

WHY INVESTING IN CUSTOMER EXPERIENCE IS CRUCIAL



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INTRODUCTION

Providing the best customer experience is absolutely vital to the health of virtually every business. That's true now more than ever.

To say that customer experience (CX) has a significant impact on top-line sales growth and bottom-line earnings might actually be an understatement. An eye-opening 39% of consumers say they will walk away from a company after a single bad experience, [according to PwC](#). Even a brand's biggest fans will look elsewhere after too many poor interactions: PwC's research found that 59% of people who love a particular brand or product say they'll go elsewhere after several bad experiences. And 80% of people feel that the experience a business provides is just as important as its products or services themselves, [according to Salesforce](#).

Every business needs to care about customer experience.

Now consider this amid a growing string of not-so-great economic news. It seems everyone from Fortune 500 CEOs to TV pundits to your next-door neighbor has an opinion on the economy these days, whether it's inflation to supply-chain disruptions to the possibility (or not) of a recession. Naturally, these topics might dampen business outlooks and lead to some challenging budget decisions.

But the question businesses should be asking isn't: "Can we afford to invest in customer experience right now?" The more salient question is: "Can we afford not to?" And the correct answer is an emphatic "no." The competition for customer loyalty – especially as many of those customers do some belt-tightening of their own – is fierce.

Amazing customer experiences – driven by human touch and expertise across multiple channels – will differentiate those that thrive in any conditions from those that merely survive (or worse). Business leaders are recognizing and embracing this reality – in one survey of nearly 2,000 professionals, almost half (46%) of respondents listed [CX as their top business priority](#), outranking other areas of focus like product and pricing.

This is creating a massive opportunity for managed services providers and other technology partners to grow their own sales and boost profits – while shifting from commodity transactions with declining margins to solutions-oriented revenue streams with significant growth potential.

To do so, partners need to rethink and reprioritize how they help clients solve problems – and the top priority for most businesses today is customer experience. A robust, elegant Contact Center-as-a-Service (CCaaS) platform is the heart of modern customer experience. It connects customers and employees alike with the information and solutions they need – when and where they need them. Yet many businesses see the contact center as a challenge – they incorrectly assume it's too difficult, too expensive, or something that's otherwise out of their reach. Many businesses don't think they need a contact center at all – but they do.

Partners that deliver a compelling customer experience solution – with CCaaS at the core – will not only win the sale, but the long-term trust of their own customers. In this eBook, we'll further examine the enormous CCaaS opportunity for partners – and why the time to embrace CCaaS is now.



2 | 5 REASONS WHY CCaaS IS KEY
TO CUSTOMER EXPERIENCE

A powerful, easy-to-use CCaaS solution that is well-integrated with the rest of the company's technology stack is a crucial foundation for excellent customer service. It's how customers connect with the information and services they want – and the human touch they increasingly expect.

“Nearly 80% of American consumers say that speed, convenience, knowledgeable help and friendly service are the most important elements of a positive customer experience,” PwC's report says, adding that companies should prioritize technologies that deliver those fundamental elements – not unnecessary bells and whistles.

CCaaS is one of those technologies. But what is CCaaS, exactly?

CCaaS is a cloud-based customer experience platform, built on contact center software. Because it's delivered as a service, CCaaS streamlines or even eliminates a lot of the physical space and infrastructure people associate with a contact center. Instead, it's capabilities – voice, chat, email, SMS and more – are available anywhere with an internet connection. That makes it ideal for the 24-7, work-from-anywhere era – customer-facing employees can log in from home or any other location with internet service.

You can take a deeper dive – including a review of key features to look for – in this blog post, [“What is CCaaS?”](#)

An important thing for partners to understand is how CCaaS can solve a major need in the market by enabling excellent

customer experience. Many businesses know how important CX is – the stats above speak to that – and the role that the contact center plays. But they assume the contact center is a massive building overseas filled with endless cubicles – one that is both cost-intensive and labor-intensive.

Partners who sell CCaaS as part of a broader CX-focused solution – more on that below – can win over customers by eliminating jargon and misunderstandings and focusing on what really matters: business value. With CCaaS, partners can focus on business outcomes. This lets partners avoid initial customer objections that keep them from learning more about your solution.

Let's explore five ways that CCaaS plays a major role in customer experience – and CX-led business value.

1. CCaaS IS THE FOUNDATION OF CX:

The contact center is the gateway to customer service and experience. Just as with other cloud-based technologies, CCaaS has transformed the “contact center” from a physical place into an anytime, anywhere engine that powers top-notch customer experience. It's the main pathway for customers to connect with information and people when, where, and how they want – voice, chat, email, and more. Excellent CX relies heavily on human interaction – which 82% of U.S. consumers want more of, according to PwC – and CCaaS is how modern businesses deliver it.

Moreover, the as-a-Service model streamlines infrastructure and costs; CCaaS

transforms the contact center from a back-office cost center to a strategic value creator. Partners that recognize and embrace this can help their own customers unlock that value.

2. EVERY BUSINESS NEEDS SOME FORM OF CUSTOMER SERVICE CAPABILITY:

This truth can't be repeated enough: Every business needs some form of customer service capability. Without it, their customer experience is DOA. For partners, this means the potential market – locally, regionally, nationally – is essentially limitless.

CCaaS gives your clients the voice, web chat, email, text, and other capabilities that their own customers want and expect – and it allows them to run anywhere, anytime, just like their employee collaboration and productivity tools.

3. CCaaS CONNECTS PARTNERS WITH DECISION-MAKERS:

Indeed, CX-focused companies all their business communications into a single platform because they recognize that employee experience/productivity has a symbiotic relationship with customer experience. But this remains a largely untapped opportunity, both for partners and their customers: according to PwC, just 38% of U.S. consumers feel the employees they interact with understand their needs.

An integrated UCaaS and CCaaS platform is a foundation for solving that problem because it helps to ensure that customer-facing employees have ready access to anyone in their business – whenever and

wherever they need it – to quickly help customers, or easily connect them with the right colleagues.

This is also indicative of the transformative opportunity for partners: Since CCaaS is higher up in the tech stack than, say, commodity hardware, it connects you with the power users and/or IT decision-makers in a business. This opens the door to multiple other revenue streams and value-adds. In short: They're likely to buy more from you.

4. WIN THE CONTACT CENTER, WIN THE WHOLE DEAL:

Because of this, a CCaaS deal is about far more than selling contact center capabilities. It's about a holistic solution that integrates CCaaS with Unified Communication-as-a-Service (UCaaS) and other employee productivity tools. By solving your clients' urgent need for CX-enabling technology, you build trusted advisor status with the power users and ITDMs.

The initial CCaaS sales generates additional opportunities up and down the stack for UCaaS, ancillary services, advisory services and other IT expertise, and other customer needs.

5. CCaaS ENABLES A PIVOT TO GROWTH-ORIENTED SOLUTIONS:

CCaaS -- as a centerpiece of a broader CX solution – is a growth catalyst. Research conducted by IBM and Adobe, for example, found that businesses that prioritized customer experience reported 3x higher revenue growth in a two-year period. Multiple industry studies and surveys tell similar stories – human-led CX is the dominant differentiator among businesses today.

CX is what makes an ordinary customer loyal customer – when people feel that a business cares about their needs, they keep coming back for more. Quality customer service and easy-to-find information – guided by human interaction whenever needed – is key. And loyal customers become the best kind of evangelists, sharing positive reviews and word-of-mouth, referrals, and other high-value actions that further contribute to top-line and bottom-line growth.

Because CCaaS (especially when integrated with UCaaS and employee experience) is so integral to customer experience,

partners can then pivot sales discussions to become far more solutions-oriented and focused on business value and impact. This further extends the partner-customer relationship into trusted advisor status – this conversation isn't focused on "how much does this cost?" but on "how does this help me grow my business?" and "how does this help me keep my customers happy?"

This shift to growth-minded solutions is a welcome change for partners who have been challenged by increasing disruption and decreasing margins in their businesses.





3

**CCaaS: A MASSIVE
MARKET OPPORTUNITY**



\$4 BILLION

WORLDWIDE CCaaS MARKET IN 2022

\$15 BILLION

PROJECTED WORLDWIDE CCaaS MARKET IN 2029

[Source: [Fortune Business Insights](#)]

Every business can use and benefit from CCaaS – it’s the technology enabler of great customer experience, which in turn is the ultimate competitive differentiator. It’s ideal for challenging, evolving macro conditions – investing in customer experience is as important as ever. CCaaS – especially when integrated with UCaaS – empowers with the right information and tools to do their best, and to deliver for customers every day.

If two companies do or sell roughly the same thing, people will do business with the one that offers better customer experience. To do that efficiently, businesses need tools that make it easy to answer questions and solve problems, with a knowledgeable human touch. This is why CCaaS is such a fast-growing technology segment – and a huge addressable market for partners. It’s the conduit between employees, customers, and solutions – a recipe for rewarding experiences. The time to invest is now.

CCaaS reboots the legacy paradigm of the contact center as a cost center and modernizes it as a growth catalyst. In fact, companies that prioritize customer experience reported 3x higher revenue growth over a two-year period, according to a study conducted by IBM and Adobe.

The contact center is the central nervous system of customer experience, enabling knowledgeable employees to give customers the human touch they want – and that keeps them coming back. CX drives growth in many ways, chief among them by engendering loyalty. It has long been true that it’s cheaper to keep an existing customer than acquire a new one, but just as important loyal customers become the best brand ambassadors any business could ask for, sharing positive reviews and recommendations, word-of-mouth, and so on.



4 | WHY INTERMEDIA



Ready to seize the
CCaaS opportunity?
Schedule a time to talk
to an expert.

Intermedia empowers partners with best-in-class CCaaS capabilities that will help your customers create a winning customer experience across voice, email, chat, and text. Features like smart routing, call queues, and proactive outreach help companies connect with customers how they want. Intermedia also delivers:

BUILT-IN UCaaS INTEGRATION WITH INTERMEDIA UNITE:

So that your clients can align and prioritize employee experience and knowledge alongside customer experience in one application.

FLEXIBLE MODELS:

You choose your level of involvement. We have options to meet your specific goals, whether you want to simply learn how to

identify CCaaS opportunities and refer leads to Intermedia -- or want to become an expert in all things CCaaS (from prospecting to implementation), including white-label options you can incorporate into your brand, take the topline revenue, set your margins and grow the value of your business.

YOU OWN THE CUSTOMER:

When you partner with Intermedia, your customer remains your customer. Period.

ONGOING SUPPORT:

Intermedia's experts and resources are always behind you at every step of the customer buying journey with prospecting, marketing, and sales support.



Intermedia has been recognized by J.D. Power for providing "An Outstanding Customer Service Experience" for its Assisted Technical Support. J.D. Power 2021 Certified Assisted Technical Program, developed in conjunction with TSIA. Based on successful completion of an audit and exceeding a customer satisfaction benchmark for assisted support operations. For more information, visit www.jdpower.com or www.tsia.com.

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