

## 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.

-Andy Bird VP of CX.

## 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?