

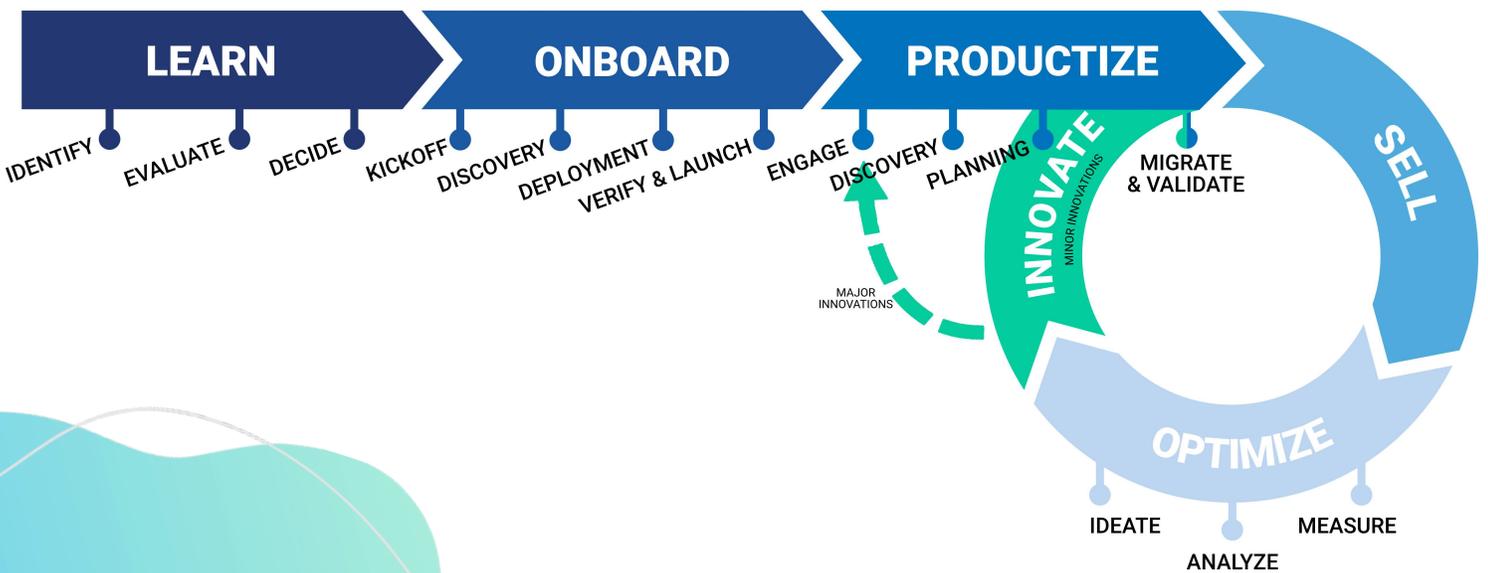


# Alianza Customer Journey

## Facilitating Your Success Every Step of the Way

When you become an Alianza customer, it's not set and forget. We are invested in your success. Throughout your journey with us, our measured steps support you through onboarding, preparing for go-to-market (GTM), keeping your product in market, and leveraging Alianza's ongoing innovation.

Discover How Alianza Empowers, Supports, & Facilitates Success for Communication Service Providers During Their Customer Journey.



# Learn

Alianza will be with you every step of the way providing you with relevant information to help you Identify, Evaluate, and Decide the products and solutions that fit your business needs and growth plans. As you weigh your options and **learn what Alianza can do for you, we'll help you** Identify network and business transformation opportunities, and Evaluate Alianza's solution offering, so you can make an informed decision about partnering with Alianza.

## Why It's Important

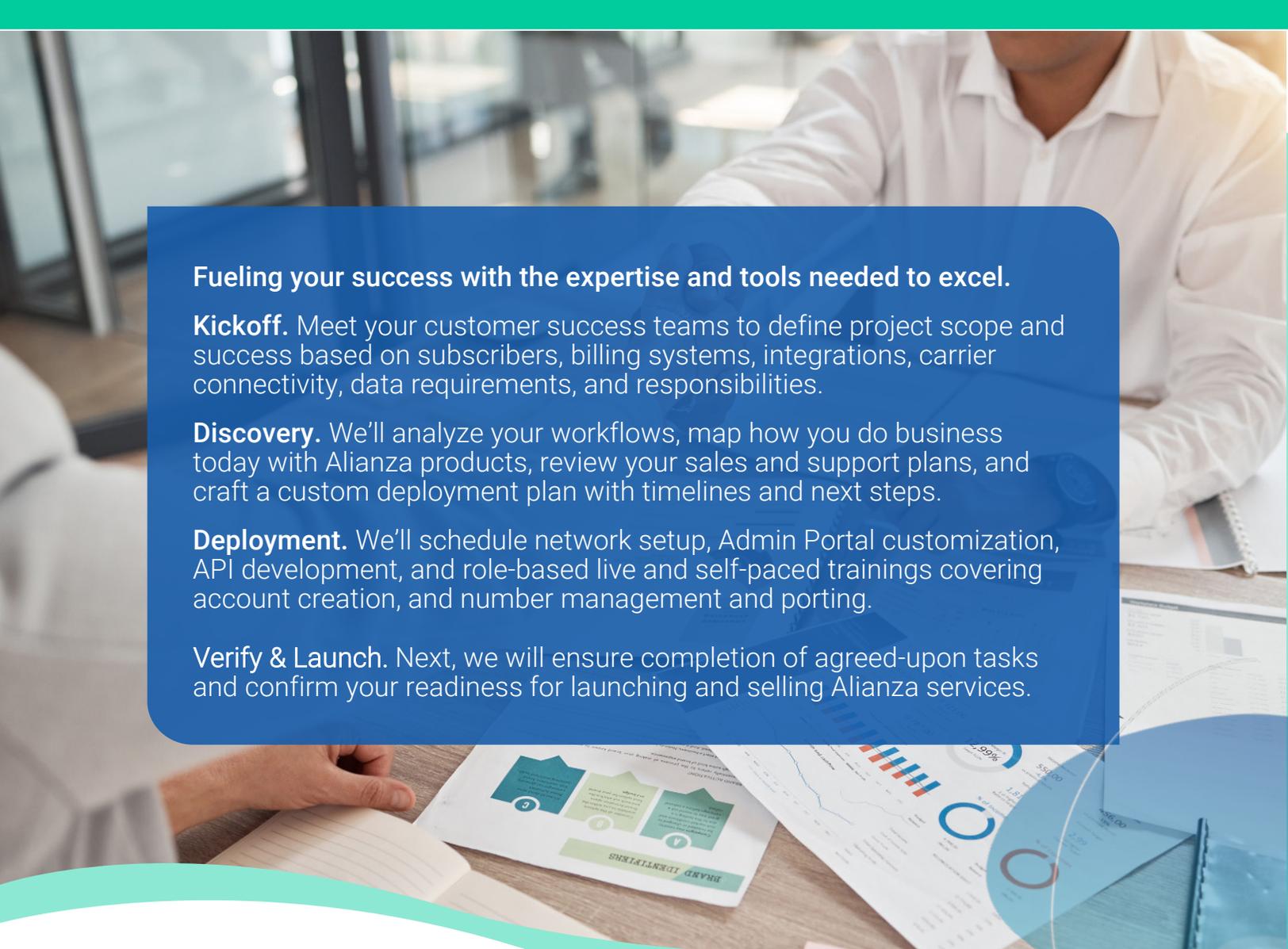
Getting started with cloud communications or transforming your existing network can feel like a heavy uplift, but it doesn't have to be. **Understanding, identifying, and choosing the right company and solutions makes all the difference, which is why we'll prove and demonstrate the Alianza difference at each step of the way.**

**Identify.** Understand the nuances of why and how Alianza products and solutions would work for you.

**Evaluate.** Thoroughly assess how Alianza product and service offerings stack up against others. Understand how they benefit your bottom line, your end-users, and accelerate current and future business goals.

**Decide.** Confirm the product(s) that you'll take to market and sell to make an immediate impact for your business and end-users.





## Fueling your success with the expertise and tools needed to excel.

**Kickoff.** Meet your customer success teams to define project scope and success based on subscribers, billing systems, integrations, carrier connectivity, data requirements, and responsibilities.

**Discovery.** We'll analyze your workflows, map how you do business today with Alianza products, review your sales and support plans, and craft a custom deployment plan with timelines and next steps.

**Deployment.** We'll schedule network setup, Admin Portal customization, API development, and role-based live and self-paced trainings covering account creation, and number management and porting.

**Verify & Launch.** Next, we will ensure completion of agreed-upon tasks and confirm your readiness for launching and selling Alianza services.

## Onboard

Our service provider onboarding process is a **well-oiled machine** with years of experience helping customers successfully get up and running quickly. **We'll get to know your business, customers, and plans to sell and support your new solution.**

If you already have existing voice customers who you will be migrating, you can rest easy knowing that we've **successfully migrated providers from almost every switching platform on the planet** and we know how to prepare well, mitigate risk, and move subscribers over safely.

## Why It's Important

Alianza is not looking to just hand you a piece of software and wish you luck, but instead, we want to be a **valuable partner in helping you create, or replace, your voice offering.** This includes everything from the software configuration, network setup, and device testing. We are invested in making sure your team has the capabilities, context, confidence, and relationships necessary to be successful.

# Productize

The Customer Enablement team will partner with you to ensure you have a **successful product launch** with Alianza's product offerings. Successful product launches require a product market fit, defined package offerings, process development, and marketing asset creation, which is why Alianza's customer enablement team is here to guide you every step of the way.

## Why It's Important

Going to market, finding the perfect target audience, and generating inbound marketing opportunities takes time and effort — **and it will be that much harder if you're unfamiliar with the product.** To empower your teams to sell more confidently and enable more effective and consistent go-to-market success, you need engaging and easily digestible online training content. **Luckily, we've got you covered.** Alianza has extensive enablement materials and resources to supercharge your go-to-market strategy and help you successfully launch your new voice product offering. Plus, we'll arrange a **sales enablement training session to help activate your team.**

### Moving your customer base to Alianza's platform services.

**Engage.** Your Migration Manager will collaborate with you to define scope and timelines, discuss roles and responsibilities for the day of migration, and ensure proper resourcing for a seamless migration. We will also start coordinating with your sales and marketing teams to provide resource materials, help you establish launch goals, and define success cadence and metrics. Product training will also be provided to the appropriate teams.

**Develop.** Together, we'll compile reports and data including customer accounts, phone numbers, and relevant features, to create groups to migrate your end-user customers to our platform.

**Planning.** Leveraging insights from the Discovery phase, we'll craft an execution plan for ETL groups, task allocation, and timing based on the losing carrier, rate center(s), hardware, device types, and more.

**Migrate & Validate.** Once all the technical pieces are in place, and the go-to-market plan is ready, this stage is where we launch the new product offering. Starting with a pilot group, and continuing through as many other groups as needed, we'll extract, transform, and load data into our system, manage ports, verify traffic flow, and obtain your enthusiastic scope of work (SOW) completion sign off. Rest assured; we will be at your side the whole way to make sure your launch is successful.

# Sell

Once you have completed your product launch project it's time to enter the market and actively introduce customers to your new products. This is where your Customer Success Manager will partner with you to help you to grow your business and achieve your business goals. As you grow, Alianza will also be available to provide your teams with additional trainings and help activate your sellers with sales and marketing materials available within the Help Center.

## Why It's Important

With all your preparation, ready-to-use customer facing materials, and internal processes now in place, **it's time to cash in on your hard work!** Your efforts will contribute to a more successful market launch, improved customer experiences, and an accelerated return on investment (ROI).

# Optimize

Once things are up and running your Customer Success Manager will help you to measure your growth and product utilization, analyze the results, compare them to your business goals, and help consult with you on ways to improve performance. **As you assess your progress, are you on track to meet your goals?**

## Why It's Important

It's important to periodically assess what works and what doesn't so you can course correct. Your customers' experiences provide valuable insights that can help your business reach new customers and achieve your targets.

**Measure.** We'll show you reports to help you understand how your end-users are using your products and track your growth over time.

**Analyze.** We'll help you analyze and evaluate the valuable data you've gathered in Measure and look for ways to optimization your business to provide clues to small changes your business can make that could help accelerate sales, improve processes, save your team time, and more.

**Ideate.** Once we have identified the problems and potential opportunities, we'll partner with you to come up with ideas to improve performance and expand your product offering. Your Customer Success Manager will help bring in the appropriate Alianza resources to assist. When it's time to measure again, you'll analyze what performed well, ideate **what could be improved, and adjust again.**

# Innovate

The market and your customers' needs will continue to change and evolve, which means so too must your business. Once we have identified some good optimization and improvement ideas, it's time to make minor innovations, such as an Alianza feature enhancements or process efficiencies, or make major innovations, such as introducing new products into your solution suite that help your business accelerate growth.

Our Customer Success team is here to help you carefully assess, review any cost implication, and business opportunities. When you decide to make a major innovation your Customer Success Manager will help you go through the Productize phase again to help you plan out, develop, and deploy your new product launch.

**Minor Innovations.** Sometimes it just takes some fine tuning to make improvements, including things like feature updates to products, internal process improvements, updating integrations, providing additional training, or launching fresh marketing campaigns to extend your reach.

**Major Innovations.** Alianza is constantly innovating to provide you with new product and solutions to help you expand your solutions suite, increase stickiness with end-users, and much more.



**Get Started! Scan and let's start a conversation.**



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