



## Dubber completes Next Telecom's Microsoft Teams offering

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**Adam Cleary**, Southern Sales Manager, Next Telecom

### BENEFITS OF DUBBER

- Addressing an untapped opportunity
- Revenue and new client wins
- Differentiation
- Better than competitor products
- Partnership and Support



## Revenue, Retention, Differentiation at Next Telecom

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## Dubber completes Next Telecom's Microsoft Teams offering

Next Telecom is a leading provider of cloud communications for Australian businesses. It is part of the global CommsGroup telecommunications company. Dubber means Next Telecom can offer its customers a complete Microsoft Teams calling package. That helps it win in a competitive market.

The company sells tailored communications solutions built around Microsoft Teams calling. Dubber's cloud call recording is a natural complement for Teams and gives Next Telecom a way to add further value.

**“Having a complete Teams solution including Dubber cloud call recording is an important differentiator for us. It significantly lifts our ARPU and will help us be stickier with customers in the long term.”**

**Adam Cleary**, Southern Sales Manager, Next Telecom



## Next Telecom sees several benefits from partnering with Dubber

### → Address Customer Demands

Next Telecom began working with Dubber when it saw fast rising market demand for cloud call recording. Customers needed a way to meet compliance requirements or a way to coach employees who deal with customer calls.

Adam Cleary, the company's Southern Sales Manager says: “It's an untapped space — there aren't many people out offering a complete Teams package including call recording right now; Dubber means we are.”

“A lot of businesses have been moving into direct routing and Microsoft Teams Calling. The trend really accelerated in the last couple of years with the pandemic. Once they've migrated across to the platform, they realise they need to add call recording. It may have been something they previously did with on-premise systems, but now realise it was missing”.



## → Revenue and new client wins

Dubber gives Next Telecom a way to generate revenue and significantly increase ARPU. On average they're finding Dubber is giving them a 50% uplift on ARPU.

It also gives Cleary and his colleagues the ability to win new clients that might otherwise look elsewhere. He says one large client representing a significant amount of business needed cloud call recording as part of the solution. Offering Dubber helped him secure the contract.

## → Differentiation

Dubber provides Next Telecom an important point of differentiation. Cleary says most of the rival companies offering Teams Calling can't offer as much. Cleary says: "We wanted to be able to tell clients that we can do the lot and address all their requirements".

## → Better than competitor products

Dubber's competitive pricing, simplicity and ease of use are all important to Next Telecom. Cleary says: "We needed a call recording platform that worked with Microsoft Teams and spoke to a few vendors. At first, we ran with another platform before we were introduced to Dubber but switched quickly mainly because Dubber has a simpler interface, was easier to use and has a more competitive price."

Now Cleary uses that simplicity as a selling point when he shows Dubber to his clients: "The first time I demoed Dubber was five minutes after someone gave me the login details to a demo portal. I was demoing it for the first time and had no dramas."

## → Partnership and support

The depth of partnership and local support provided by Dubber is also a huge advantage. It is a genuine partnership that goes beyond product and technical support - Next Telecom can call on the Dubber team to support RFPs as well as larger customer opportunities.

**"We're seeing approximately a 50% revenue increase per user when we add Dubber to a standard Teams Calling plan."**

**Adam Cleary**, Southern Sales Manager, Next Telecom



# Why more service providers select Dubber

## 1 Revenue Uplift

New recurring revenue streams by monetising the value of all conversations across all services.

## 2 Answer Customer Demand

Solve compliance, customer experience, dispute resolution, productivity and training requirements. Built for the hybrid world.

## 3 Reduce Churn

Create customer stickiness with new voice data offerings and services.

## 4 Reduce Operating Costs

Eliminate CAPEX and legacy call recording costs - no infrastructure, incremental or hidden costs.

## 5 Differentiation & Rapid Innovation

Put AI on every end point and deliver insights from every conversation.

## 6 Speed up time to market

Simple deployment and seamless integration into infrastructure - Cisco Broadsoft, Webex, Microsoft Teams, Zoom, Operator Connect, mobile and more.



# Ready to get more from your network?

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