



CloudSense empowers  
**Cloud Communications**  
**suppliers**

# Introduction

As providers of the most powerful Configure, Price and Quote (CPQ) platform for Communications organizations, CloudSense recognizes that we are in an era of ever more sophisticated and wide-ranging communication channels.

Beyond traditional channels like contact centers, we now use team chat, business phone apps, video meetings and other rich messaging options such as WhatsApp (business), chatbots and more, all of which, combined, form the voice of the customers.

Optimizing these channels, and the “customer conversations” they enable, is key to driving customer engagement, personalized customer experience, and ultimately business growth.

Recognition of this - bolstered by the power of cloud-based services to consolidate these channels for seamless, personalized customer communications - has spawned the CPaaS (Communications Platform as a Service), UCaaS (Unified Communications as a Service) and XCaaS (Experience Communications as a Service) industries.

To drive growth in these industries, proper management of the end-to-end sales journey, and the systems and channels that support it, is vital.



# Cloud-based Communications typically fall into these categories

## CPaaS

A platform for businesses that combines the reliability and back-end of proven communication services with their own customer applications (through the use of APIs).

For example, using a chat app API to integrate messaging platforms that customers may already be using like Facebook Messenger or Viber. This allows developers to embed chat, voice and video capabilities into customer facing applications.

## UCaaS

Typically supports six communications functions: enterprise telephony, meetings (audio/video/web conferencing), unified messaging, instant messaging and presence (personal and team), mobility, and communications-enabled business processes.

UCaaS suppliers own and maintain the platform and software which is designed for internal channels, unifying communications into a consistent experience regardless of device or location.

## XCaaS

A relatively new development in Cloud-based communications, XCaaS describes a platform that fully integrates cloud native contact center, voice, team chat, meetings and CPaaS capabilities.

There is particular focus on integrating customer and employee experience to further improve and address customer engagement.

# Selling more efficiently is key to growth for CPaaS, UCaaS & XCaaS suppliers

With the CPaaS market alone set to reach \$21.7 billion, there is plenty of business opportunity for Cloud-based communications suppliers

However a basic requirement for success (as with other businesses) is to ensure that CPaaS, UCaaS and XCaaS suppliers are geared up to efficiently manage and fulfill the specific requirements and demands of customers which could be vast and, for example, span across connectivity, networking & security, voice, messaging and managed IT.

Added to this are the particular connectivity and tailored solution needs for key verticals; for example leveraging new, key technologies including 5G and SDN will be vital for healthcare, automotive, manufacturing and utilities.

Selling and delivering these complex products and services is often inefficient and time-consuming, restricting business growth and customer opportunities. This also has an impact on customers understanding clearly what's being sold to them. This is because CPaaS, UCaaS and XCaaS suppliers, their employees and customers are hampered by:

- Numerous internal systems
- High volume, complexity and speed of sales
- Error-bound quotes and fulfillment
- Effective governance
- Poor customer experience

Subsequently there is an increased commercial risk due to order errors, lack of standardization and governance with quotes and discounting, which leads to lost business opportunities, as well as poor customer experience.

Much of this can be attributed to suppliers relying on fragmented systems, both internally developed and externally purchased, to sell and fulfill customer orders. This has been compounded by a business environment where going to market quickly is a priority, regardless of existing business and operational infrastructure.

And of course, orders tend to be high-volume and complex (in terms of pricing and bundling) so are not easily manageable by sales teams without access to a simplified system. Being able to sell and fulfill quicker, with a 360 degree view of the customer and an integrated catalog of products, to help deliver the best customer experience and increase revenue rapidly is vital to compete in the Cloud Communications industry.



# How does CloudSense help CPaaS, UCaaS and XCaaS suppliers?

CloudSense understands the importance of managing the end-to-end customer journey and the sales and fulfillment processes that make a difference to driving growth for Cloud Communications suppliers. In particular CloudSense ensures:

## Integration

CloudSense offers a complete, integrated commerce platform with solution management that supports high-volume orders and pricing that includes guided selling to help sales teams combine products into easy-to-sell commercial bundles. This ensures a higher throughput of sales orders and ultimately revenue.



## Simplicity & Consistency

Manual processes for building complex quotes are reduced thanks to the guided selling capabilities in the CloudSense CPQ platform. This means no more scattered commerce journeys across numerous systems (built in-house or external) and laborious rekeying of order data. This simplifies the sales process. Additionally with MACD processes fully managed within the platform, there is consistency between sales and fulfillment teams for a better customer experience.

## Control

Lack of sales and pricing governance can lead to margin and profitability risks due to the scale and complexity of products provided by Cloud communications suppliers. CloudSense builds in and automates quote templates, discounting agreements and margin calculations which adhere to governance and legal criteria preset by the supplier. All data is captured and reported for extra control and visibility for both supplier and customers.

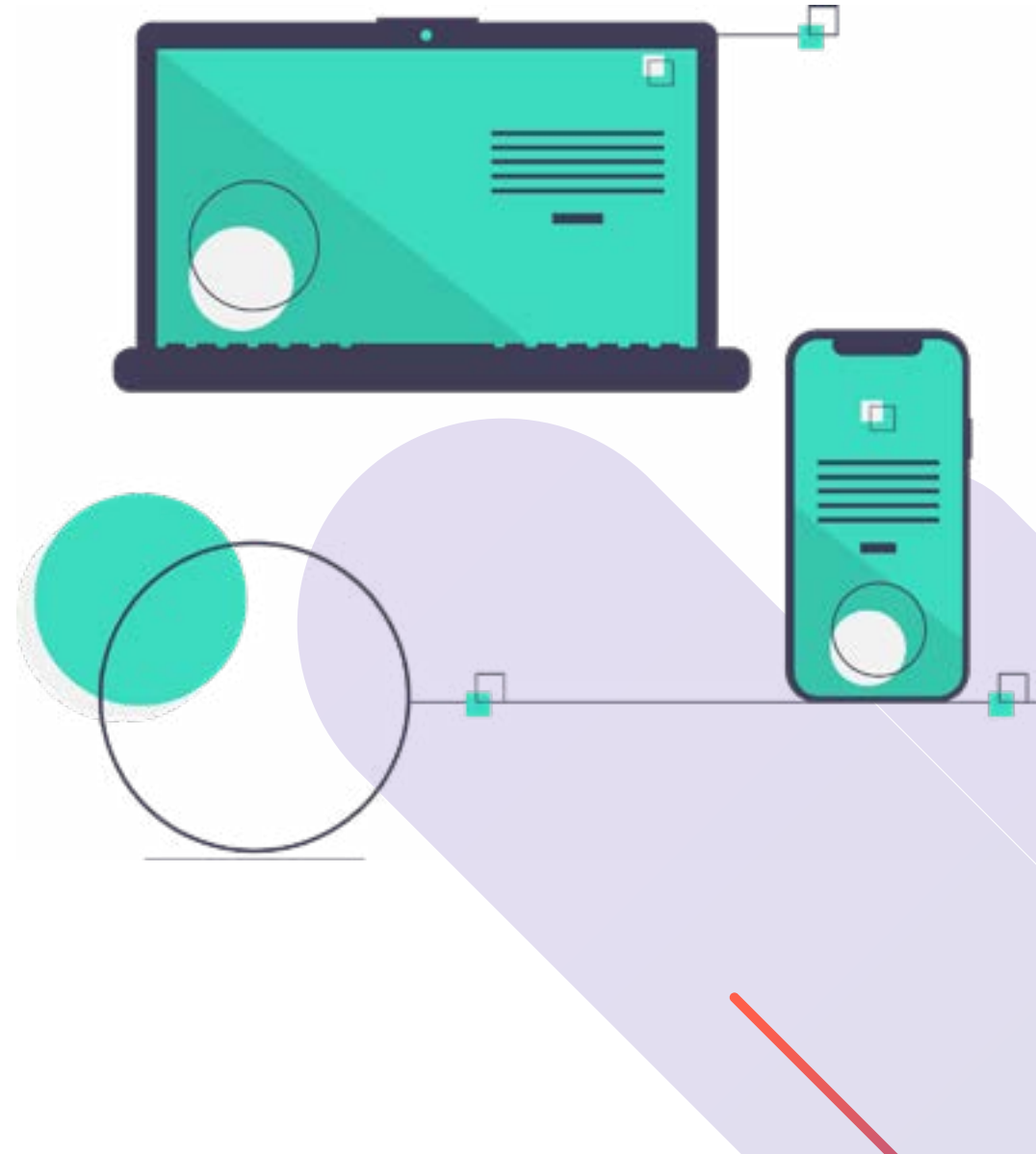
# Why should CPaaS, UCaaS and XCaaS suppliers choose CloudSense?

CloudSense is a global leader in CPQ and helps Cloud communications companies suppliers worldwide to innovate and deliver the best product offering to their customers at scale and speed enabling them to launch faster, sell more and fulfill orders faultlessly.

Our solution is designed to enable leading Cloud Communications organizations to streamline the entire B2B lifecycle to provide a better customer experience while improving business performance.

Partnering with CloudSense enables CPaaS, UCaaS and XCaaS suppliers to:

- Configure and sell the right products and solutions quickly
- Have full visibility and control of offers, quotes, discounting and prices
- Manage high-volume orders easily
- Reduce manual steps and order errors
- Reduce headcount costs
- Ensure faster time to revenue, improved customer engagement and experience





# CloudSense operates all over the world



Since 2009 CloudSense has been helping ambitious services enterprises to thrive in a digital-first economy by transforming sales to increase productivity and grow profitability.

A 250+ expert team of CloudSense solutions consultants, business professionals and engineers support our growing global community of customers across four continents. Leading communications and media providers including BT, Telstra, Informa and Spotify use CloudSense's portfolio of applications to streamline the entire customer lifecycle, providing a better customer experience while improving business performance.

**To learn more about how CloudSense's CPQ and Order Management solutions can help your business deliver sales transformation, speak to one of our experts today.**

Get in Touch



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