

The MaaS Partner Guide

Everything you need to find, sell and deliver MaaS.

Opportunity, features, conferencing, templates, reporting, onboarding and porting, all in one place.

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The opportunity

Welcome to MaaS

An advanced inbound solution that helps you attract new customers and keep hold of existing ones. Instant setup, no up-front investment and a class-leading portal deliver differentiated value and predictable monthly revenue.

Complete your voice offering and become the communications supplier of choice for your customers.



Why MaaS wins



API and white-label portal

integrate or brand it as your own



Class-leading online portal

intuitive, powerful, quick to set up



We own the system and network

bespoke features and ongoing investment

Problems MaaS solves

Spot which of these your customer is facing, and start the conversation on the best foot.

Service levels slipping

Unable to deliver the customer service they want, with negative feedback and churn.

Peaks and outages

Hard to manage inbound calls at peak times, with no sufficient backup plan.

Slow and costly to set up

Long lead times and high setup and maintenance costs of traditional voice.

No visibility

Confused by the lack of information about their inbound calls: who, how many, when and why.

Agent churn

High agent turnover, with wasted time and effort training new employees.

Held back by features

Restricted by a lack of features, complexity, or slow changes to the service.

Spotting the opportunity

MaaS sweet spots to look for



Give the best caller experience

Professional call features and skills-based routing get callers to the right person.



Never miss an incoming call

Sits above the PBX, logs every attempt, with queuing and disaster recovery.



Up and running instantly

Fully network-based, no capex, operational in minutes not weeks.



Understand call patterns

Real-time dashboards and the Pulse engine analyse key call data.



Reduce employee churn

An agent portal accessible anywhere, on any device, for flexible working.



Move faster than lesser systems

Real-time service plan changes and master Myriad in 30 minutes.

Qualify further with the top nine questions to ask, from disaster recovery to CRM data dips and post-call surveys.

MaaS in action

Real examples of the problems MaaS solves for customers.



Sales teams

Percentage routing shares inbound calls fairly across home-based agents, speeding the sales cycle.



Domestic services company

Call recording settled billing disputes quickly, with a suggested first-year saving of around £800k.



Financial company

CRM API integration and a screen pop-up surfaced thousands of previously missed sales leads.



Contact centre

Determining the caller by the number dialled lets agents answer appropriately for every brand.

Selling successfully

Build a winning MaaS sales team

01

Product knowledge

Make your team absolute experts, confident on every feature, benefit and USP.

02

Focus

Keep the team focused solely on inbound, to hone expertise and convert opportunities.

03

Specialisations

Split into new business, account management and technical for sharper performance.

04

Incentives

Reward success to build momentum and morale, with fair daily, weekly and monthly rewards.

Incentive ideas that work: weekly lunches, financial bonuses, no cap on earnings and competition wall boards.

The MaaS platform

A powerful inbound platform

Available as a fully white-labelled portal with a hierarchical structure, or via an API so you can build your own front end. MaaS gives you every feature you would expect from an inbound telephony solution, plus advanced options to push the possibilities further.



The essentials



Deliver calls to

single or multiple destinations, or voicemail



Route based on

time of day, day, date range and special days



Easy management

Service, Number and Audio managers

Key features

A wealth of inbound call features, ready to combine into bespoke services.



Call recording



Call whisper



Conference



Queue



Multi-level IVR



Distribution



Dynamic Call Agent (DCA)



Mid-call divert and conference



CLI routing

Plus voicemail, outbound call, scheduled call, DTMF capture, send post and data tables.

Conferencing

Conference calling, built in

Choose the right access mode

- 1 Simple:** all callers join the same conference, no PINs needed.
- 2 PIN protected:** callers join the same conference with a PIN.
- 3 Rooms:** callers join different rooms by room ID, optionally PIN protected.
- 4 Dynamic:** the first caller sets the room ID and PIN for the rest.

Key facilities

- ✦ Host with roll call and name capture
- ✦ Record every conference
- ✦ Up to 50 participants per conference
- ✦ Six music-on-hold genres
- ✦ Passive, listen-only mode
- ✦ Callers' names announced on entry

Service templates

Ready-made call plans

Templates take away the 'where do I start' moment. Edit, save and share them with child accounts, add only the inbound termination numbers, and design once to reuse across customers.



Saves time building routing plans



Quick booking-to-billing action



Design once, reuse for every customer



Unlimited template library

Ready-made templates

- ✦ Information and emergency announcement
- ✦ Calling service whisper
- ✦ Record audio
- ✦ Call queuing with overflow to voicemail
- ✦ Post-call survey
- ✦ IVR menu with overflow to voicemail

Reporting and insight

See everything in real time, and analyse it in depth.

Real-time dashboards

- ✦ Configurable dashboards built from drag-and-drop tiles
- ✦ Live total, live chart and live call outcome
- ✦ Live top accounts and favourite numbers
- ✦ Live DCA agent and call status, and live queue
- ✦ Live active call status and message board

Pulse reporting engine

- ✦ Historical analysis, run ad hoc or scheduled
- ✦ Call summary, outcome, minutes and queue reports
- ✦ DCA, IVR script logs and detailed call statistics
- ✦ Download as CSV or Excel, or email to up to 10 people

Getting customers live

Onboarding in seven steps

- 1 Check number availability for any numbers being ported.
- 2 Submit the porting request and agree the timeline.
- 3 Request any new inbound numbers the customer needs.
- 4 Repopulate circuits if numbers move off BT circuits still in use.
- 5 Set up the sub-account and portal: users, permissions and routing.
- 6 Train the users on the portal, dashboards and call flows.
- 7 Brand the MaaS user guide and issue it to the end customer.

Ask up front

- ✦ New inbound numbers needed?
- ✦ Existing numbers to port?
- ✦ BT landlines to upgrade?
- ✦ Numbers callable internationally?

Getting customers live

Porting made simple

- 1 Select the right forms on the customer's letterhead.
- 2 Add any specific port date or time.
- 3 Sign and return with the Myriad data capture form.
- 4 Your porting representative confirms and manages the order.
- 5 They confirm acceptance and the porting date.
- 6 Numbers are added to your platform ahead of completion.
- 7 You configure the routing and confirm it is ready.

Good to know

- ✦ Ports from BT, Gamma, TalkTalk, Vodafone, Virgin Media and more
- ✦ GNP and NGNP letters of authorisation
- ✦ Account migration LOA between resellers
- ✦ Myriad data capture form for every port

Why choose Nasstar Channel?

We remove the complexity and keep it simple, with unrivalled support and experience you can't get anywhere else.

- ✦ Established provider with years of experience
- ✦ Fully flexible options
- ✦ Highly trained UK-based service and support team
- ✦ Simple on-boarding process
- ✦ Access to the best expertise and resources
- ✦ Dedicated partner portal
- ✦ Tried and tested, innovative products that deliver when you need them to
- ✦ Full commitment and dedication to the channel and its needs



**Passionate
people**



**Innovative
technology**



**Exceptional
experience**



Channel-centric



**Straightforward
solutions**

In partnership with you



What our partners say

We chose Nasstar Channel for various reasons. Pricing was the first consideration but support was of equal importance. They are proactive, approachable and understanding of the needs of our business. They have a friendly, positive, professional team and they are clearly passionate about our business. They always look to help drive improvements forward and are a great partner.



WiFi SPARK

Find out more about our connectivity portfolio and the rest of the Nasstar Channel range.

Get in touch →

✉ enquiries@nasstarchannel.com

🌐 partner.nasstarchannel.com

☎ 0345 003 0000

