New way of communicating
Nextiva

Truly Unified Communication

Manage all communication and customer relationships in one place, one login, and from one interface.

- All communication methods: Phone, email, chat, SMS, video
- One interface, one workplace, zero friction
- Includes pipeline and customer relationship management
- Track your entire customer journey in real time

Manage Relationships

Eliminate the need for relationship management software or managing customers in spreadsheets or Quickbooks.

Nextiva is the only company that is unifying business communications, customer relationship management, and internal communications on one modern platform.

NextOS enables you to manage your pipeline and customer relationships from the same place with a holistic view.

Customer Journey

NextOS captures data from every single interaction, from day one, tracking the customer journey at the individual level in real time.

NextOS provides the most relevant information to everyone in the organization from frontline employees (while they are interacting with customers) all the way to the CEO.

Integrated Experience

NextOS is a single platform with rich productivity tools, from scheduling, knowledgebase, and automation, and we're always adding new functionality.

- Everything just works
- No technical skills required
- Dramatically reduces the need for integrating other applications

Old way of communicating
The Other Guys

Their "All-in-One" Only Tells Half the Story

To them, "all-in-one" only applies to communication tools and lacks the tools to manage leads and customers that give NextOS true end-to-end visibility throughout the customer journey. To connect to a CRM, still means:

- Multiple logins and applications
- Multiple interfaces/programs/windows
- Integration can be complicated and clunky
- Customer data is scattered across applications

Fragmented Customer View

The other vendors need to integrate with 3rd-party CRM vendors to be able to keep all customer data and track interactions.

Creating customer experiences based on fragmented info is just not intelligent and it won't achieve the desired results.

No Holistic Approach

Other companies claim to be innovative, but can't deliver a complete customer view. If you are looking at managing customer communication as one-off transactions, without marrying it with customer relationship tools, internal communications, and workflow automation to support teams and provide a great customer experience, you will fail.

Limited Integration

The need for integration of other applications is high, because businesses need other tools to manage customers.

- Integrations typically do not deliver the full value they promise
- Integrations are typically difficult to deploy and manage
- Often require technical skills and they're expensive
- Even if you integrate, the data still lives in different places

New way of communicating **Nextiva**	Old way of communicating **The Other Guys**
Automation	**Lack of Automation**
• NextOS provides pre-built templates to automate communication with the customer or create your own • Easy to use with no technical knowledge needed • Deliver the right message at the right time based on real-time understanding of the customer journey.	• The use of multiple applications makes automation nearly impossible • Usually requires custom development
Analytics & Intelligence	**No Real Intelligence**
A complete view of customers, tracking all channels in one place. • Real-time customer journey tracking (patented) • Customer sentiment analysis • Customer survey reports • Custom dashboards and reports • Predictive and trend analysis • No integration required. It just works.	Most of the other guys only provide you with basic call reporting. • You will get basic calling information • If you want more than calls, they will charge you significantly more and you'll need custom onboarding to make it work • More detailed reporting analysis requires separate software • No real insight into customer behaviors • Advance analysis requires additional software or integration
Personalization	**Playing Catch-Up**
True relationship management can be done since all communication channels and relationships are managed using the same database, enabling easy automation.	You're always playing catch-up when your communication lives separate from your customer interaction data. There's no way to deliver a personalized experience.
Embedded Survey Tools	**Survey Says "X"**
• Get feedback from your customers when you need it. • Create automated surveys after meaningful interactions. • Works seamlessly, doesn't require data management • Customer feedback can be configured to automatically trigger notifications and actions.	• Requires purchase of a call/contact center plan or else additional survey software
Built For the Future of Work	**Not Thinking About the Future**
NextOS is built from the ground up, with the future of work in mind. Communication is constantly evolving. Nextiva's platform is designed to evolve and redefine expectations for communication - helping business to grow fearlessly.	The competitors are pursuing the path of integrations, which can be more complex for businesses rather than purchasing a single solution (including CRM) from Nextiva.

Core Differentiator

Nextiva's platform enables companies to communicate and automatically engage with their customers on an individual level, based on each customer's sentiment, experiences and behaviors, so they avoid issues before they happen, while simultaneously increasing product awareness and identifying opportunities based on customer interactions.