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## How CSPs Can Leverage Analytics to Revolutionize Customer Experience

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As customers expect seamless, personalized and proactive services, a robust Customer Experience (CX) strategy is essential to any business. With superior customer experience, a business can not only build customer loyalty, unlock revenue streams and reduce churn, they can also achieve brand differentiation.

Confirming the value of CX, the analyst firm Cavell reports that 21 percent of organizations consider improving CX a top strategic priority.

Cloud communications analytics is a vital ingredient to any successful CX recipe. What makes today's analytics so valuable is that services can be accessed by organizations of any size to manage both their customer-facing teams and to build lasting customer relationships. As well as being a vital tool within a CSP's own business, analytics is the perfect value-added service to add to their ongoing sales proposition.

Analytical insights into both internal and external interactions enables a CSP and its customers to unlock the full potential of their communications data, driving CX, growth, innovation, and competitive advantage.

## Adding Value with Call Analytics for Microsoft Teams

The market for calling within Microsoft Teams is expected to grow significantly as businesses migrate from traditional telephony systems. Teams Phone users now total over 20 million active monthly users, and demand continues to rise. In addition, [the global Unified Communication as a Service \(UCaaS\) market](#) is showing no signs of slowing down. From being valued at \$48.79 billion in 2023, it is



projected to grow from \$56.75 billion in 2024 to \$215.53 billion by 2032, exhibiting a CAGR of 18.2 percent during the forecast period.

There is a huge opportunity for CSPs to leverage this growth with analytics. With insights into usage patterns, collaboration trends, and performance metrics, CSPs can uncover new revenue opportunities and help their enterprise customers to maximize productivity.

A cross-functional analytics suite that can make full use of Microsoft Teams data will enable a CSP to cater to a diverse range of business needs. For example, Call Analytics can deliver a window into call queue performance and engagement. Call Recording can provide secure, AI-powered insights across every conversation. And Collaboration Analytics will offer a comprehensive view of team dynamics. The combination of all three capabilities with a consistent user interface will enable CSPs to offer the features that meet their own and their customers' operational and insight needs.

The key to enhancing Microsoft Teams voice capabilities is to offer a seamless setup, rapid deployment, and an intuitive interface, enabling CSPs and their customers to enjoy a sophisticated, future-proof tool with minimal investment.

## Unlocking the Power of Call Recordings

Until recently, qualitative insights locked away within call recordings were only accessible with manual effort. Today, the latest AI-powered analytics can unlock information held in Teams call recordings and transcripts, analyzing conversations across departments or indeed the whole business. The resulting insights into customer sentiment and behaviors are delivered quickly, and most importantly, at scale. And while vital for compliance, organizations of all sizes can now fully leverage their recordings to achieve a new level of insight into customer journeys, trends, and behavioral patterns to drive improvements in customer experience.

## Analytics in Action

PingCo, a leading Australian telco-as-a-service company, offers cloud-based software solutions based on Microsoft Teams to help companies communicate more efficiently. PingCo has integrated 365 Call Analytics service within its TCAP service hub – a communications automation platform that streamlines telecommunications setup and management for carriers, wholesalers, and end users.

This integration allows PingCo's customers to easily self-provision call analytics directly through TCAP in minutes, bringing enhanced analytics capabilities seamlessly into the Microsoft Teams ecosystem.

Dan Pearson, CEO and Founder of PingCo says, "Adding service like call analytics to the TCAP platform gives our partners a valuable new application to deliver to their customers. In turn, it gives end customers access to the tools and services they need to understand how they communicate on the Teams platform and insights into how to improve the overall customer experience."

The latest call analytics makes it easy for organizations of any size to visualize and measure business-critical call performance across their Teams Phone activity. With intuitive dashboards together with multiple views and wallboards, users can understand their call performance and improve internal staffing levels to meet customer expectations.

The addition of this new service provides a straightforward way for CSPs like PingCo to grow ARPU and

margin on top of an existing Microsoft Teams customer base, as well as enriching their offering to help grow that base. With a consistent single-pane-of-glass interface, provisioning and user management is simple across all services.

## Unlocking Insights at Every Level

Hello Teams, a provider of Microsoft Teams calling services, is already making use of PingCo's new analytics services.

Jack Kruse, Managing Director at Hello Teams, says "As soon as we launched, we implemented two new customers, including our largest ever deployment, using one simple familiar interface."

By integrating advanced analytics, service providers can elevate their Teams offerings with meaningful insights. It further enables them to deliver exceptional customer experiences and drive real value across a Teams ecosystem.

## Further Opportunity to Decrement a MACC

Businesses with Microsoft Azure Consumption Contracts (MACC) need to maximize their investment in Microsoft technologies. Third-party applications that are Microsoft Azure IP Co-Sell Eligible can contribute to Azure consumption while helping organizations drive productivity and smart data-driven decisions.

## CX as a Growth Driver

To conclude, striving to maximize customer experience (CX) presents significant opportunity to CSPs, and is a fundamental growth driver and increasing priority to end businesses. By leveraging applications such as analytics, businesses can unlock actionable insights to enhance productivity and elevate customer satisfaction.

Innovations that simplify deployment and streamline user management will enable CSPs to attract new revenue opportunities, build deeper customer relationships, and achieve sustained success in a competitive market.