Support
to Win

6 signs you need UC professional services

Overview

Time is money and many partners are spending it on both selling and supporting their UC and telephony customers. That model may not be broken at your business, but it is optimised? Are your sales and support operations both performing at 100% their potential, and do you have scope to grow?

Outsourced professional and support services for UC and telephony give partners the space and expertise to excel. Every partner needs to know when it makes sense to stop doing it all on their own and bring in the experts to create extra value.

Here are 6 signs you need UC professional services:

Too many calls coming into the service desk?

You've scaled your service desk for a certain number of customers, but they're getting run off their feet. There could be various reasons for this. The first is that you've outgrown your service desk with new sales and are scrambling to backfill resources. If you can't then your revenues and reputation will suffer. The second is increased requirements from customers who want to do more with their solutions; these require the latest skills that might be in short supply. Thirdly is facing up to the fact your customer onboarding process could be deficient. This is especially true if you're getting calls from new customers because they haven't 'clicked' with what you've sold them.

Use professional and support services from Support to Win to cut loose from operational overheads and skills shortfalls. Expertise to ensure customers are onboarded right first time, every time.

Time to revenue is taking longer?

This typically happens when sales performance outstrips your technical department's capacity to get customers online. Orders are stacking up but you won't get paid until the services are provisioned and customers onboarded. This is an early warning sign of serious commercial disruption. If it persists you face cash flow problems, customers losing faith in you and taking revenues elsewhere, as well as disgruntled staff.

Support to Win services accelerate time to revenue and clear order backlogs so you never become a victim of your own sales success.

Churning customers within 6 months of onboarding?

Here's another sign that things aren't right with how customers are being onboarded and supported. Do they fully understand how their system works and what it can do? Have you been prompt and attentive in your dealings with them, and provided a first-class service? Post-pandemic, customers are acutely sensitive about the reliability of communications systems in the event of an emergency. If they suspect you aren't the long-term partner they can call on when the chips are down, it will be well worth their while to seek an alternative for greater peace of mind.

Professional and support services from Support to Win bring the best expertise to the fore, white labelled under your brand. We minimise churn and optimise lifetime value, delivering fast ROI on your business development costs.

You can't recruit skills for MS Teams voice integrations?

Everyone in UC knows what a huge opportunity MS Teams is, given its popularity among SMEs and enterprises alike. The issue is being able to access the requisite skills to capitalise on the voice integration element, with direct routing, etc. It's no good trying and failing to bluff your way through this, and going into 'co-opetition' with rival IT and comms partners feels like a short-term fix that could come back to bite you. Hiring these skills in-house is almost impossible given their scarcity.

Support to Win are UK market leaders in the technical know-how, project management skills and experience to integrate MS Teams with an enterprise-grade platform via direct routing.

Low customer satisfaction metrics?

Businesses are rightly switched on to the benefits and opportunities that come from delivering an outstanding customer experience. This is key to loyalty, repeat revenues and positive word-of-mouth which, in turn, influences more new customers to buy. Getting there is not easy, or everyone would be doing it! And one of the biggest blockers in driving better customer experience and satisfaction is focusing effort and expertise at your customer support function.

Professional and support services from Support to Win are geared for optimal CX metrics at every customer touchpoint – whether at deployment, migration or for continual in-life care.

Locked to your platform afraid to migrate live customers?

You've made your choice of technology and product platform, but what if it's strategically necessary to change it? Major telephony/UC platform transitions hold the key to new markets and opportunities - but not to those partners without the confidence or ability to make the change. If the prospect of switching makes commercial sense but feels like a technical nightmare, then you're locked in. And closed off from the many possibilities for expansion and success.

Support to Win ensures that long-term decisions around technology and product strategy can be executed to time and budget. We are telephony and UC migration experts for all implementations from multi-site enterprise to single-site SMB.

Professional services from Support to Win

We offer a complete range of services – from project management and deployment to complex migrations and in-life customer care – white-labelled to your brand and bespoke to your needs. We do whatever it takes to remove your operations headache and optimise your customers' experience.

"Support" doesn't do justice to the value we create. We light a path through the technical obstacles of your business strategy. We free you to accelerate your revenues, without worrying about keeping customers happy.

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