

CUSTOMER STORY: AKIXI

Underpinning Customer Success

Configuring new customer deployments for partners of Akixi, the call and contact analytics software provider

Akixi's 100% channel model gives partners plenty of opportunity to sell into new customer contact centres, or in fact any business where calls and communications are key to success. But with it comes a responsibility to ensure each software solution is configured and deployed for maximum benefit.

Some partners are more self-sufficient than others, but all share a desire to ensure that customers get optimum value from the software; thereby safeguarding recurring revenue for them and Akixi.

Akixi's award-winning call and contact analytics solutions continue to reach a wide market across all sectors, both in the UK and worldwide, via a network of over 400 resellers.

Inevitably, some newer or smaller partners need help supporting customer deployments, particularly if the end user customer's existing setup is complex.

In these instances, Akixi has a readymade answer in the form of us: Support to Win. We know the Akixi application suite so well that our sister company, Train to Win, runs all its UK training courses. We apply this knowledge to help partners deploy the solutions successfully and profitably.

Our support services are used on a white-label basis, where requested by the partner, dovetailing with incumbent teams to advise on configurations, undertake deployments and even consult directly with end customers.

“It is critical that we equip partners to be as successful as possible, while doing everything we can to ensure end customers are using our solutions in the optimum way for their unique environment. Support to Win aren't just focused on getting deployments done, but getting them done right. Having that highly skilled, elastic support capability means our resellers and customers have a better Akixi experience, enhancing our revenue and ultimately helping them to grow and be successful.”

Bart Delgado, Managing Director, Akixi