Nextiva Launches AI-Powered NextOS: A Platform for the Era of the Customer

Summary: NextOS, a new platform from Nextiva, is powering Nextiva Service CRM, Nextiva Chat, and Nextiva Surveys. NextIQ is the new AI feature that integrates Machine Learning, AI, and SmartTopics.

Event: On May 14, 2018, Nextiva announced the launch of its new platform, NextOS. This date also happens to be Nextiva's 10th anniversary in celebration of its first customer.

Analysis

Over a year after its original announcement, Nextiva's AI offering has come to fruition. Nextiva's new platform will enable it to go beyond its traditional UCaaS focus and target line of business needs in Sales, Service, and Support. This event underscores a key trend in the Unified Communications and Collaboration market. Artificial Intelligence is enhancing the ways in which enterprises connect and interact with customers, and maintain these relationships by improving the overall Customer Journey.

This announcement comes at a time when other UCC vendors, like Five9, are adding AI to their platforms and we anticipate this trend will continue to grow. The launch of NextOS represents a major enhancement to Nextiva's current offerings that helps expand its overall market footprint.

Artificial Intelligence Will Automate Workflows

The NextOS Platform powers three new products—Nextiva Service CRM, Nextiva Chat, and Nextiva Surveys—which leverage Artificial Intelligence and Machine Learning. The AI technology present in all three new Nextiva products is a strategic solution for communication challenges. NextIQ is the name for Nextiva's new AI feature, which combines AI, Machine Learning, and Nextiva's patented SmartTopics.

Nextiva Service CRM is an omni-channel solution for communications that is managed from a single screen. Nextiva Chat accelerates the response process for inbound communications from web sessions, and Nextiva Surveys assists with collecting information and insights from customers and prospects through a customizable offering.

Customer-Centric Communications is the Way Forward

The era of Customer Journeys is well on its way and the demand for people-centric communication modes has driven fast change within the UCC market. NextOS is equipped with several key features—like chat, surveys, and analytics—that will enhance Customer Journeys. The ability for businesses to observe customers across communication channels is a new and innovative offering.

NextOS is tackling Customer Journeys through Workflow Automation, Predictive

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Modeling and Action, Personalization, and relevant Insights. These features can improve Customer Journeys from many angles and provide insights to businesses for enhancing customer experiences.

Nextiva, Now a Unified Product Suite

NextOS will take Nextiva from a phone service-centric solution to a unified product suite. This transition expands the visibility and actionable insights that businesses will gain from using Nextiva. Not only does this strengthen Nextiva's position in Contact Center and UCC, but also may give way to new market expectations, such as the cross-communication channel customer visibility. Aragon has noted that AI plays a huge role in the Intelligent Enterprise, so we expect to see more AI integrations making their way into UCC platforms.

Aragon Advisory

- Enterprises already using Nextiva can anticipate gaining increased visibility, tools, and insights when it comes to customer communications and engagement.
- Enterprises should evaluate Nextiva among other UCC providers that emphasize Customer Journey Solutions.
- Enterprises should evaluate their current Customer Journey and UCC processes to better understand how certain vendors can provide solutions and enhancements.

Bottom Line

Artificial Intelligence is becoming a prominent feature in UCC platforms and is powering Customer Journeys. Machine Learning, Analytics, and Workflow Automation are

helping enterprises establish customer loyalty in a time where it is challenging to hold onto. While many big players, like Microsoft, have already implemented AI, others are starting to follow suit and we think this will put more pressure on UCC providers to do the same. NextOS is a response to this growing demand and represents a critical shift for Nextiva, who shows no sign of slowing down.

Related Aragon Research

- [The Aragon Research Globe for Unified Communications and Collaboration, 2018: Shifting to People Centric Collaboration](#)

- [The Aragon Research Globe for Social Software](#)

- [The Next AI Frontier: From Chatbots to Perceptive Input and Emotive Output](#)