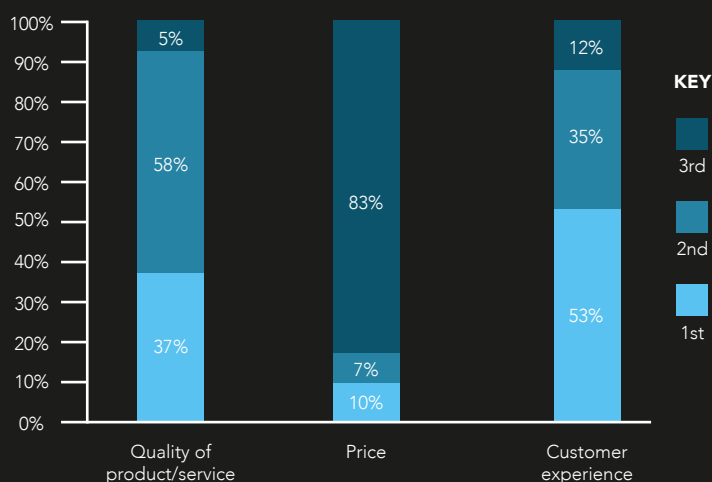
Because of the variation in features, the cost per seat per month of a 'typical CCaaS solution' varies greatly depending on the platform in question. Still, the cost of a fully featured solution is a hard pill to swallow for even large enterprises.

What value do your customers put on delivering an exceptional customer experience? Considering businesses now rate it of equal importance as the quality of the product they sell, it's about time they invest in a platform that can deliver that experience!

Customer experience is the joint primary factor for most businesses, alongside product quality!

There's also an opportunity to scale up further by offering contact centre functionality to back-office teams across the organisation. By building so-called 'informal contact centres', or mixed contact centres with informal teams, all the extra functionality spread across the organisation represents a significant revenue stream.

Importance of the factors on which your organisation competes (ranked) B2C



How can resellers capitalise?

Lower the cost of entry and watch the money flow...

SMEs have always been put off adopting CCaaS solutions because of the high cost of entry, with typical per-seat licenses starting around £160. By getting CCaaS solutions into customers at double-digit figures – with room to increase revenue in the future – you can boost adoption and build the foundations of a massive recurring revenue stream as the relationship flourishes.

Margin-rich CCaaS offerings can also be used as an overlay to existing solutions. If customers are hesitant to make drastic changes in a single sweep, overlaying CCaaS offers a way to take more of a phased approach. Partners have seen good success in transitioning digital channels first, so more advanced teams can get used to a new system and work out any internal issues before adopting fully and transitioning voice services.

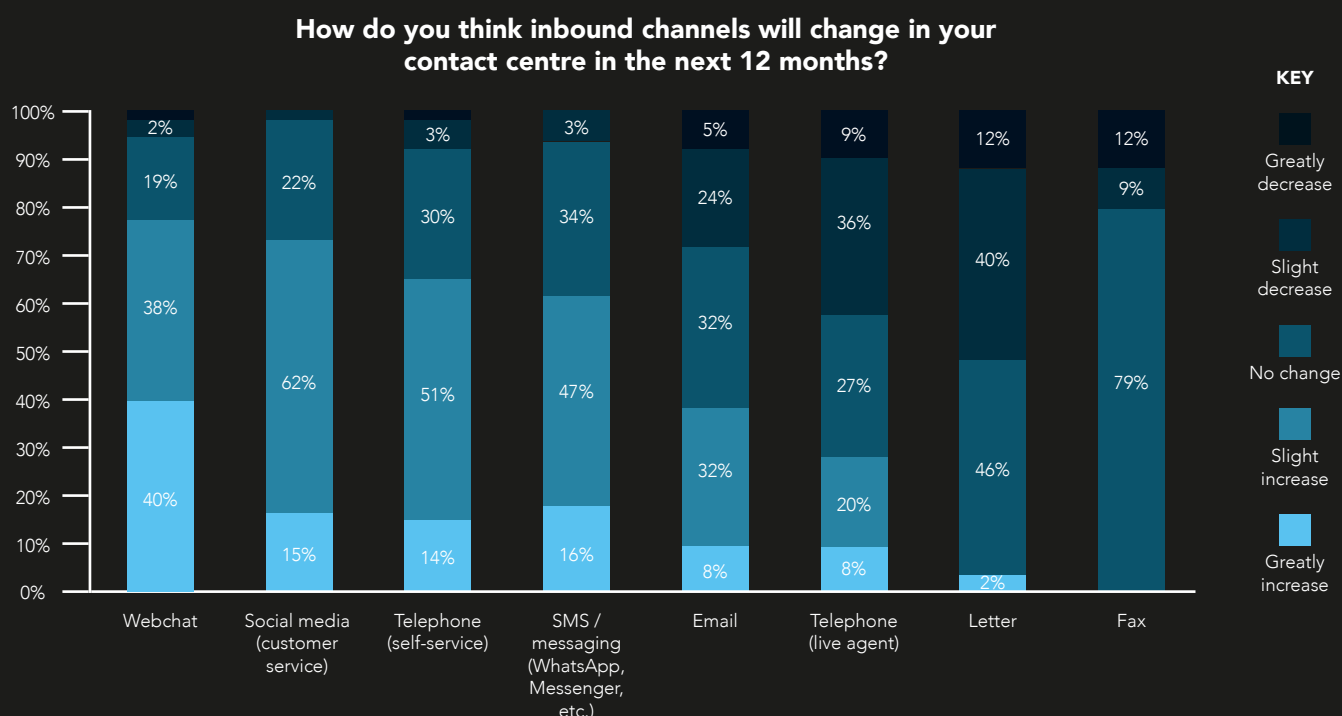


> Future-proofing and positioning

Get the foundations right, and the future will be easy...

There are lots of exciting technologies finding mainstream popularity (AI, IoT, AR/VR), becoming so established that they are starting to see demand in Contact Centres. CCaaS platforms that enable these new technologies further solidify a reseller's position as a pivotal aspect of the customer's operation.

Over three-quarters of businesses expect web & social media interactions to increase in the next 12 months.



How can resellers capitalise?

In terms of new implementations, we've already seen AI-informed web chat and analytics take off in a big way. So, upskilling your team, or finding vendors with that knowledge and experience already, will be a vital aspect of future deployments.

We're even working on AI-based suggestions for agents, leveraging speech recognition and Machine Learning, to help them resolve issues based on previous successful interactions, and our platform's capabilities are still evolving!





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