



# Intelligent Customer Engagement and Retention

## Entering the Underserved SMB CCaaS Market

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# Mavenir Mobile Business Contact

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Mavenir is the industry's only End-to-End, Cloud Native Network Software Provider, redefining network economics for Communication Service Providers (CSPs). Our innovative solutions pave the way to 5G with 100% software-based, end-to-end, Cloud Native network solutions. Leveraging industry-leading firsts in VoLTE, VoWiFi, Advanced Messaging (RCS), Multi-ID, vEPC and vRAN, Mavenir accelerates network transformation for more than 250+ CSP customers in over 130 countries, which serve over 50% of the world's subscribers.

We embrace disruptive, innovative technology architectures and business models that drive service agility, flexibility, and velocity. With solutions that propel NFV evolution to achieve web-scale economics, Mavenir offers solutions to CSPs for revenue generation, cost reduction, and revenue protection.

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## Addressing the challenges of MNOs today

Mobile network operators (MNOs) worldwide are still investing heavily to cope with continuously expanding growth in both mobile subscriber numbers and bandwidth needs. Each technology turn—3G, 4G, IMS, LTE, and now 5G—has translated into massive infrastructure expenditure. Despite those investments, MNOs are under intense pressure in the consumer market, seeing flat growth in net number of subscribers, forced into price wars on voice and data plans, and heavily disrupted by voice and messaging over-the-top (OTT) applications such as WhatsApp, FaceTime, and others that have eroded their consumer revenue.

For MNOs, it has become a race to the bottom to see who can offer the cheapest plans to customers and while still maintaining profitability. As a result of this saturated market, customers have more options than ever when they come to the end of their contract. They could stay with their current provider, or just as easily go across the street (sometimes literally) to a competitor. The key, then, for MNOs is to offer something different, something new that can give their customers a compelling reason to stay.

However, bringing a new solution to customers is very challenging:

- **It's risky** — An MNO may have the perfect solution for its customers, but what happens if the MNO brings it to market and nobody buys it? Nothing is guaranteed; thus MNOs need to minimize risk.
- **It's not cheap** — Whether developed in-house or purchased through a partner, a new solution typically requires a significant upfront investment. MNOs need to minimize the cost of entry.
- **It's not fast to market** — New solutions take time to develop or customize. MNOs don't have 6 to 12 months. They need something they can get to market quickly.
- **It takes time to generate revenue** — Once MNOs finally get something to market, it takes time to recoup their investment. MNOs need to generate revenue quickly.

MNOs want to minimize risk and upfront investments and need a solution that can get to market quickly and expedite revenue generation. But before a solution can be put in place, MNOs need to understand what their customer's problems are and who is in the market for new solutions.

The Small and Medium Business (SMB) market segment represents a huge market for the MNO, with 99% of businesses having less than 500 employees.<sup>1</sup> If MNOs can identify a challenge facing their SMB customers, they could engage a huge, relatively untapped market segment.

In this paper, we identify the MNOs' opportunity to reach the underserved SMB market with an evolved solution for customer engagement and retention. As a natural extension to the consumer business, the segment represents a significant prize that can be capitalized on with solutions owned and operated entirely by the MNO.

## What issues do SMBs face that an MNO can solve?

### Availability

For an SMB, their business line is their lifeline. It's how customers contact them. They must be available, or they will lose money.

But if a customer calls a business, there's a good chance that they won't get through, because nearly half of business calls don't get answered.<sup>2</sup> And if the caller gets sent to voicemail, 80% of callers just hang up without leaving a voicemail.<sup>3</sup> They either don't have time to wait for someone to call them back, or even worse, they don't think that anyone will actually call them back.

The process consumers use to contact a business typically follows a standard order:

1. It starts with a **Need**. For example, an air conditioner is not cooling the house properly.
2. If a customer doesn't have a technician or company that they are familiar with, the next step is to **Search** to find a list of available options.
3. Depending on the urgency, consumers will **Evaluate** the list of results to and figure out what the best ones are.
4. However, urgent matters usually result in consumers skipping directly to the **Contact** step. They call the first one on the list, if there is no answer – and this is especially true if it is urgent – consumers will hang up and call the next one, and then they will proceed down the list until someone answers.
5. After making contact, they proceed to the **Purchase** step.

A solution that increases the SMB availability when a consumer reaches the Contact step can have a high impact on the SMB revenue and profitability.

### Contact options

Although voice is by far the dominant channel to contact a business, there is a growing need for additional channels. A recent study by Microsoft found that voice was the most preferred service channel for consumers at 44%. However, when combining email, live chat, online self-service, SMS/text messaging, and social media, text-based channels are actually more popular than voice at 47%.<sup>4</sup>

Additional studies show that 89% of consumers want to interact with a business via text,<sup>5</sup> and that 58% of consumers will respond to missed business calls by texting rather than calling.<sup>6</sup>

For many consumers, contacting a company by voice is a last resort only when other methods have not worked or when the company simply does not offer another method.

### Customer service

Availability is not the only concern for SMBs; they also need to provide great customer service so that they can hold on to their existing customers. One way to do this is to provide the personalized interactions that 75% of consumers expect.<sup>7</sup> Consumers expect to be greeted by name by a person on the other end of the line that has some insight into their history. They do not want the frustration of having to repeat their name, account number, and motive each time they call in or are transferred to other agents.

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On average 90% of customers that have poor customer service interactions will leave without even telling the business.<sup>8</sup> Poor interactions come about for many reasons, such as disconnected business tools and lack of the personalized experience consumers expect. On the other hand, by providing good customer service, repeat business is 70% more likely.<sup>9</sup>

In addition, SMBs need to stay in contact with existing customers. If they perceive a business as indifferent, 68% of customers will leave.<sup>10</sup> However, if SMBs can track customer interactions and automate outbound contact with existing customers, there is a 70% conversion rate for sales.<sup>11</sup>

## Intelligent customer engagement

Considering these factors, it is clear that SMBs need a solution that can:

- ✓ Improve customer experience
- ✓ Enhance availability
- ✓ Enable expense control
- ✓ Give customers communication options
- ✓ Enable customer service continuity
- ✓ Provide first call resolution
- ✓ Track customer interaction history
- ✓ Activate marketing campaigns
- ✓ Boost customer retention
- ✓ Provide self-service options

## How can contact center technology help SMBs?

Large enterprises have used contact centers for years as an answer to the business challenges we mentioned above. Contact center technology is designed to offer superior customer experiences and allow businesses to track and measure customer service performance. Adapting contact center technology to SMBs can provide the customer engagement features they need, such as:

- ✓ Auto-attendant
- ✓ Automatic callback
- ✓ Business tools integration (CRMs, etc.)
- ✓ Call recording
- ✓ Chatbot integration
- ✓ Contact manager
- ✓ Omnichannel interactions
- ✓ Outbound dialer
- ✓ Robust reporting
- ✓ Real-time dashboard
- ✓ Self-service
- ✓ Skills-based routing

## Cost savings through automation of simple, repeatable tasks

The reasons that customers contact SMBs can be quantified in terms of complexity and repeatability.

Customer Request Example	Complexity	Repeatability
Business Hours	Simple	Repeatable
Order Status	Simple	One-Time
Change an Order	Complex	Repeatable
Missing/incorrect Order	Complex	One-Time

With just a single phone line, the cost to the business is the same regardless of the request. Contact center technology can help an SMB reduce these costs by enabling task automation and self-service for customers.

- **Simple, repeatable tasks** can be completely automated by diverting the user through the Auto-attendant menu.
- **Simple, one-time tasks** can be automated by driving the user through a chatbot. The chatbot can collect the data from the customer and quickly provide them an update.

For simple tasks, SMBs can eliminate the need for a live person on the line and free them up for the more complex situations that actually **do** require someone.

- Even **complex, repeatable tasks** can be partially automated to streamline communications. For example, to change an order, the customer could start with a chatbot conversation to collect the data required and then be escalated to a live agent.

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- And then there will always extremely **complex, one-time tasks** that require a customer to go directly to a live agent.

Having a contact center can help reduce the time and cost required for agents to handle simple requests so that they are available for the complex ones.

## Increased revenue opportunities through better availability

In terms of revenue and sales, increased availability can lead to increases in both. Consider the scenario below:

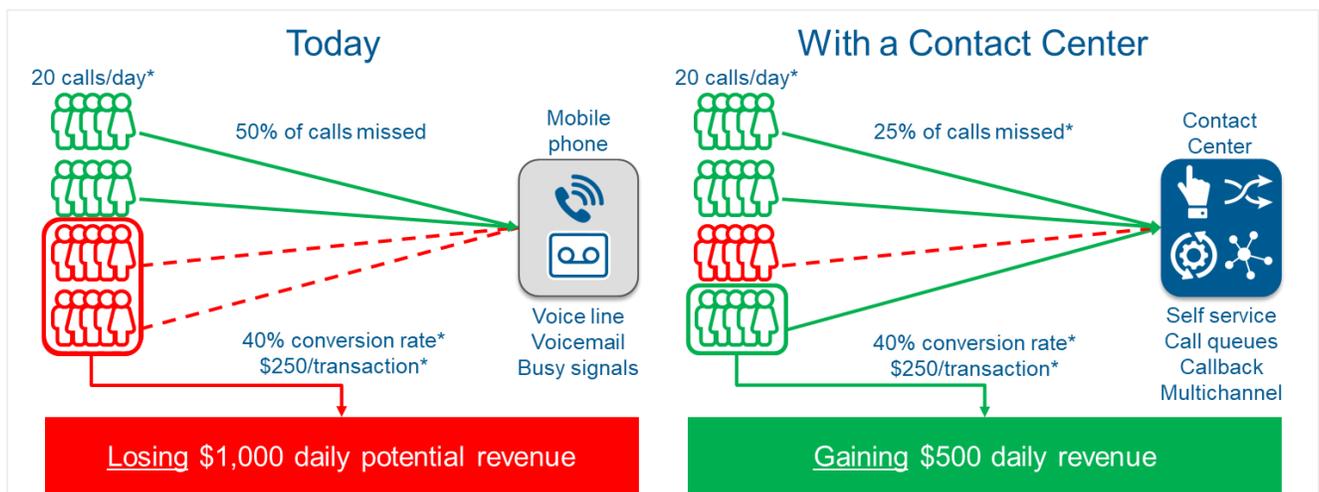


Figure 1 Opportunities for sales increase with contact center technology

On the left side of the image above is a traditional SMB using a mobile phone as the core of its business. Let's assume they take 20 sales calls per day. Using the statistics we mentioned earlier, only half of those calls are going to get answered. Let's also assume that this business has a 40% conversion rate – 4 of those 10 calls they missed could have been converted into sales. If we assume that each sale is around \$250 for the business, this means that each day they are missing out on \$1,000 in potential revenue.

The potential impact of using contact center technology is shown on the right side of the image. What if the SMB could offer features such as self-service, call queues, and callback, not to mention offering additional channels for their customers to contact them rather than limiting them to a voice call? Obviously, a business is never going to answer every call, but let's assume that the SMB can now answer half of the 50% of calls missed; the missed call rate drops to only 25%. That means the business responds to an additional 5 calls per day. With the same 40% conversion rate, that amounts to \$500 per day in new potential revenue.

This translates into a huge profit for the SMB. \$500 translates into \$130,000 per year in new income. If the SMB purchased a solution with 5 seats at \$150/seat from their MNO, they would spend \$9,000 per year in subscription fees, plus an estimated \$200/month or \$2,400/year for the cost of new calls and messages. It would only cost them \$11,400 to generate \$130,000. This results in over \$118,000, which amounts to a very healthy return on their investment.

## What are the key challenges for MNOs to sell to SMBs?

### Countering the SMB perception about contact centers

Before offering a contact center solution to an SMB, MNOs should carefully consider the viewpoint of the SMB, because traditional solutions are marked by several key traits that might make SMBs shy away:

- **Long Setup Time** –The standard process of going online or to a service provider, filling out a form, waiting for someone to contact them, sitting through requirements sessions, and testing the solution doesn't work for SMB owners. By the time they have a working solution, weeks or even months may have gone by.
- **Complexity** – Contact centers are perceived as complex, intimidating, and difficult to use. SMB owners likely are not familiar with terms like ACD queues or Skills-based routing. They shouldn't have to be a contact center expert to use one.
- **High Price** – Historically, the biggest barrier to any new technology investment for SMB owners has been the cost.<sup>12</sup> A solution that requires a significant upfront fee, rigid annual contracts, or CapEx expenditures won't work for them.
- **Scale** – While many of the contact center solutions available can scale up to meet the needs of large enterprises, they struggle to scale down to meet the needs of the SMB market. A one-size-fits-all approach doesn't make sense.
- **Misconception** –SMB employees are away from the office 50-60% of the time.<sup>13</sup> When they think of a contact center, they picture a large building with dedicated support agents sitting at their desks taking calls all day, but the experts their customers need are in the field working with customers in person.



*Figure 2 The view of a traditional contact center*

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## Making small-scale solutions profitable

MNOs should also consider the profitability of developing and deploying small-scale solutions. For large enterprise deployments, the cost of designing custom solutions is easily offset by the monthly income it generates. However, for an SMB that only needs 5 to 10 seats, it may not be financially feasible for the MNO to develop a custom solution.

SMBs can be very different – a grocer, a nurse, a contractor, and a bookkeeper have very specific needs. They use different tools and need to integrate with them. However, SMBs may be grouped by verticals and generic needs. To keep development costs low and profits high, MNOs need a solution that allows them to create and deploy prebuilt templates for different verticals; for example:

- a package for the Health Care vertical that uses physical location as a skill when routing calls, so the closest available health professional gets the call.
- a package for the Finance and Insurance vertical, with prebuilt integrations to the business tools they use, such as accounting or tax management software.

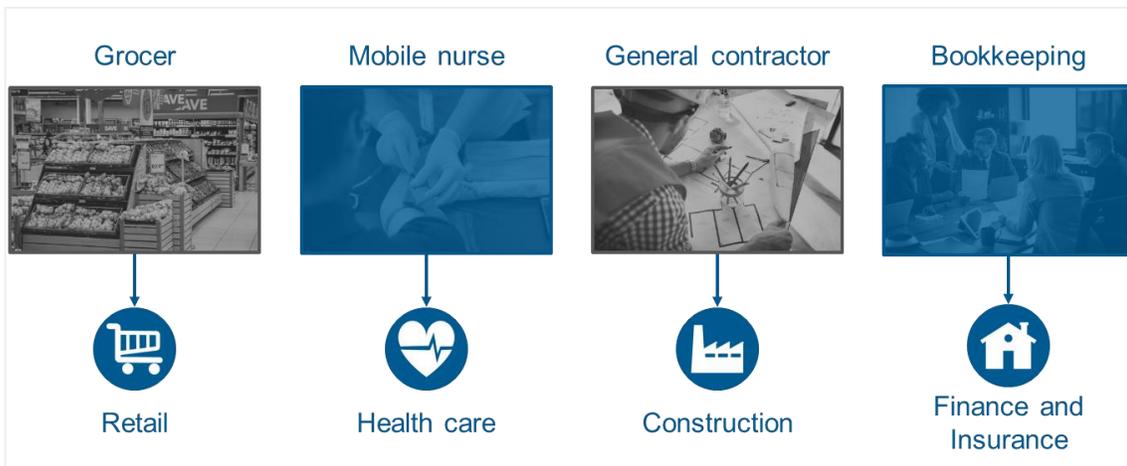


Figure 3 Grouping SMBs by vertical

MNOs could build these packages once and instantly deploy them to customers, generating valuable professional services revenue and high margins.

## Offsetting the risks of deploying new solutions

As discussed earlier, any new solution for an MNO needs to:

- Minimize risk
- Minimize the cost of entry
- Get to market quickly
- Generate revenue quickly

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An MNO attempting to build a contact center presence in the SMB space might be best served by deploying a third-party, white-labeled Contact Center as a Service (CCaaS) solution from a managed cloud environment, which minimizes the risk and upfront investment required. And since the MNO is not developing a new service but deploying an existing one, they can bring it to market quickly and accelerate revenue generation.

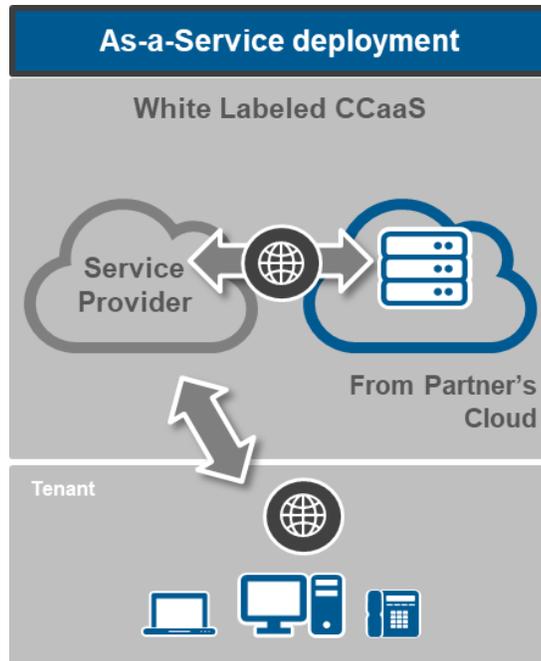


Figure 4 Deploying CCaaS from a partner

In this scenario, the third party handles the CCaaS service functions behind the scenes: keeping the software components running and up to date, and continuously upgrading the platform with the latest features while also providing tier-3 support. An MNO can quickly bring this type of solution to the market with its own brand, marketing, pricing, and value proposition at minimal risk. And it's all transparent to the end user.

Advantages of deploying a third-party CCaaS solution in an MNO environment include:

- **CAPEX savings** — there is no hardware to purchase or maintain.
- **OPEX model** — operator buys at wholesale and sells with a margin; expenses are reduced to marketing and the cost of sales.
- **Flexibility and scalability** — the model supports pay-as-you-grow, typically on a per-seat basis with a small number of feature bundles; there's no need to over-dimension or pay for unused capacity.
- **Faster go-to-market** — minimal network and capacity planning means faster approvals and network integrations; deployment timeframes are in weeks instead of months.
- **More competitive** — as new features are added by the CCaaS provider, they are quickly made available to end users.
- **Built-in disaster recovery and business continuity** — managed CCaaS solutions are typically deployed in geographically redundant configurations that allow MNOs to continue operating the service in case of natural disasters or disruptions.

## How Mavenir is disrupting the contact center market

Mavenir, with its carrier-grade, Mobile Business Contact CCaaS offering, provides a paradigm-shifting contact center solution for MNOs to reach the underserved SMB market by providing rapid deployment and a simple, streamlined user interface without sacrificing the traditional contact center features SMBs need to enhance customer engagement and retention.

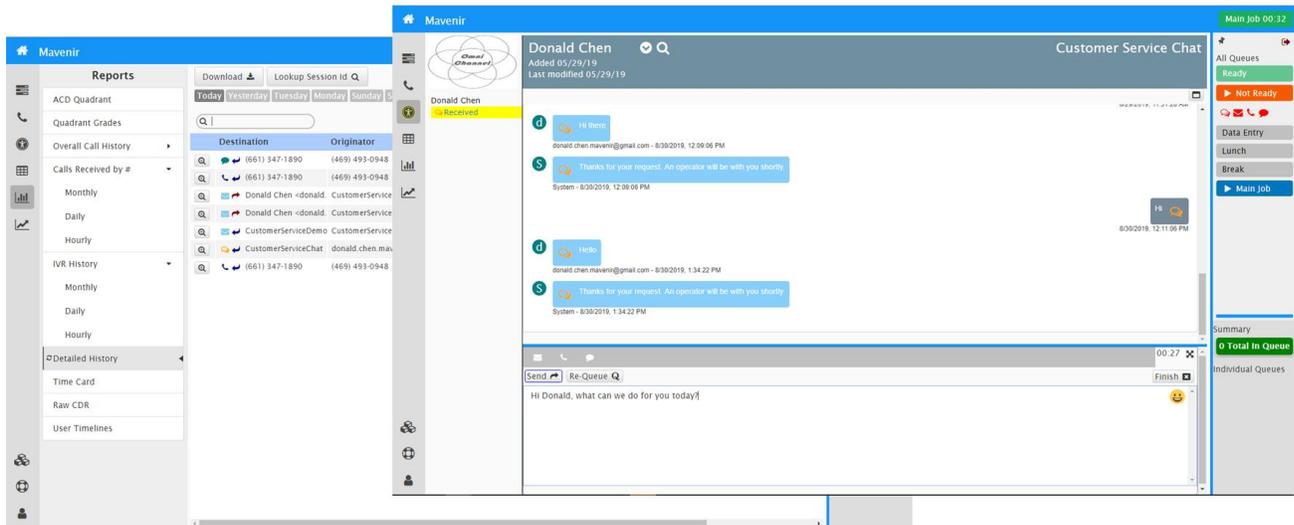


Figure 5 Mavenir Mobile Business Contact

Mavenir sets itself apart from traditional contact center offerings with:

- **Instant setup** — Enables a fully functional contact center in minutes, not weeks or months
- **Simple implementation** — Allows MNOs to create pre-built templates for rapid deployment of SMBs to keep MNO costs low and margins high
- **Affordable pricing** — Provides flexible pay-as-you-go billing, so SMBs can only pay for the licenses used per month, which is critical for businesses that scale up or down during the year
- **Flexible offers** — Serves the needs of an SMB from 5 to 500 employees with multiple pricing tiers and customizable feature packages

 <p>Secure, reliable hosting in a carrier-grade cloud environment</p>	 <p>Onboard customers quickly to generate revenue</p>
 <p>Simple implementation with nothing to deploy. Connect and grow.</p>	 <p>Flexible APIs to create custom features to maximize opportunities</p>

Figure 6 Mavenir's Mobile Business Contact benefits for the MNO

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Mobile Business Contact is offered in a white-label CCaaS configuration hosted in Mavenir’s cloud or in the MNO’s private cloud, so MNOs can start by leveraging Mavenir’s infrastructure and support and then move to their own cloud environment when ready. This implementation significantly reduces the risk and upfront investment required for the MNO, providing a multi-tenant architecture to reduce time to market and allowing MNOs to rapidly generate new revenue.

Mavenir provides advanced contact center technology adapted to suit the needs of the SMB, with a powerful set of customer engagement features that includes:

- **Extended Features** — Customizable user interface, CRM integrations, queues & skills-based routing, omnichannel support, automatic callback, instant purchase of phone numbers, integration contact manager, drag & drop development environment and AI integration
- **Interactive Voice Response (IVR)** — Menu customization, custom prompts and queue music, data connections.
- **Agent Functionality** — Customized screen pop, contact notes, team messaging, WebRTC, VoIP or PSTN connectivity
- **Supervisor Functionality** — Click agent to monitor & coach, team messaging, real-time reports, review call recordings and message transcripts
- **Historical Reporting** — Advanced analytics, key performance quadrants, queue history, IVR history, contact history, quick & data filter options, data drill down
- **Real-Time Reporting** — Service level, average speed of answer, ACD user states, user timelines, queue summary, active contacts in queue, routing, delivered, transferred, longest duration

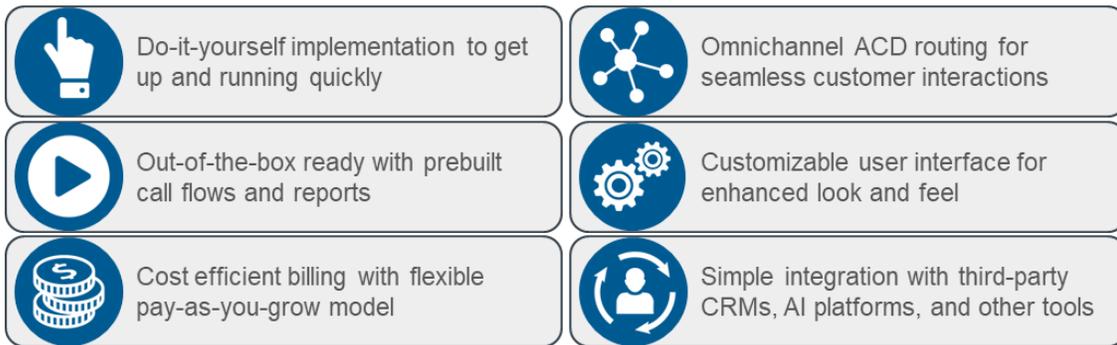


Figure 7 Mavenir's Mobile Business Contact benefits for the SMB

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## Conclusion

With conventional tools limiting opportunities for SMB to properly engage and retain their customers, the market is ready for a non-conventional solution. The opportunity is there for MNOs to provide differentiation with a flexible, omnichannel business contact solution to address the communication needs of the SMB space. In order to be attractive to the SMB, the solution must provide:

- Revenue Generation
  - Increase sales opportunities
  - Minimal monthly fees
  - Large ROI
- Product Simplicity
  - Onboard quickly
  - Out-of-the-box ready
  - Easy customization and modification
- Business Modernization
  - Open new contact channels for customers
  - Seamless agent interactions regardless of channel
  - Future proof

Mavenir's [Mobile Business Contact](#) solution is a low-risk, low-investment solution with rapid time to market for fast revenue generation, providing MNOs with a valuable upsell opportunity for differentiation in a challenging market. It is a win-win for MNOs and their SMB customers, allowing both to grow new revenue streams.

Empower your customers with a modern customer engagement solution: Mobile Business Contact.

**For more information visit [Mavenir.com](https://mavenir.com)**

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