Executive Overview

- https://www.nextiva.com/

- Headquarters: Scottsdale, Arizona

- 1600+ employees

- 100,000+ customers

- 9 data centers

- Owned network with 8 points of presence

- 24/7/365 data center monitoring

- Backed by a 99.999% uptime guarantee

Sales Engineer Take On Best Fit

Nextiva has been a solid UCaaS provider they have acquired a CCaaS and AI companies. They have been merging these 3 technologies. This makes them formidable in the CX space. In addition Nextiva is a data centric model this means they can consolidate and utilize data platforms both structured and unstructured. This core data focus and building from the data up enables them to leverage CCaaS interaction capabilities to drive outcomes. They are flexible and compliant.

- Dave Watson, UC/CC/AI FSE

Top Industries Served

- Financial Services
- Healthcare
- Automotive
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Nextiva serves businesses from sole proprietors to those with 1000+ seats who struggle to be efficient and productive while delivering great customer service. Customers who need increased agent productivity, integrated communications, first contact resolution and software integrations.

Key Verticals: retail, financial, healthcare, education, restaurants, law firms, media & entertainment, automotive, realtor, property management, technology company, logistics

Nextiva is a good fit for CX (UC + CC):

- High-volume, high-complexity environments

- Strong need for automation and customization/flexibility

- A franchise and want a single source for communications with franchisees

- Remote users outside of the United States but need U.S. presence

- A need for integrated self-service on your communications platform

- A desire to scale flexibly and securely with mobile, remote, and office staff

- A need for real-time communications with custom API integrations.

- Regulatory or security limitations like HIPAA

- Legacy PBX or contact center systems that are not flexible or are at end of life and replacement parts are hard to find

Qualifying & Technical Questions

- How do you interact with your customers and how do they do business with you? Voice, chat, email, social media, SMS, video? Are those separate systems?
- How important is the Customer Experience to your business today? What's your NPS score?
- How many repetitive tasks are your employees doing today? What is your automation strategy?
- How many different applications are your employees using to assist customers? Are those tools integrated?

Elevator Pitch

We're Nextiva, an AI- powered Unified-CXM platform, that seamlessly merges multiple communication channels to deliver tailored experiences across the entirety of the customer journey.

Our platform is purpose-built for the customer experience, offering multiple access points for businesses across all geographies and sizes.

Some of our key strengths include:

- Integration friendly, future-proof technology, & continued innovation
- Technology forward, people led, at the customers pace.
- Open platform build on REST APIs to enable continuous innovation and scalability

We're built for the enterprise, but available for all companies regardless of size.

Objections & Rebuttals

My business can't have any downtime or maintenance windows for CCaaS solution

We have amazing uptime. No maintenance windows. Nextiva delivers business continuity with a geo-redundant, microservices-based architecture with no downtime for maintenance, upgrades, hot fixes, or to add or subtract capacity.

I have too many vendors to utilize for multiple solutions

Consolidate vendors and reduce costs with Nextiva. Our approach to integration includes a complete set of native capabilities and collaboration with 3rd parties. Our powerful native capabilities often replace many existing solutions greatly reducing costs and

complexity.

My team needs to make changes seamlessly to not disrupt the business activity

Our **API-driven platform ensures that 100% of functions are programmatically accessible via APIs**, providing unparalleled flexibility. We offer localized private data distribution by region and flexible telephony support for global deployments. With virtual co-location of SBCs, we support adaptable interconnects to meet data residency requirements, and we also support "bring your own carrier" options.