



The Partner Playbook: Selling CPaaS

Maximize on Opportunities in the
Communications Platform as a Service Market



Communications Platform as a Service (CPaaS)

is expected to grow to nearly \$17.2 billion by 2023,

according to IDC. Learn how these cloud-based services can enable businesses to better connect with customers and how as a selling partner,

you can capitalize on this rapidly growing cloud market.

What is CPaaS?

Communications Platform as a Service allows real-time communication strategies like voice, text messaging, chatbots and video to be added to existing business applications.

These easy to deploy, cloud-based solutions bring an improved, more tailored customer experience without the need for businesses to build backend infrastructure and interfaces. Adding features and functionality like notifications, click-to-call and multifactor authentication is made easy through APIs, comprehensive software development kits (SDKs), and Java or .NET code libraries.

The CPaaS Market

The global CPaaS market is in a **high growth stage** and analysts are bullish on the market;

Frost & Sullivan say many providers are reporting **double-digit** annual growth.

IDG expects the CPaaS market to continue accelerating at a compound annual growth rate (CAGR) of **39.3% through 2022**, and the Synergy Research Group reports CPaaS has the highest growth rate across all UC and collaboration market segments.

Accelerated Growth & Predications

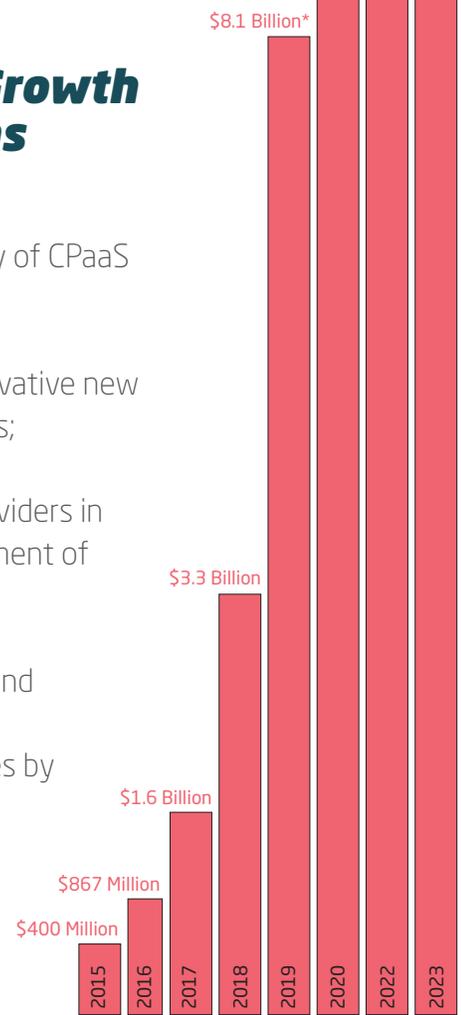
The incredible trajectory of CPaaS is being driven by:

a steady stream of innovative new features and capabilities;

the addition of new providers in the market and involvement of major UCaaS players;

and increased interest and adoption of API-driven communications services by customers of all sizes (Frost & Sullivan).

* *Projected*
Based on information from
Frost & Sullivan, IDG and Statista



Start Capitalizing

The CPaaS market offers a lot of opportunity for selling partners, bringing in additional ongoing revenue, outside traditional voice and network sales, and fostering “stickier” relationships with your customers.

Present a full package of services: Bring a slew of API-driven communication and services that include voice, SMS, email and social, that customers can pick and choose from, opting to deploy one at a time or all at once. Some might start with integrated SMS messaging and then expand into AI capabilities or advanced voice recognition including sentiment, tonality and language detection for “smarter” tailored interactions.

Add Rich Communication Services (RCS): Deliver multiple communication services through a single API, allowing for a business to make stronger connections to the customer and deliver a customized experience. Customers behavior, online purchase history and the way customers engage with the brand can be used for segmentation and marketing using various communications. Support what many businesses are looking to achieve - high touchpoints through high tech.

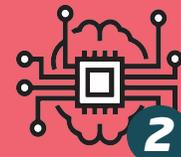
Bring greater value to existing applications: Help customers get more out of their investments by enabling them to offer advance features and functionality on existing business applications - without requiring costly redesigns or backend infrastructure builds. Companies are welcoming easy to deploy, API offerings that tie into critical business systems like CRMs, CCaaS or marketing automation platforms. Telcos are adopting this approach of bringing greater value to existing platforms by advancing CPaaS partnerships to get the most use out of their networks, infrastructure and datacenters.

Connect across your customer’s organization: Talking cloud solutions and digital transformation can have you engaged in discussion outside the IT department more often with Chief Experience Officer, head of Customer Success or even the CMO. These conversations put you in a different light within the organization. It leads to greater visibility, making your presence and value known, plus gives you a seat at the table where additional challenges and pain points are discussed.

5 Trends Driving Interest



Multi/Omni channel Communications



AI and Machine Learning, VR and AR experiences



Low-Code/No-Code APIs



Enhanced Customer Experience



UCaaS/CCaaS Providers Offering CPaaS

Identifying Opportunities

Today's consumers expect on demand responses and quick resolutions, making effective real-time communications part of the customer journey for most businesses. As Frost and Sullivan describes, ***"CPaaS is an alternative to the traditional, one-size-fits-all communication solution."***

The ideal target is a business focused on the customer experience, invested in transformation, but **here are some other key components of CPaaS candidates -**



Online Sales

Online purchasing requires retailers to engage with consumers in a variety of ways, to process orders, manage inquiries, handle returns, market/promote goods. CPaaS supports retail sales by not only keeping customers updated on the latest products, sales and promotions via text and email, but tailoring messages based on the customer's activity and engagement. With the spike in online shopping, also comes an uptick in shipping delays and order issues, and CPaaS facilitates frictionless communications by updating customers on order status notifications, allowing them to reschedule deliveries, cancel orders or connect with agents easily.



Contact Centers

Many contact centers have already expanded beyond simply taking phone calls. They are engaging customers across multiple channels, including voice, email, text, social media and sometimes even video. CPaaS allows an agent to do those at one time. Say he/she is engaged with a customer inquiring about a product; CPaaS allows a customer experience build, where the agent can send that customer a message, have a video chat and share a file or image of product to discuss. Now, customers are now being given the option to choose how they want to communicate with the brand. CPaaS' quick to deploy, easily scalable real-time communications become crucial for the enhanced customer experience.



Services with Appointments or Pickup Times

Late or missed appointments can be costly for many businesses, such as healthcare, financial services, real estate, home delivery services, utility companies and salons. Healthcare systems, for instance, report losing \$150 billion annual due to missed appointments. Automatic appointment reminders and updates using the customers preferred communication method can improve efficiency, customer relations and revenue. The same would apply to businesses utilizing pickup or carryout services, like many of today's restaurants and brick and mortars stores, that can use CPaaS to maintain communications, avoiding customer satisfaction issues and lost sales.



Payment Collections

Making sure payments are being received and in a timely manner is crucial to business. CPaaS solutions can streamline the payment collection process with automated calls, texts and inbound payment collections. This frees up time and resources while also ensuring payments are taking place. Customers can be reminded of an upcoming payment or notified of a missed payment using their preferred communication method, with some CPaaS solutions even processing payments.

Industry Specific Uses



Finance

Safeguard financial information and privacy with multifactor authentication; Verify identification of a person via video conferencing; Manage global accounts and off-site business; Use chatbot data for transactional programs and to build on sales



Healthcare

Allow for in-home care and eliminate unnecessary travel; Automate calls and messages for appointment reminders; Share real-time patient data across providers; Provide appointment prep and after-care



Human Resources

Conduct interviews and record for others to view candidates; Onboard and train employees via video conferencing; Send company-wide notifications and alerts via chat and SMS



Insurance

Message about new policies and products; Let customer start or check claims and get answers to common questions through calls, text or chatbots; Automate status updates for customers, doctors, pharmacists, auto repair techs, etc. for quicker claim processing



Restaurants

Directly connect with customers and eliminate third-party service fees; Coordinate delivery and carryout; Offer customers special promotions and loyalty rewards



Retail

Market and incentivize existing customers via text and email; Gather feedback and use sentiment/tonality to respond; Target nearby potential customers using geofencing

Recommending The Right CPaaS Solution & Provider

Most offer a mix of RTC (real-time communications) services - voice calling, text messaging, chatbots and video. Selecting the right provider comes down to business needs (present and future).

Here are questions to ask -

What communication features does the business need now and in the future?

Outside voice and text messaging, find out if the business has a need for video messaging, group messaging, picture messaging or additional phone numbers. For businesses using SMS today, see if they are scheduling and tracking engagement.

What applications does the business have? Are they planning to deploy any new applications soon?

Although CPaaS providers make deployment easier through the use of APIs, it is important to consider compatibility with business applications.

What level of support will the business need?

Some businesses may be able to manage on their own through provider instructions, documentation and internal resources, but some may need dedicated support resources. CPaaS is a very self-managed solution; professional services can be engaged for more advanced routing and setup.

Will the business need communication solutions to be scalable and what flexibility should the provider offer?

Consider if the business has an app, how well does it integrate and communicate with multiple departments. Consider fluctuating business activity, growth plans and cost structure. Some organizations experience varying levels of demand or seasonal spikes.

CPaaS Providers

The logo for 8x8, featuring the numbers '8x8' in a bold, red, sans-serif font.The logo for IntelePeer, featuring a blue speech bubble icon with a white dot inside, followed by the text 'IntelePeer' in a blue, sans-serif font.The logo for Intrado, featuring the word 'Intrado' in a purple, sans-serif font, followed by a stylized green and blue dragonfly icon.The logo for VONAGE, featuring a stylized 'V' icon in black and grey, followed by the word 'VONAGE' in a bold, black, sans-serif font.