



BUILDING LONG-TERM SERVICE PROVIDER VALUE FROM THE UCaaS MARKET

THE CHALLENGE

According to most analysts, the UCaaS market continues to experience double digit levels of growth with the level of competition continuing to increase. Service providers are being impacted by inflationary pressures which are increasing the costs of their services, and are consequently looking to increase prices to maintain margins. At the same time, the hyper players like Microsoft Teams and Zoom continue to take significant share due to their widespread use during the pandemic, translating into phone system replacement when businesses reach end of contract for their PBXs.

All of the above yields a number of key challenges for service providers:

- Maintaining margins in UCaaS by increasing prices and upselling service extensions
- Embracing the hyper players, especially Microsoft Teams, with a suite of value-added services that complement trunking services such as direct routing or operator connect
- Optimizing costs by looking to retire legacy platforms and consolidating specific functions such as analytics or call recording across multiple service domains

THE OPPORTUNITY

Akixi has a long history of partnering with service providers to provide a range of value-added insight and call reporting services that have been attached to a number of common UCaaS platforms. By utilizing Akixi, service providers can raise ARPU by as much as 15% or leveraging as part of a 'positive discounting' strategy to justify price points in premium UCaaS service packages.

Akixi integration can either be attached to the service provider service and sold as a bolt-on, or embedded in a structured manner that exposes an increasing functionality linked to a good, better, best service pricing structure.

Today, multiple service providers have deployed Akixi for metrics-driven insights in some of the most intense UCaaS markets in the world.







AKIXI AS YOUR SOLUTION

Delivered via service providers, Akixi offers a range of platform agnostic solutions for small or distributed businesses to dramatically improve customer insight and engagement.

The typical Akixi-powered business generates more revenue from customer inquiries whilst also keeping those customers happier for longer, generating increased customer and brand equity value for service providers.

- ✓ Instantly increase your customer wallet share
- ✓ Increase customer lifetime value
- ✓ Keep your brand fresh and relevant to customers
- ✓ Differentiate and extend your portfolio
- ✓ Reduce customer churn

SMB INSIGHTS BENEFITS

-  Serve more customers
-  Recapture lost callers
-  Increase productivity
-  Improve customer experience
-  Optimize teams
-  Give distributed visibility

CALL CENTER INSIGHTS BENEFITS

-  Improve caller experience
-  Increase agent performance
-  Service more callers
-  Reduce and recover lost calls
-  Help achieve compliance
-  Help meet SLAs
-  Centralized visibility

45% OF SMALL BUSINESS OWNERS PLAN TO BUY ANALYTICS SOFTWARE IN THE NEXT YEAR. (Forbes)

>75% OF SMALL BUSINESS CUSTOMER INTERACTIONS EITHER START WITH OR MUST BE ESCALATED TO VOICE. (Metrigy)

