Product Overview
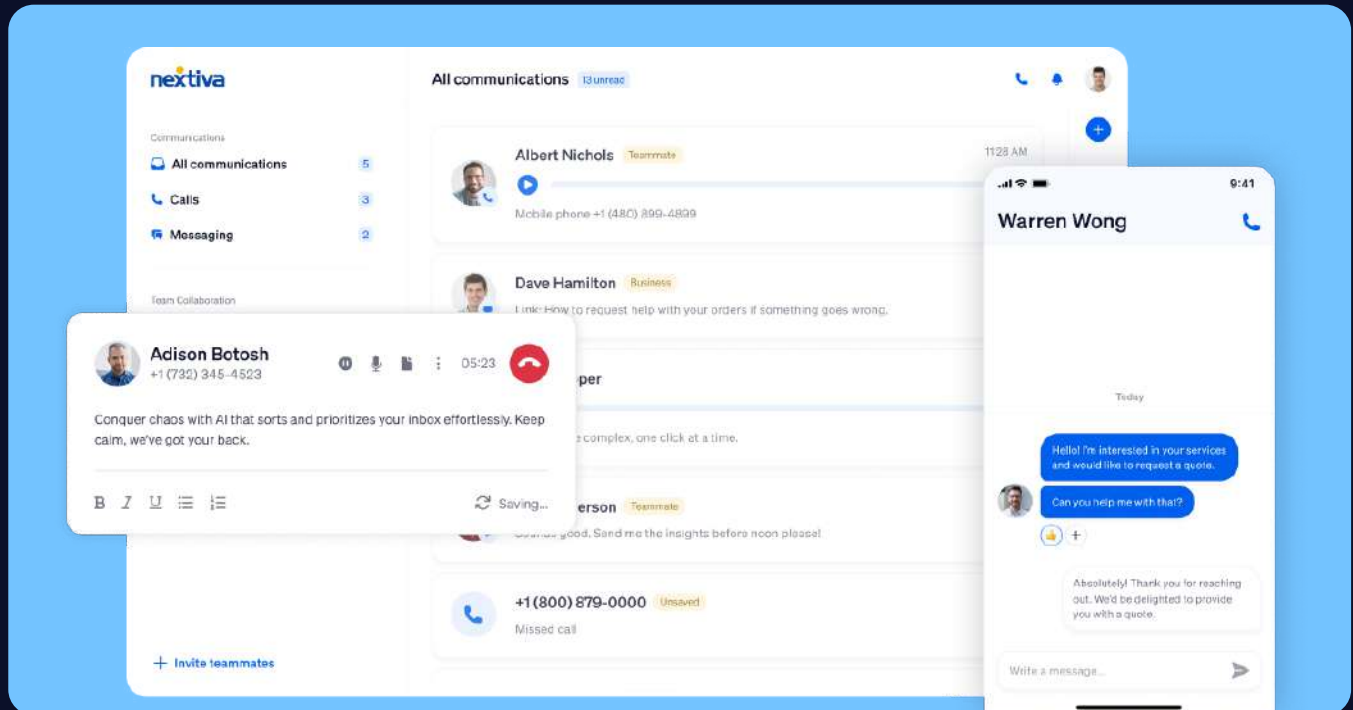
🖥️ **Digital**

🔊 **Voice**

⤢ **Automation**

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Nextiva Contact Center

Stay at the heart of the conversation

Friction-free contact center as a service from Nextiva Contact Center

AI-powered cloud contact center technology isn't 'the future'. It's a hallmark of great customer care. And it's already being used by hundreds of leading enterprises, service providers and BPOs, today.

Great CCaaS technology should be accessible to everyone – no matter how big or small your company, how your demand ebbs and flows, or how your needs might change.

With Nextiva Contact Center **Voice**, **Digital** and **Native Process Automation**, we're democratizing AI-powered CCaaS for everyone. Nextiva Contact Center intelligently automates. It's a complete, holistic solution that puts conversation back at the center of every interaction.

Why Nextiva Contact Center? There's plenty of CCaaS technology out there. **So what makes us different?**

> **To meet your customers wherever they are in our on-demand world, the solution lives within Nextiva's Contact Center flexible, scalable AI-powered CCaaS technology.**

Architecture

Built right from the start

It's not just our **100% cloud-native** solution that delivers exceptionally high uptime. Thanks to our redundant, resilient system, we offer business continuity via the elimination of single points of failure. And while our solution was built different from the start – from the ground up, as one complete solution – that's not our only point of distinction.

Security

Ensuring your data remains safe and secure

All the game-changing technology in the world doesn't matter if it's not secure and compliant. We are proud to be **HITRUST CSF, HIPAA, PCI DSS, and GDPR compliant**.

At Nextiva Contact Center, security and privacy are a key focus. So, we've implemented a wide array of controls and safeguards in our code and processes to protect customer data and support enterprises in their own compliance efforts.

We're also a member of the Cloud Security Alliance (CSA). Our infrastructure is hosted and managed within secure cloud providers accredited for ISO27001, SOC 2 Type II and PCI Level 1. Our security teams work tirelessly to ensure that best practices are always followed to keep your data safe.

CX Front and Center

Ensuring your data remains safe and secure

We built Nextiva Contact Center to **champion your contact center agents**. To help them – not replace them.

So we empower the agents representing you to do their job even better by **automating those processes** that will make their jobs easier, quicker and more personalized to every customer.

We help the BPOs working on your behalf to provide the **joined-up, friction-free service** your customers want and your brand demands.

We make your **customers' lives easier** by ensuring they can communicate with you in a way that suits their busy lifestyles.

> Nextiva Contact Center puts the power back in your hands, keeping your brand at the heart of the right conversations and the right experiences, every time.

Native Process Automation

What is Nextiva Contact Center NPA?

Nextiva Contact Center Native Process Automation (NPA) enables complex, customizable, multi-step omnichannel interactions to occur with a few clicks or even fully independent of agents/end users. Nextiva Contact Center NPA is the beating heart of our CCaaS platform, as every phone call, SMS, chat, email, and social post passes through two powerful, interconnected tools: the IO Workflow Engine and the IO Action Matrix. From dynamic routing models to ongoing consent maintenance, customer self-service, and single-click sending of customized followup messages, Nextiva Contact Center NPA helps enterprises, agents and end users get more done, faster and easier than ever.

What makes Nextiva Contact Center NPA unique?

The key to Nextiva Contact Center NPA is that it's simple. The IO Workflow Engine and IO Action Matrix are code-free and configured with visual drag-and-drop interfaces. This means that a non-technical team member can design, test, and deploy a Workflow or Action Matrix easily and in record time.

Core Concepts

IO Workflow Engine

- The IO Workflow Engine handles a vast array of automated tasks, from basic IVR functions to multistep processes that may include pulling and pushing data from via API.

- These tasks may never touch an agentor end user directly, even though they enable interactions that involve those agents or customers.

- Grab contextual information and relevant data from remote databases.

- Apply to inbound, outbound, & internal processes.

- Time-based triggers surface relevantr ecords & issues.

IO Action Matrix

- Nextiva Contact Center's IO Action Matrix can be both agent or customer facing.

- For agents, the IO Action Matrix replaces traditional scripting tools with dynamic text display and input buttons that change what an agent may say depending on the context.

- For end users, the Action Matrix may display pre-chat screening questions or even show customized text unique to that user, such as account lookup information, upcoming appointments, or a range of other data.

- An Action Matrix may also house a Virtual Agent chat that can seamlessly transition to a live agent chat or voice call.

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Digital

Automation

Voice

Key Benefits

✓ Nextiva Contact Center NPA enables enterprises to automate, accelerate, and elevate enterprise communications with clicks, not code.

✓ By taking repetitive tasks out of an agent's hands, Nextiva Contact Center NPA returns that agent's focus to what matters: the end user they're interacting with. And by arming that agent with customized, dynamic scripting and pulling relevant data on to a single screen, Nextiva Contact Center NPA helps that agent deliver efficient, high-touch, personalized service.

✓ For end users, Nextiva Contact Center NPA offers simple, rich, dynamic self-service opportunities across multiple channels, whether it's a simple account lookup, interacting with a virtual agent who knows their account info and how to service their inquiry, or when to hand off to a live agent.

With billions of potential configurations of the IO Workflow Engine and IO Action Matrixes, Nextiva Contact Center Native Process Automation offers both nearly infinite flexibility and unmatched simplicity.

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Digital

True Omnichannel

Connect with prospects and customers on their channels of choice

- Seamlessly transition between channels, from chat —> voice, SMS —> email, and with context that follows agents and end users
- Connect on chat, email, SMS, and social (Twitter and Facebook, Instagram in Q3)

Engagement Studio

Create custom digital engagements to suit diverse business needs

- Initiate lead capture, sales qualification, appointment scheduling, product registration, sentiment feedback, and other workflows
- Seamless, context-rich transitions to live agents across channels into Nextiva Contact Center

Agentless Campaigns

Contact customers with customized outreach at scale

- Initiate campaigns once and then let event or timebased triggers reach customers to resolve issues before they start
- Touch customers on their preferred channels-based on contact history
- Integrated with your third-party systems for unique, customized, automated outreach

FAQ/Answer Bot Builder

Determine customer intent & answer questions

- Code-free builder for FAQ/answer bots enables sitewide implementation of automation
- All-in-one integrated platform— no thirdparty vendors required
- Increase call deflection via self-service options and escalate to agents when needed

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Voice

Inbound & Outbound

Situation Routing gets callers to the right agent, right away

- Predictive, Progressive, Preview Calling Modes
- CleanCall™ Hands-On Quarterback Mode incorporates human intervention to enable high volume dialing without automated processes
- Flexible agent skill assignments and workgroup definitions let you configure your team on the fly
- Dynamic Expansion of Workgroup moves agents into high-demand queues to reduce wait times and improve CX

Smart Campaign Manager

Customize campaigns with ease to suit customer needs via Triple Dialer Modes

- Robust Predictive & Progressive Campaign Support
- CleanCall™ Hands-On Quarterback Mode
- Live call-by-call supervision
- Boost agent occupancy and productivity with customizable campaign treatments and follow-ups
- Offload agent/staff work and achieve quick customer resolution with smart bots

Analytics

Contact customers with customized outreach at scale

- Industry-standard KPI/SLA business drivers to track agent and center performance
- Agent home page with gamification

Compliance

Focus your team on profitable activities

- Designed to aid in TCPA/FCC compliance efforts
- Automatic DNC management
- Opt-in list management with agent updates
- Supervisor oversight & alarms
- Engage supervisors at the right time to improve agent productivity and mitigate risk

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Digital Customer Care

Create memorable experiences for your customers with our Omnichannel platform.

Omnichannel

Manage all your customer interactions across channels at one place.

Robust SLA management

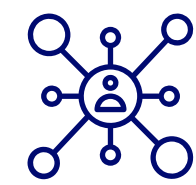Set service levels for different work queues and auto escalate cases.

Streamlined ticketing system

Manage inbound messages through our AI based ticketing system, with auto-sentiment tagging and more.

Review Management

Build trust and loyalty with our review management platform SimplyReviews.

Omnichannel

Manage and respond to reviews across all review platforms.

Automated Review Response

SLA based auto-routing of reviews along with AI-driven automated responses.

Custom Surveys

Customize, automate and rigger surveys across channels.

Social Listening & Analytics

Discover actionable key insights to deliver unparalleled customer experience. Listen to and analyse conversations around your brand, your competitors, industry trends and many more to identify new opportunities.

Competitor Benchmarking

Gain key insights on competitor performance.

Actionable Insights

Gain insights on customer sentiment, brand perception, VOC analysis and more.
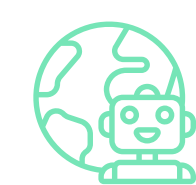
Audience Analysis

Deep dive into your customer preferences to take informed business decisions.

AI and Chatbots

Enhance your customer service with SimplyBot to accelerate your customer resolutions. Tailor chatbots to fit your particular needs and deliver 24/7 customer support across channels seamlessly.
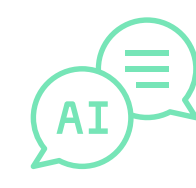
Bot to Agent Transfer

Seamlessly transfer conversations from Bot to Human agent.
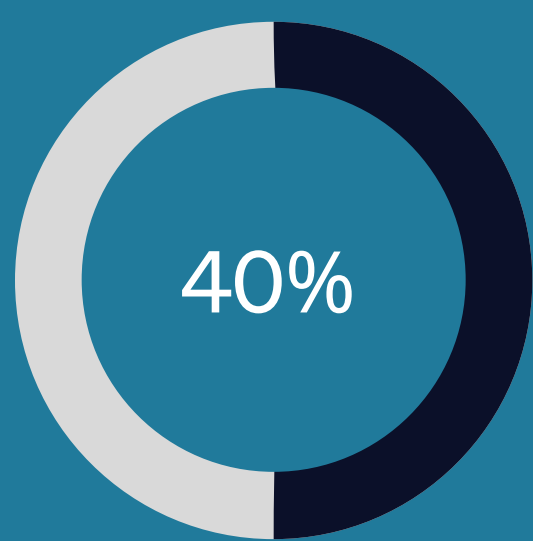
AI-Driven Ticketing System

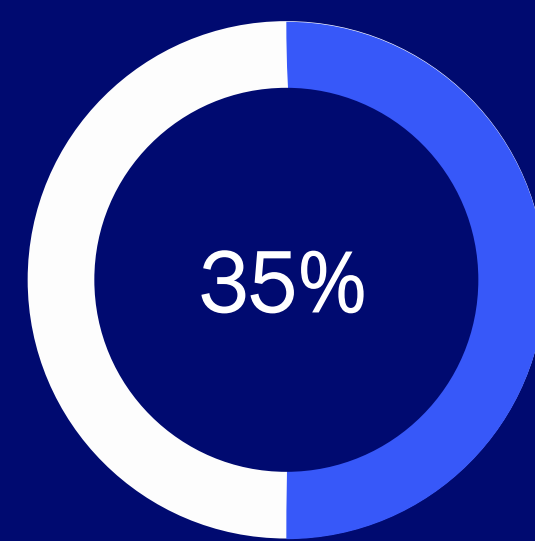Streamline Customer Service with auto-escalation of cases, sentiment auto-tagging and much more.

Customize Chatbots

Tailor-made chatbots to fit your needs and brand voice.

Reduce First Response by
40%

Automate Review Responses by
35%

Increase Sentiment Conversion by
30%
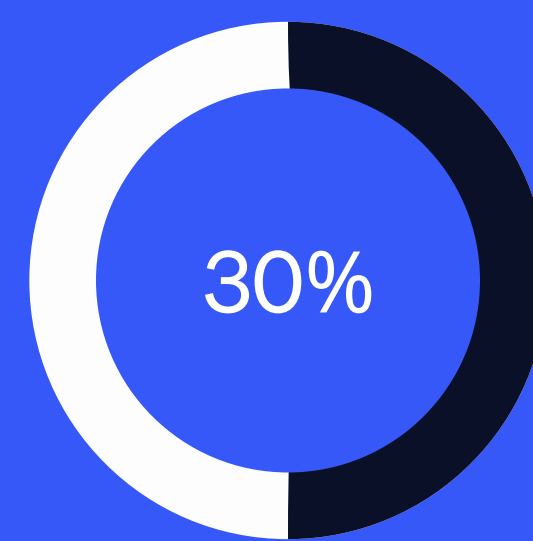
Increase Customer Satisfaction by
35%
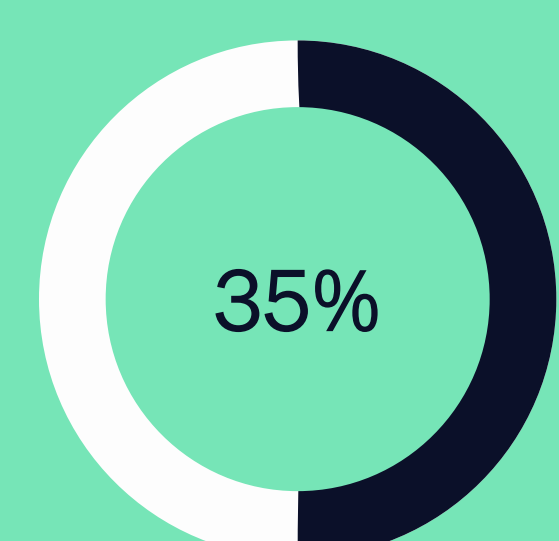
Why Nextiva CX?

Personalized Solutions based on your needs

Connect Easily with our 24/7 support.

Secure and Scalable
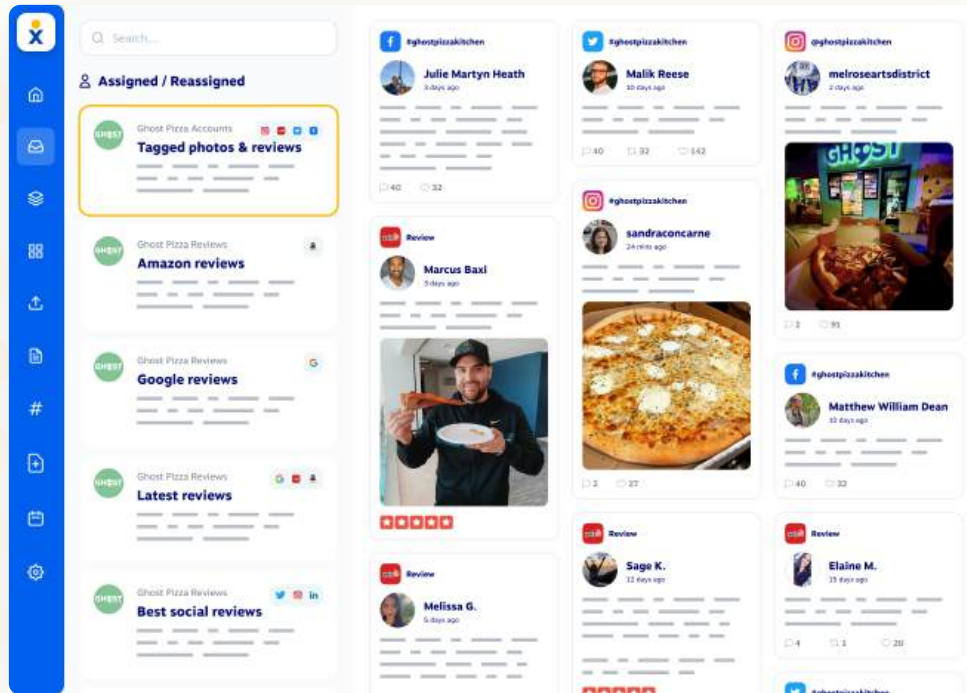
Easy onboarding

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Manage online reviews 24/7 from one place.

Don't lose customers because of bad reviews. The easiest way to get more reviews, improve your reputation and grow your business.

Be aware
- ✓ All-in-one inbox
- ✓ 24/7 monitoring

Be active
- ✓ Alerts and escalations
- ✓ Team routing

Be engaged
- ✓ Automated responses
- ✓ Private messaging

Be chosen
- ✓ Cross-site analytics
- ✓ Reporting dashboards

Manage everything from one place

Life is simpler when everything flows into one place. Choose from 50+ sites to monitor reviews and engage with customers.

Increase efficiency with automation

Use advanced automation to route response requests and auto-respond to improve response time.

Grow with Google

Rank higher in search and get your business discovered by posting to your Google Business Page.

Insights to drive your reputation

Get the data you need to make better decisions – in-depth dashboards give you insights from across the internet.

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Reputation Management features

🖥 Multi-site monitoring

Watch activity across your chosen sites from a single dashboard.

💬 Bulk messaging

Cut the review response workload and engage with more people in less time.

PROFESSIONAL PACKAGE ONLY

⚙️ Suggested responses

The right response is prepped and ready with AI-based reply recommendations generated from your previous responses.

✏️ Schedule and publish

Make Google and customers smile by creating Google Business Page content.

✉️ Automated review assistant

Auto-respond or customize templates to make responding quick and easy.

PROFESSIONAL PACKAGE ONLY

▸ Integration

Integration with Salesforce, Siebel, Dynamics 365, and more.

🗔 All-in-one inbox

Manage and respond to your online reviews from one spot.

⊙ Alerts & escalations

Know what needs immediate attention based on issues, ratings, and sentiment.

🏷 Tagging

Efficient categorization makes ticket handling quick.

PROFESSIONAL PACKAGE ONLY

ᵢᵢᵢ Intelligent routing

Smart handoffs make taking action easier.
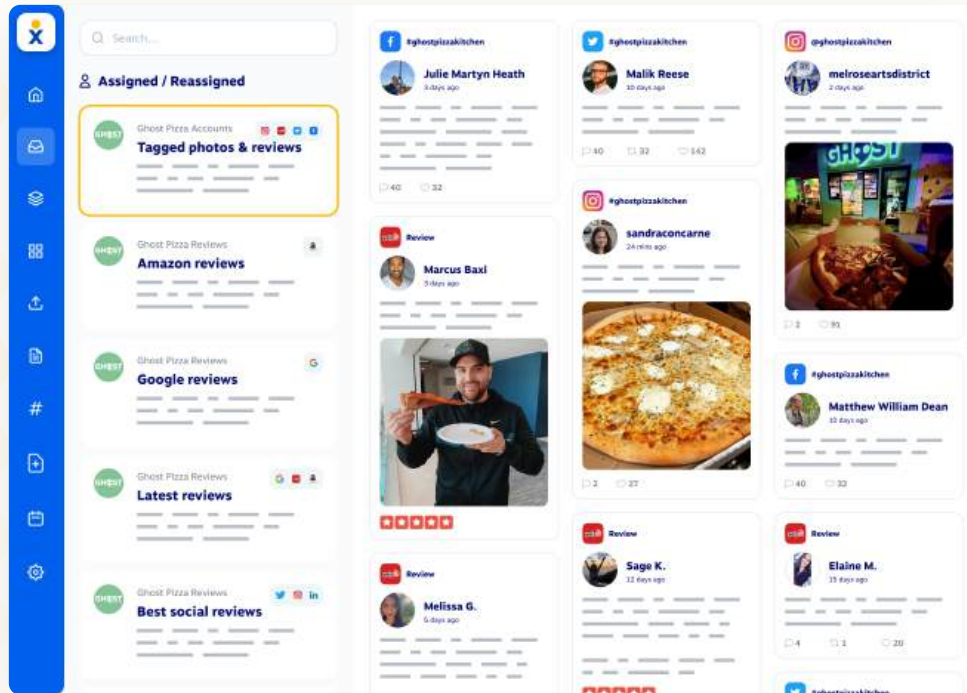
◔ Reporting dashboard

Surface trends and insights. Manage team performance and monitor competitors.

👁 At-a-glance review activity

Zero in on specific time frames to spot wins and opportunities.

Manage all your social media from one place.

The easiest way to monitor all social channels, engage with customers, and analyze social media performance.

Gather
✓ All-in-one inbox
✓ 24/7 monitoring
✓ Cross-channel listening

Schedule
✓ Bulk creation
✓ Workflow approvals
✓ Scheduling

Automate
✓ Bulk responses
✓ Team routing
✓ Category tagging

Learn
✓ Cross-channel analytics
✓ Custom dashboards
✓ Competitor insights

Gather all social in one place

A single inbox manages all social channels — Facebook, Twitter, Instagram, YouTube, Linkedin, and more. Automate listening for mentions, hashtags, and keywords.

Schedule to save time

Forget posting and commenting in real-time. Save time and own your day by creating content in bulk and scheduling consistent posting.

Automate to improve efficiency

Automate manual tasks using bulk responses, saved replies, routing issues to your team, and tagging content.

Learn and get better

Improve performance through analytics and insights. Get to know your audience, see post performance, and capture audience reactions.

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Social Media Management features

All-in-one inbox

Engage on all social channels and private message.

Alerts & escalations

Decide your thresholds based on your business priorities.

Approval workflows

Maintain oversight, quality, and brand consistency.

Tagging

Categorize messages and tickets to improve organization and discoverability.

Listening insights

Understand trends of what people are saying about your brand.

Cross-channel analytics

Measure your performance across all social channels in one dashboard.

Bulk messaging

Reply to multiple messages at once and ignore spam.

Publish and schedule

Enjoy a visual content calendar, and add content on all channels with one click.

PROFESSIONAL PACKAGE ONLY

Suggested responses

Reduce overthinking and response time.

PROFESSIONAL PACKAGE ONLY

Surveys

Gather customer feedback by sending surveys.

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Custom dashboards

Track individual and team metrics to monitor effectiveness and response times.

PROFESSIONAL PACKAGE ONLY

Integration

Integration with Salesforce, Siebel, Dynamics 365, and more.

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NEXTIVA SOCIAL MEDIA MANAGEMENT + NEXTIVA REPUTATION MANAGEMENT

How Tata Play Reduced Customer Resolution Costs By 40% With Nextiva

1 million tickets	**40%**	**24/7 support**	**5 million**
HANDLED MONTHLY VIA WHATSAPP	LOWER CUSTOMER RESOLUTION COSTS	IN 14 LANGUAGES	ROUTINE REQUESTS HANDLED BY AI

Challenge

Tata Play is the leading content distribution platform in India, with an incredible 31.61% market share and over 19 million subscribers. To serve their massive customer base, Tata Play offers 24/7 support in 14 languages. Using a legacy support platform created significant challenges for the Tata team, including:

- High costs for email and phone support
- No automation for customer requests
- Long wait times

The Tata Play team had an idea to leverage a combination of AI and WhatsApp to reduce costs and create a delightful customer experience.

Tata Play needed a platform that could integrate WhatsApp and AI to automate the resolution of the most frequent and routine customer requests. They needed Nextiva.

Solution

The results were nothing short of astounding. After integrating WhatsApp into Nextiva Social & Reputation Management (formerly Simplify360) and connecting an AI bot to their backend systems, **they were able to process over 5 million routine customer requests via AI alone**.

Adding the WhatsApp integration and AI bots **reduced support costs by 40%**.

What's more, Tata Play was able to go outbound to customers via WhatsApp. Using the popular app to connect with customers when their expiration date was approaching helped to reduce churn and keep happy customers.

Being more accessible, reducing wait time, and giving customers control over when and how to manage their service allowed Tata Play to built a deeper level of trust with their customers and had significant financial gains—a true win/win.

"The entire business of Tata Play is built around customer delight. As technology evolved and newer channels of customer engagement emerged, it became crucial for us to develop an omni-channel customer engagement mechanism. We found an able and committed partner in Nextiva Social & Reputation Management, who worked with us to develop real-time listening, integrated the multiple channels into a singular customer support interface and improved our first response time by integrating WhatsApp as a communication channel in our customer service. Kudos to the team for understanding the business philosophy and working proactively to help refine the customer service mechanism at Tata Play.

Dwarka Srinath
CIO, Tata Play

Capabilities used

Tata used both Nextiva Social Media Management and Reputation Management.
Within these solutions, they benefited from:

All-in-one inbox   **Automation**   **AI-enabled WhatsApp bot**

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NEXTIVA SOCIAL MEDIA MANAGEMENT + NEXTIVA REPUTATION MANAGEMENT

How WorldLink Improved Their CSAT Score to 78% With Nextiva Social & Reputation Management

40%
SURVEY RESPONSE RATE

20,000
TICKETS HANDLED PER MONTH

78%
CSAT SCORE

Challenge

Nepal's largest internet services provider, WorldLink managed 400,000 active customers. As can be expected for a company of its size, WorldLink had a significant volume of monthly support tickets. Lacking a customer support platform, WorldLink relied on high-touch, manual workflows within a variety of communication channels. The team needed a solution that would allow their team to:

• Respond to support tickets more efficiently
• Collect customer feedback
• Provide omnichannel support

With these requirements in mind, Nextiva Social & Reputation Management (formerly Simplify360) emerged as the obvious choice.

Solution

The first task? Connecting WorldLink's social channels, app reviews, and multiple live chat options (WhatsApp, Viber, GBM, and web chat) into Nextiva's all-in-one inbox. Being more available meant they needed to scale service, and automated workflows empowered WorldLink's agents to process over 20,000 tickets per month. By adopting automations, they freed up time previously dedicated to tedious manual tasks and improved their average first response time (FRT) to less than 15 minutes per ticket.

WorldLink also prioritized sending customer surveys to gauge satisfaction. The initial trial run netted an industry-leading 44% response rate and earned WorldLink a company-best 78.9% CSAT score. The team also implemented social listening to understand how WorldLink and their competitors were perceived in the market.

This improved insight through surveys and social listening allowed the WorldLink leadership to make more informed product and service decisions and create data-driven strategies for business growth.

Capabilities used

Worldlink Case Study used both Nextiva Social Media Management and Reputation Management. Within these solutions, they benefited from:

All-in-one inbox

Automation

Social Listening

Surveys

WE HELP YOU IDENTIFY THE TECHNOLOGY THAT MOVES YOUR BUSINESS FORWARD...

Then, we make sure those solution providers deliver on their promises so that you receive a maximum ROI.

DM
ENTERPRISE GROUP

About Us

We opened our doors in 2001 and have amassed over 700 clients. We serve our clients at a very high level, that's why our attrition rate is less than 1% historically.

Our Mission

We believe in a client-centric approach, tailoring our services to meet the unique needs and objectives of each organization. Our seasoned experts work closely with clients to understand their challenges, develop strategic roadmaps, and execute effective solutions.

Industries We Serve

- ✓ Retail
- ✓ Finance
- ✓ Manufacturing
- ✓ Public Services
- ✓ Healthcare
- ✓ Non-profit

Connectivity Services
We can deploy effective connectivity just about anywhere.

Managed Services
Take the day to day burden of uptime and support off your plate.

Dynamic Staffing
BPO solutions in the US, nearshore, and offshore.

UCaas and CCaaS
We are experts in selecting and deploying world class solutions.

Artificial Intelligence
Streamlining processes and improving operational effectiveness.

Security
We understand the risk of threats and can help you defend yourself against the bad actors of the world.

Call us for more info 📞 **888-357-5055**

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