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Differentiate Your Voice Offering With CRM Integration

Combine Akixi and NetSapiens to rediscover the value of voice, and optimize your hosted voice portfolio

netsapiens
Smart Network Application People

Contents

Over 90% of companies use a CRM system, and a significant percentage of these companies handle incoming customer calls through unified communication (UC) platforms. Many of these systems aren't integrated, resulting in disjointed operations, decreased productivity and poor customer experiences.

This presents a valuable opportunity for NetSapiens partners to offer CRM integration services on top of their standard offering.

In this guide, we'll explore the benefits that CRM integration can bring to both partners and their end customers, as well as the challenges that may arise if integration capabilities aren't offered.

A Big Opportunity

Currently, around 20% of UCaaS deals require integration with a CRM or business management system, providing an opportunity for partners to stand out from the competition by offering solutions that meet customer requirements and mean a better chance of winning RFPs. Conversely, those lacking these capabilities risk falling behind in a market increasingly demanding integrated solutions.

Not only this, there are currently over 300 CRMs in the market, so having flexible integration capabilities is essential for partners to meet a range of customer requirements, resulting in more customer acquisitions and ultimately more revenue from their UCaaS deals.

By enhancing their UC offerings with CRM integration, partners are introducing more attractive solutions to the market. This not only boosts revenue potential, but also enables end customers to improve overall productivity and elevate their customer experience standards.

...and many, many more.

A Stronger UC Offering

Benefits of CRM Integration – For NetSapiens Partners

Adding CRM integration into their overall UC offering gives partners an opportunity to enhance their solutions and what they can offer to customers. With value added services such as CRM integration, partners can gain significant advantages, including:

Higher Revenue and Margins: Standard UC seats are getting cheaper with many resulting in reduced revenue and smaller margins. Adding CRM integration as a value-added service can add up to $7pupm.

Competitive Advantage: Providing in demand value added services such as CRM integration can mean partners stand out from the competition by providing better solutions for their end customers.

Enhanced Value Proposition: As well as obtaining a competitive advantage, partners can enhance their overall value proposition, showing their dedication to optimizing customer experiences as part of their solutions, ultimately appealing to more of the market.

Stronger Market Position: with a competitive advantage and enhanced value proposition, partners can gain a stronger market position over time, being seen as a major player in the UC and value-added service space.
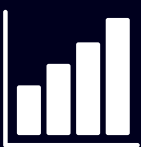
Increased Customer Acquisition: by offering more services on top of your standard UC offering, such as in demand capabilities like CRM integration, partners can gain more customers looking for one partner to meet all of their business requirements.

Challenges for Partners Who Don't Offer CRM Integration

Partners that fail to offer CRM integration face significant challenges that can impact competitiveness and customer satisfaction:

Missed Business Opportunities: Without CRM integration, partners may miss potential deals, especially as businesses increasingly seek unified solutions.

Limited Market Differentiation: In a very saturated UC market, lacking value added services like CRM integration makes it difficult to stand out.

Negative Brand Perception: Inability to provide integrated solutions can damage a partner's reputation, leading customers to view them as outdated or less capable.

Higher Churn Rates: Customers dissatisfied with the lack of integration capabilities may switch to competitors offering more comprehensive solutions, resulting in increased churn.

Impact on End Customers: With the lack of integration capabilities, end customers may find themselves with poor customer experience standards, potentially resulting in that negative impact feeding back up to the service partner, impacting relationships.
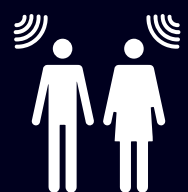
Enhancing Productivity & CX for Customers

Benefits of CRM Integration – For End Customers

For customers, Integrating their CRM and UC platform offers numerous benefits for both productivity and customer experience:

Seamless Customer Experience: Customers enjoy smoother interactions as staff have immediate access to their customers' information when they call in through automatic pop ups pulled directly from the CRM system.

Improved Staff Productivity: With fully integrated systems, staff spend much less time having to flip between different systems, having everything they need in one place gives them more time to resolve customer queries quickly and efficiently.

Faster Resolutions: With fully integrated systems, staff can access the information they need seamlessly, meaning Issues are resolved more quickly when they have all necessary information at their fingertips.

Personalized Service: Staff can provide tailored service based on comprehensive customer data available to them directly from the calling platform.

Consistent Interactions: Customers receive a uniform service across different channels and departments, improving reputation and resolving customer issues in a seamless way.

Challenges for End Customers Without Effective CRM Integration

Without CRM integration, business face several challenges that can impact operational efficiency and customer satisfaction:

Inconsistent Customer Service: Different departments may have varying access to customer information, resulting in inconsistent service.

Data Silos: Fragmented information across systems makes it difficult to obtain a complete view of customer interactions.

Manual Data Entry: Increases the risk of errors and inefficiencies as agents must input data manually.

Delayed Response Times: Agents spend more time searching for customer information, leading to slower response times.

Higher Operational Costs: More time spent per customer interaction can lead to increased operational costs.

Conclusion

The integration of CRM solutions into unified communication offerings presents a significant opportunity for NetSapiens partners to enhance their market position and revenue potential. By addressing the growing demand for integrated solutions, partners can differentiate themselves from the competition, improve customer satisfaction, and secure more business opportunities.

The benefits of such integration are clear: higher revenue, competitive advantage, enhanced value proposition, and increased customer acquisition. Conversely, those who fail to adopt these integrations risk falling behind, facing missed opportunities, limited market differentiation, and potential damage to their brand reputation. Embracing CRM integration is not just a value-added service; it is a strategic move that can drive long-term success and customer loyalty in a competitive market.

Contact us today to find out more about our integrations.

Get in touch

You can find out more at **www.akixi.com**

or contact our team who will be happy to help:

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