



The MSP's Guide to Selling Communications Solutions

How to Position UCaaS & CCaaS Solutions to Your SMB Clients

About This Guide

This guide discusses how MSPs can add cloud communications solutions to their stack through Pax8 to meet the remote work and collaboration needs of their SMB clients.

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Introduction

The Opportunity Around Cloud Communications in the Digital Workplace

With the recent surge towards distributed workforces, the need to enable remote communications and collaboration has become critical to business operations. Additionally, customer experience (CX) has become a differentiating competitive advantage and can directly impact an organization's bottom line.

Cloud communications solutions such as Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) support the shift to a mobile workforce and distributed digital teams by unifying employee and customer communication channels.

By adding these in-demand solutions to their technology stack, MSPs can realize the benefits of:

Capturing more wallet share: By adding communications solutions on top of SaaS, security, and endpoint-related services, partners can gain the lion's share of clients' tech spend.

Offering a complete solution to increase stickiness and value: Solidify the partner's role as the trusted tech advisor for ALL their clients needs and offer improved value through the efficiencies of service consolidation.

Moving upstream: Communications solutions can enable MSPs to move upstream into larger enterprise deals.

The Trend Towards Distributed Workforces Has Exploded

Over the last five years, the number of people working remotely has **grown by 44%**¹

In early 2020, **43% of U.S. employees** were already working remotely, at least some of the time¹

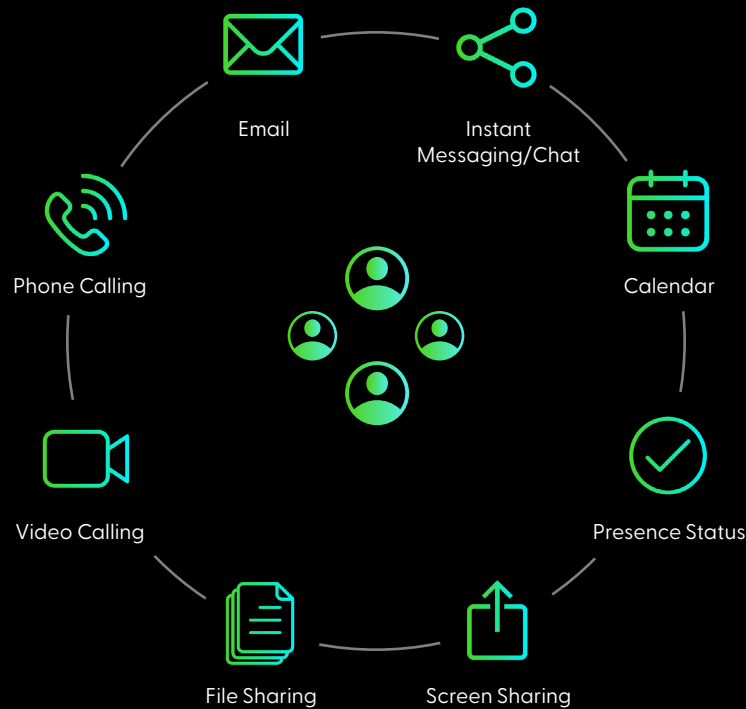
By March 2020, **67% of employers** were taking steps to allow employees to work from home who don't normally do so²

Unified Communications as a Service (UCaaS)

Unified Communications as a Service (UCaaS) integrates communication and collaboration tools (such as VOIP calling, video conferencing, screen sharing, instant messaging, and file sharing) into a single cloud interface.

Benefits of UCaaS:

- Teams can connect from anywhere for real-time collaboration
- Projects can evolve more quickly
- Companies can access subject matter expertise and knowledge workers from any location
- Easier document management and reporting
- More efficient use of time due to integrations with calendars and other productivity tools



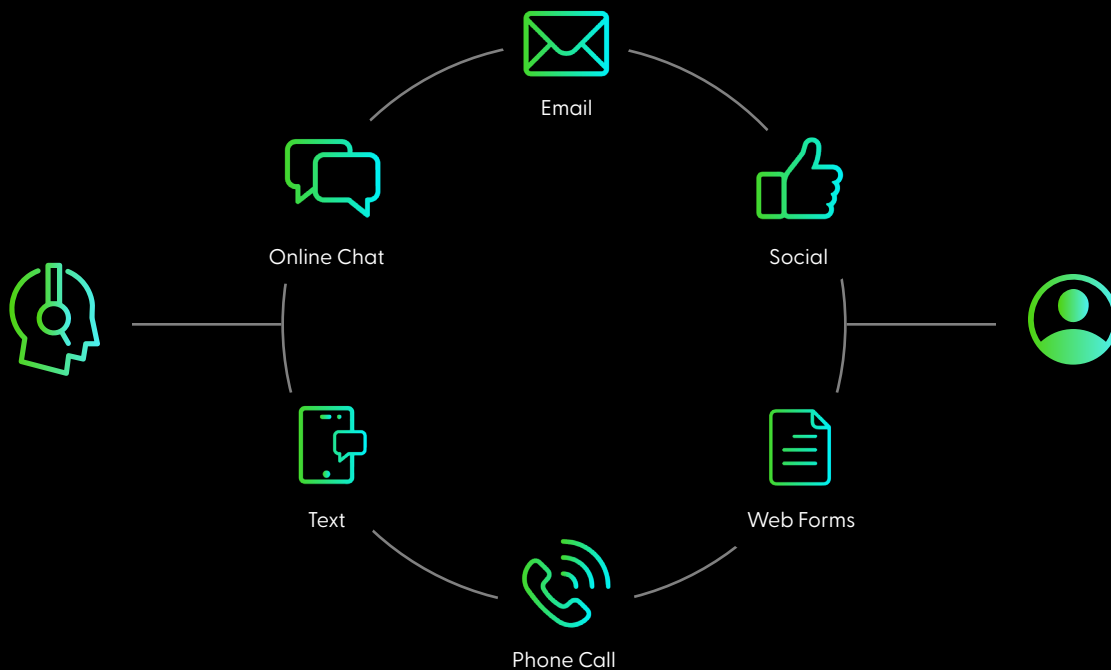
The amount of time employees spend on collaborative work has **increased by 50% and now takes up 80% or more of an employee's time.**³

Contact Center as a Service (CCaaS)

Contact Center as a Service (CCaaS) provides cloud call center services that unify and intelligently route customer communication channels, such as phone, online chat, web forms, text, and social media to provide a seamless, holistic customer experience, enhanced with AI and analytics.

Benefits of CCaaS:

- Ability to make data-driven decisions to stay relevant with customers by reporting on data such as call volumes, hold times, self-service vs. agent-handled interactions, and sales conversions
- Helps increase agent productivity so agents don't deal with simple, self-service-capable inquiries (e.g. check balance)
- Improved efficiency due to Interactive voice response (IVR) and automatic call distribution (ACD) features that prioritize calls and route customers to the best available agent with custom call flows
- Give customer options for self-service



41% of customers have stopped using a product or service after having to repeat themselves over and over, or after being passed from agent to agent!⁴

Pax8 Resource: 6 Ways to Improve CX With CCaaS

Learn how CCaaS solutions provide a competitive advantage by creating an exceptional customer experience.

[Read the Article](#)

Target Clientele & Qualifying Questions

	UCaaS	CCaaS
Vertical	Any	Any
Current System Challenges	<p>Has limited feature set and/or aging telephone equipment</p> <p>Lacks resources to manage current UC platform, leading to over-taxed IT staff</p> <p>Problems with shadow IT signaling internal dysfunction for employee communication needs</p>	<p>Needs more complex features to increase customer satisfaction</p> <p>Current system lacks ability to integrate with existing tools like CRM systems (i.e. Salesforce)</p> <p>Lack of reporting capabilities, impacting ability to make data-driven decisions to improve call center operations</p>
Financing Model	Prefers OPEX model instead of CAPEX	Prefers OPEX model instead of CAPEX
Business Priorities	Currently operating or needs to implement a mobile workforce	Prioritizing CX as a competitive advantage
Qualifying Questions	<p>What collaboration platform have you standardized on?</p> <p>How many of your employees work inside and outside of the office?</p> <p>What types of devices are you using?</p> <p>What types of apps do you need to access?</p> <p>What are your top challenges when it comes to accessing and sharing information?</p>	<p>As a consumer, how do you interact with customer service or sales teams?</p> <p>How do your customers contact you today? (phone, email, text, chat, etc.)</p> <p>What does your customer journey look like?</p> <p>How high is agent attrition (turnover) in your contact center?</p>

Pax8 Resource:
UCaaS Client Profile Cheat Sheet
[Get the Cheat Sheet](#)

Advancing the UCaaS & CCaaS Conversation

The conversation around cloud communications has moved beyond hosted voice to “collaboration first.” The two main selling points of modern UCaaS and CCaaS solutions are enabling remote collaboration and creating a seamless communications experience for customers and employees.

Do you need to support collaboration and communication for remote workers?

While remote work has been steadily growing over the past 5 years, 2020 has brought a global surge in remote work. Enabling remote collaboration with UCaaS is now a critical requirement for most organizations and is expected to remain a crucial component of business communications going forward.

Do your client communications exist in disparate channels?

98% of customers expect their issues to be resolved (quickly) on the channel of their choice.⁹ But without central management, all those phone calls, emails, texts, chats, and online support tickets can be a nightmare to track, leading to a poor customer experience. CCaaS solutions unify customer communications channels to provide a holistic experience.

Are you looking for ways to further extend the capabilities of Microsoft Teams, including voice-enablement?

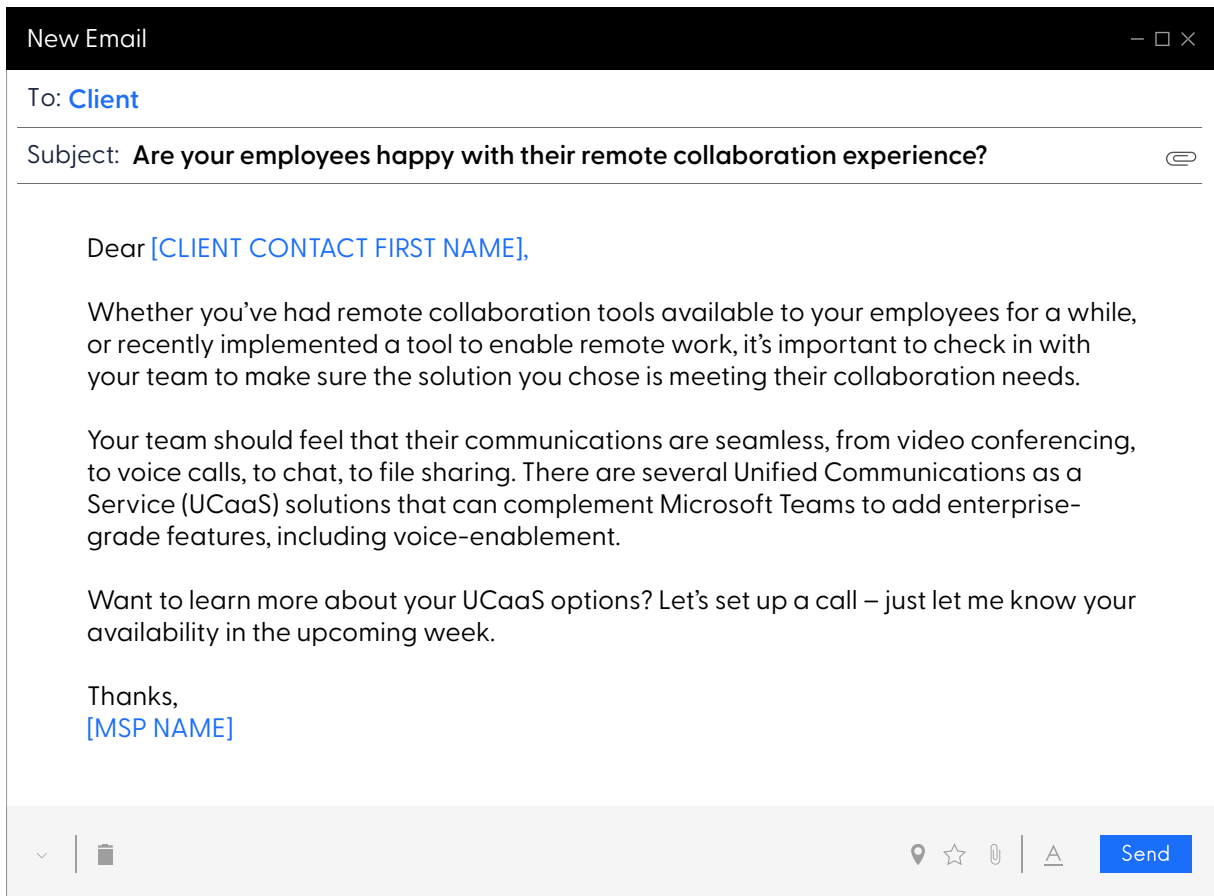
The world-class portfolio of UCaaS providers offered by Pax8 can expand the capabilities of Microsoft Teams with enterprise-grade features, including voice-enablement.

Can your help desk and/or call center team work remotely?

With the recent surge in remote work, even employees traditionally considered tied to the headset at their desk have needed to be enabled to work remotely. CCaaS solutions empower help desk and call center employees to maintain seamless customer communications from anywhere.

Email Template: UCaaS

This email template focuses on opening a conversation around UCaaS tools with the angle of improving employees' remote work experience.



The screenshot shows an email composition window with a black header bar containing the text "New Email" and window control icons. The email content is as follows:

To: **Client**

Subject: **Are your employees happy with their remote collaboration experience?**

Dear [CLIENT CONTACT FIRST NAME],

Whether you've had remote collaboration tools available to your employees for a while, or recently implemented a tool to enable remote work, it's important to check in with your team to make sure the solution you chose is meeting their collaboration needs.

Your team should feel that their communications are seamless, from video conferencing, to voice calls, to chat, to file sharing. There are several Unified Communications as a Service (UCaaS) solutions that can complement Microsoft Teams to add enterprise-grade features, including voice-enablement.

Want to learn more about your UCaaS options? Let's set up a call – just let me know your availability in the upcoming week.

Thanks,
[MSP NAME]

The bottom of the window features a toolbar with icons for a dropdown menu, trash, location pin, star, attachment, and text color, followed by a blue "Send" button.

Email Template: CCaaS

Use this email template to start a discussion around improving your clients' customer experience by unifying their customer communications channels.

New Email – □ ×

To: [Client](#)

Subject: **Unified customer communications leads to happier customers** 🔗

Dear [\[CLIENT CONTACT FIRST NAME\]](#),

Between phone calls, emails, chats, texts, and online tickets, how many channels of customer communications do you manage?

Trying to track a customer experience across multiple channels can be a nightmare, creating communication delays, redundant information gathering, and, ultimately, a poor customer experience.

According to RingCentral, **41% of customers have stopped using a product or service after having to repeat themselves over and over, or after being passed from rep to rep!**

Contact Center as a Service (CCaaS) solutions unify all of your customer communication channels into a single interface, creating a holistic experience. Additionally, CCaaS enables your help desk and/or call center employees to work remotely, so you can maintain seamless customer communications no matter the situation.

Do you have CCaaS needs? If so, let's talk them over in a call, just let me know a good time for you this week.

Thanks,
[\[MSP NAME\]](#)

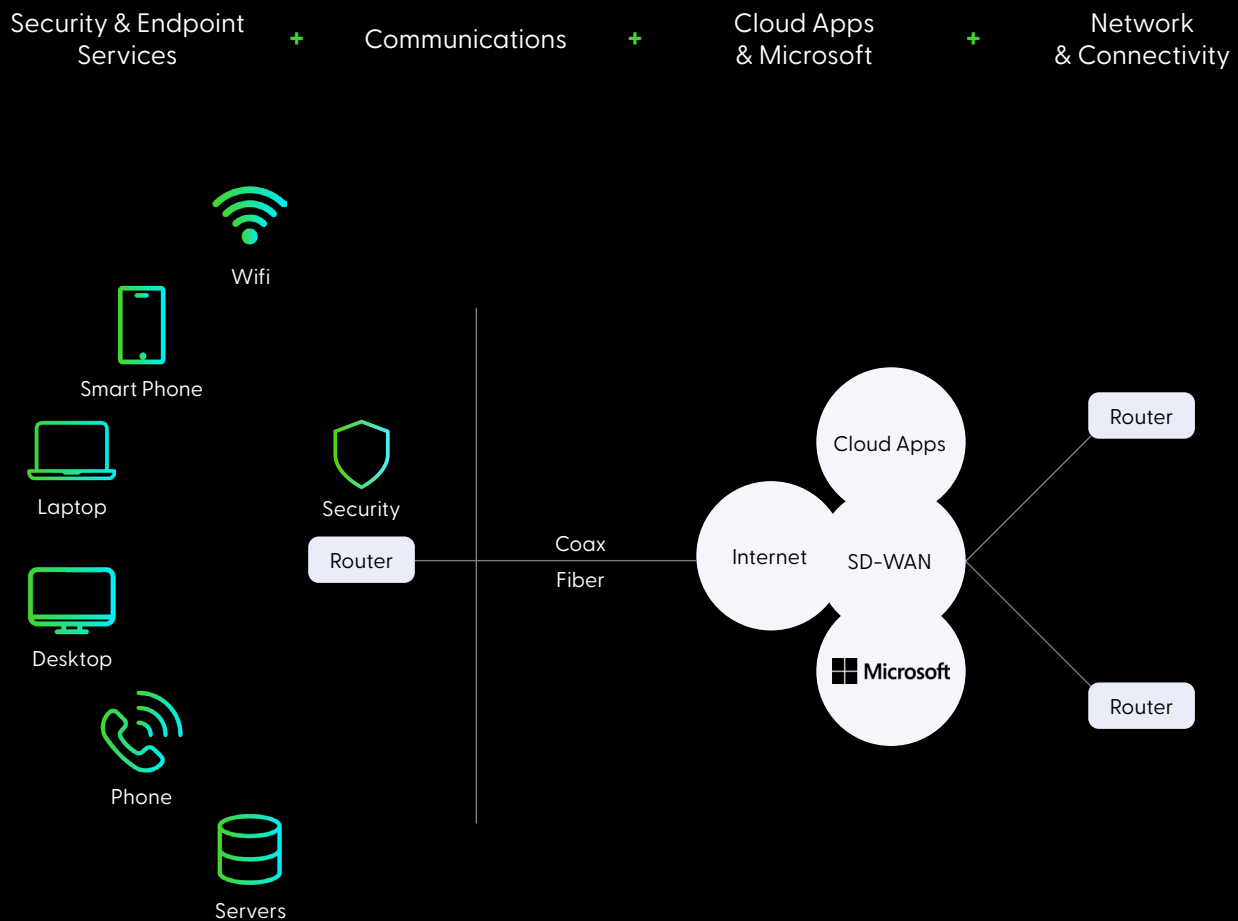
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A Total Tech Solution

Communications: The Key to a Total Tech Solution

As businesses operations converge on the cloud, organizations want to reduce complexity and time spent managing vendors by procuring their tech solutions from a single source. The channel is now competing to become the sole trusted tech advisor for the lion's share of clients' tech spend.

By offering a complete tech solution that includes communications, network, and connectivity in addition to the traditional MSP tech stack of cloud apps, endpoint management, and security solutions, MSPs can solidify their role as the trusted advisor for ALL their clients' technology needs. Additionally, the "one-stop shop" approach allows MSPs to offer improved value through the operational and monetary efficiencies of service consolidation.



A Total Tech Solution

Why Pax8?

Pax8 wants to simplify the cloud journey to enable partners to sell cloud solutions and services the way they want, as easily as possible.

By expanding our stack to include communications, we're enabling MSPs to offer a complete technology solution that encompasses cloud apps, endpoints, security, AND connectivity – making MSPs increasingly relevant and “sticky” with their clients.

Want to discuss UCaaS and CCaaS solutions you can offer as part of a comprehensive tech stack?

Pax8 is Here to Help.

Schedule a Call

Other Resources

MSP Playbook

How to Offer Network & Communications Solutions through Pax8

[Get the Playbook](#)

Sources

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2. Society for Human Resource Management (SHRM), Coronavirus Makes Work from Home the New Normal, Rita Zeidner, March 2020
3. Microsoft, New survey explores the changing landscape of teamwork, Lori Wright, April 2018
4. RingCentral, Transform Your Customer Experience