

# AKIXI FOR SERVICE PROVIDERS



## THE SERVICE PROVIDER CHALLENGE

According to most analysts, the UCaaS market continues to experience significant levels of growth with the level of competition continuing to increase. Service providers are being impacted by inflationary pressures which are increasing their costs and are looking to maintain margins by increasing prices. 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:**

- Developing service extensions to warrant price increases
- 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 retiring legacy platforms and consolidating functions such as analytics across service domains

## AKIXI BUSINESS INSIGHTS AND CALL CENTER REPORTING

Akixi supplies two products into the business market via cloud communications providers. Both products help businesses improve engagement through the use of increasing levels of functionality. They are fully brandable and can be integrated with the provider's automated operations systems for provisioning and billing. They run off the same underlying platform which is hosted and managed by Akixi within AWS. Optionally Akixi can run the platform in a service provider AWS tenancy.

### CUSTOMER ENGAGEMENT INVESTMENT



Akixi Business Insights is a simplified product intended to assist companies that have significant inbound customer engagement via staff who also perform other tasks. Business Insights helps your customers understand their call volume and timing, how many calls are being missed and allows rapid follow-up on important missed calls. Insights are presented in short-form allowing the consumer to obtain the most important information quickly.

Call Center Reporting is targeted at businesses that have already identified call handling as an important business requirement, have implemented a call center and require more advanced monitoring and management of the staff.

## BUSINESS INTELLIGENCE AND CALL CENTER REPORTING LICENSING

Akixi products are available on a per user per month basis. Service providers can choose to embed Akixi products inside their UCaaS products, offering Akixi capability to all users at various different levels of functionality. Alternatively, service providers can attach Akixi to their UCaaS service as a bolt-on. Akixi recommends embedding Business Insights into UCaaS offers whilst attaching Call Center Reporting due to its more specialized capabilities. Akixi can provide guidance on feature packaging and retail pricing for its solutions as part of the Go to Market support programs.



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



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

# AKIXI INTELLIGENCE HUB

The Akixi Intelligence Hub is an optional capability available to service providers using Business Insights. It enables service provider channels to manage trials of premium versions of Business Insights with the customer base. Channels can manage the trial journey from Intelligence Hub alongside create customized promotional material to upsell specific accounts. Intelligence Hub aggregates customer usage data which can be analyzed for behavior trends and upselling of third party products. Like Business Insights and Call Center Reporting, Intelligence Hub is fully brandable.



# GO TO MARKET SUPPORT

To support its products being sold through service providers, Akixi has developed a range of GTM capabilities. These range from brandable content to fast-track product marketing and customer adoption alongside training for all the groups working with the products such as sales, support and operations. The go to market assets can be combined with the Intelligence Hub to deliver best in class upsell performance for the service provider.

# THE SERVICE PROVIDER OPPORTUNITY WITH AKIXI

Akixi has a long history of partnering with service providers to provide a range of value-added insight and call reporting services which have been attached to UCaaS platforms. By utilizing Akixi, service providers can raise ARPU by as much as 20% or leverage as part of a 'positive discounting' strategy to justify price points in premium UCaaS service packages.

### AKIXI VALUE ADDED SERVICES

 Call Center Reports       Business Insights

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### CLOUD COMMUNICATIONS PLATFORMS

  

### SERVICE PROVIDER OFFERS

  

### SMALL BUSINESS



### DISTRIBUTED ENTERPRISE



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

# DISCOVER MORE

To discuss further, call us on the number below or scan the QR code to register your interest and we will be happy to provide you more information on Akixi's capabilities.



+44 (0)1293 853060

info@akixi.com

www.akixi.com

