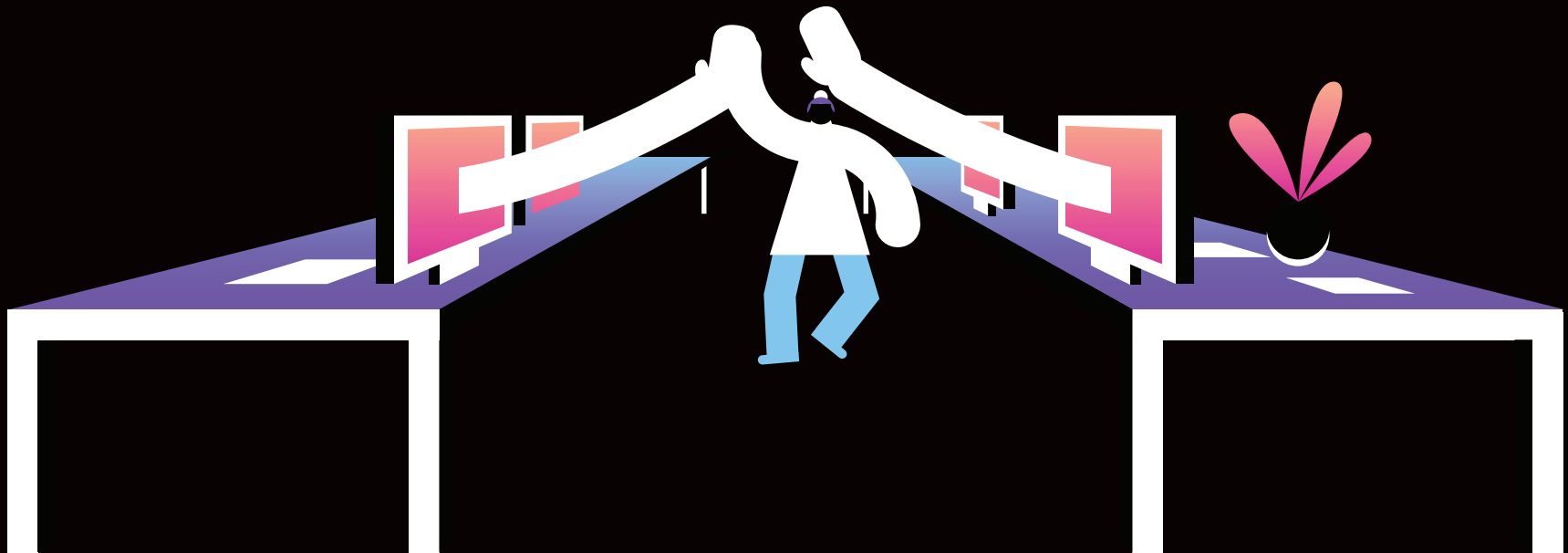




# Connect and Collaborate Globally With Vonage + Microsoft Teams

Your single source for Unified Communications + Contact Center



# Introduction

Your colleagues and customers are a lot alike. They want ease, access to the right resources, and, above all, excellence and efficiency. Now imagine your agents placing customers on hold while the agent tries to reach another agent or subject matter expert for answers. Neither party is happy. And onboarding new agents as a quick fix is anything but, as that adds to hold times and transfers. ***If only the communications system and contact center function could work as one.***

## What's a Busy Enterprise to Do?

Consider a single vendor – whose unified communications (UC) and contact center (CC) capabilities integrate with Microsoft Teams – so that your organization can leverage existing investments without workflow disruption. That's right, your employees can still use their favorite tool. And your organization can drive first-contact resolution, improve call quality, and partner with a single provider to simplify IT system maintenance.

## Vonage Works and Plays Well With Others

Secure, reliable, feature-rich calling capabilities play a key role in meeting the needs of the modern workplace. Modern also describes the myriad of tools and talent your teams need. To help, a business telephone system must play well with others – it must integrate with the CRMs, apps, and other collaboration and productivity tools your team uses every day.

As you consider UC vendors, be sure they can provide reliable telephony capabilities like voice, video, SMS, Team Messaging, social media, and more. It's also important to confirm contact center and CRM integrations to help your employees be more productive.

Let's focus on Microsoft Teams as an example of the powerful benefits you can gain by partnering with the right UC and CC provider. Later, we'll touch on other key CRM integrations, including Salesforce, Microsoft Dynamics, and ServiceNow.



# Can Microsoft Teams Replace Your Phone System? (and Other Things to Consider)

Microsoft Teams is an awesome tool for communications and collaboration. Your often-remote employees can huddle up in group chats or one-on-one messages, jump into a video conference, and share and co-author documents in real time.

Microsoft Teams usage has skyrocketed due to the explosion of remote work. And companies have recognized the importance of having dependable video conferencing plus a robust and reliable business phone system. This is where **Vonage Business Communications for Microsoft Teams** (VBC for Microsoft Teams) serves as an invaluable tool – as VBC maintains connections for your vital video and phone communications in the event of an unforeseen Microsoft Teams outage.

For starters, VBC for Microsoft Teams specifically allows businesses to expand the reliability of Microsoft Teams by leveraging enterprise-grade phone quality of service and a wealth of features – all within the familiar Microsoft Teams interface.

VBC for Microsoft Teams brings a reliable enterprise-grade PBX phone system to the table, with 30+ calling features and 99.999% uptime reliability.\* If Microsoft Teams experiences any downtime and you're using the Teams phone system, all internal and external communications are affected. But with Microsoft Teams and a UC provider like Vonage, you can continue conducting business without disruption by switching to the VBC desktop or mobile app as necessary.

\*Based on Vonage's average uptime from July 2021 to February 2022.



# A Look at the Microsoft Teams Phone System

Microsoft Teams arms users with an array of cloud-based phone features — call attendants, call queues, call forwarding, simplified dialing and initiating, call park, the ability to transfer active calls to cell phones, and more.

For something that goes the extra mile, VBC for Microsoft Teams is the perfect choice for your business. In addition to the 30+ calling features, your teams can access SMS/MMS capabilities, SD-WAN, and more.

If you're looking at Microsoft Teams, or if you're already a user — and you want to be sure your employees and customers have the best possible conversations and experiences — here are things to consider as you begin your buying journey:

**Call Quality:** Workforces and customers are dialing in from anywhere. Drops, lags, and garbled speech can absolutely kill loyalty-building conversations with customers. That's especially true when the call parties are in different cities, time zones, or countries. After all, "I'm sorry, what did you say?" and "I didn't catch that" are annoying in any language.

Many Microsoft Teams users choose to integrate with a reliable phone solution like the one you'll find at Vonage Business Communications, which provides high-quality voice across all mobile, web, desktop, and physical phone devices.

**Features & Functionality:** A **unified communications** provider like Vonage can give you a huge suite of tools that makes it easier to create effective, productive employee-employee and employee-customer conversations, anytime and anywhere — tools that also have the flexibility to integrate with the apps you already use.

**Reliability & Uptime:** The phone rings, you pick it up, you have a conversation. But what about when reliability issues get in the way — say when an overtaxed network leads to congestion and brownouts? You should have a phone service you can count on — a reliable, secure, and redundant communications platform with SLAs.

# Integrating UC Solutions — With Microsoft Teams and More — Is the Answer

Businesses today are focused on boosting the productivity of their often-remote workforce. And broad, flexible calling capabilities play an essential role for the modern worker. As a result, integrating Microsoft Teams with a proven unified communications provider has grown in importance.

With VBC for Microsoft Teams, employees can place internal calls using three-digit extensions, and there are no external calling restrictions. They can make and receive calls right from the Microsoft Teams dialer thanks to the direct routing capabilities with Vonage. And VBC for Microsoft Teams includes SMS and MMS capabilities for U.S. users.

One of the key benefits Microsoft Teams users will see is improved call quality and access to 30+ premium call features made possible through Vonage Direct Routing. Direct Routing powered by Vonage gives employees the ability to handle inbound or outbound calls, both inside and outside the organization, using their existing desktop, mobile, or IP phones.

**As you weigh UC providers and Direct Routing for Microsoft Teams, ask yourself these questions:**

- What is the current state of communications and collaboration in your organization, and what do you want it to be in the future?
- How will your geographical needs for voice calling evolve over time, including incoming and outgoing calls, as well as any needs for localized telephony support?
- To avoid short-sighted buying decisions, what is the UC provider's longer-term road map for Direct Routing?
- Are you getting input from both business and IT leaders, which will make it easier to outline and prioritize telephony costs and user experience priorities?
- Will the integration implementation be fast and seamless? Will it cause any disruption in the organization? Will employees require any training?

# Why Is a Well-Integrated Contact Center Also Important?

Because an integrated contact center drives first-call resolution, which is a cornerstone of the overall customer experience. And on a related note, the value of happy customers is, well, a lot. Consider that:

- Three out of four customers will stop buying due to bad experiences
- Half of those only need a single incident or two

Source: [Vonage Global Customer Engagement Report 2022](#)

Given the complex customer questions, volume, and time crunch, it's not easy to achieve CX bliss. Your contact center agents may need to reach fellow agents or subject matter experts for help. But how does an agent even begin to see who's available? Any pause only aggravates customers, which negatively impacts agents and leads to staff turnover. Striving for first-call resolution is mandatory.

Thanks to Vonage Contact Center (VCC), you have a solution that integrates with Microsoft Teams and:

- Enables experts throughout the enterprise to be available through click-to-call from the Microsoft Teams directory
- Features bi-directional presence synchronization, so agents can immediately see what experts are available, and employees outside the contact center no longer inadvertently interrupt busy agents
- Allows agents to check availability, which reduces manual dialing, expedites finding and consulting with an expert, and shortens talk and hold times

The focus on cross-enterprise collaboration and first-contact resolution removes barriers to exceptional CX. Your agents can provide better service faster and enjoy greater productivity to boost customer satisfaction. Just as important, these solutions integrate with Microsoft Teams and help reduce administrative overhead.

# How to Maximize Existing IT Investments (and Why You Should)

IT teams want to make the best use of their purchases. Employees prefer to work within familiar systems and interfaces. And the Vonage integration with Microsoft Teams accomplishes both:

- **PBX boost:** Direct Routing with Microsoft Teams provides advanced call handling and PBX features, with VBC managing the back end. This option enables Vonage to offer its voice network and provide a stronger SLA.
- **Global expansion:** The VBC integration helps multinational enterprises replace phone numbers in multiple countries where Microsoft does not have native Microsoft Teams calling plans, or if the organization prefers to maintain local PSTN trunks. Global companies can also integrate calling into Microsoft Teams internationally, without incurring downtime, regulatory hurdles such as GDPR compliance, or unnecessary ramp-up time.
- **Feature-rich solution:** Employees can save steps through Call Presence and Click-to-Dial, not to mention Visual Voicemail, the Vonage voicemail transcription feature. You can also complement Microsoft Teams with Vonage features, including enterprise SMS, MMS, redundancy, Business Inbox, paperless fax, call recording, etc.
- **Scalability, savings, and simplicity:** Easily reduce administrative overhead with the scalability to add single users or big groups of users. Desk phones can be independent from Microsoft Teams, providing both redundancy and flexibility. VBC and VCC also work seamlessly across Windows, macOS, Android, and iOS for Microsoft Teams users.
- **Auto failover with Vonage:** If Microsoft Teams experiences a service interruption, all calls continue to automatically route to and from Vonage endpoints.



# Vonage Contact Center With Microsoft Teams: Elevate the Agent and Customer Experience

The same market dynamics and requirements for unified communications apply for your contact center. That's because clear, highly integrated communications are important for the overall customer experience. It's no wonder your agents will thank you for Vonage Contact Center with Microsoft Teams.

## Integrations With Countless User Benefits

Now your contact center agents can easily reference the familiar Microsoft Teams interface to:

- **Call, meet, and collaborate right within Microsoft Teams:** The simplified workflow speeds up problem-solving and productivity — especially helpful when your customers expect answers immediately.
- **Enjoy single-click connections:** Your agents have the entire organization's expertise at their fingertips. They can see which agents or subject matter experts are available right from their ContactPad — which helps to avoid staff interruptions — and then click-to-call from the directory to connect.
- **Reduce service times:** Access to the right resources helps shorten first-call resolution and improves customer satisfaction.
- **Extend agent productivity:** Microsoft Teams opens the lines of communication and allows your agents to handle more calls and service more complex calls.
- **Connect with subject matter experts throughout the enterprise:** The address book within the Vonage ContactPad becomes a synchronized integrated directory. Your agents can find the people they need, see their availability status, and click to connect and collaborate.





## The Power of One

All-for-one has its advantages, especially when it comes to simplicity, deployment, and ease of use:

**Single technology provider:** As a single communications provider, Vonage brings integrated UC and CC solutions – with one contract, one technical support department, and less time needed to train and certify IT staff.

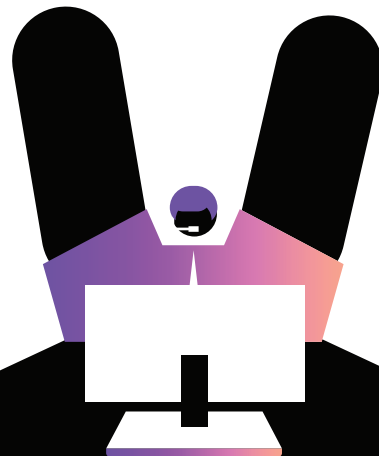
**Vonage Communications Platform:** VBC and VCC are built atop the common Vonage Communications Platform. This provides a platform-wide SLA for Vonage applications, including voice, meetings, team collaboration, and contact center. You also enjoy the same platform-wide SLA across industry-leading CRM integrations.

**Consistency, access, and commitments:** Vonage delivers the single stack that features consistent performance, network access, and security commitments. This reduces complexity with one data residency policy, plus one security, privacy, and compliance framework through Vonage.

## IT Love + Lots of Value Add

Efficiency is a wonderful thing. It starts with extending the value of your current Microsoft Teams investment to:

- Integrate with a single UC and CC vendor and provide IT with a single point of contact
- Ensure reliability and redundancy by switching calls to VBC in the event of a Microsoft Teams outage
- Increase employee and agent productivity by using a single application to find available subject matter experts within the organization
- Create a competitive advantage by optimizing the CX for your brand
- Engage customers on their favorite channel — calling, SMS, MMS, and video — when using VBC for Microsoft Teams



## Everyone's Happy

Your agents often serve as the first point of contact with customers. Making sure your agents have access to the context, colleagues, and collaboration — to quickly find answers — helps to strengthen their overall experience. And happy agents can help ensure happy customers.

### Ready to elevate your agent and customer experience?

Then visit us online to learn more about **Vonage Contact Center With Microsoft Teams** and **Vonage Business Communications for Microsoft Teams**.

# Why Vonage?

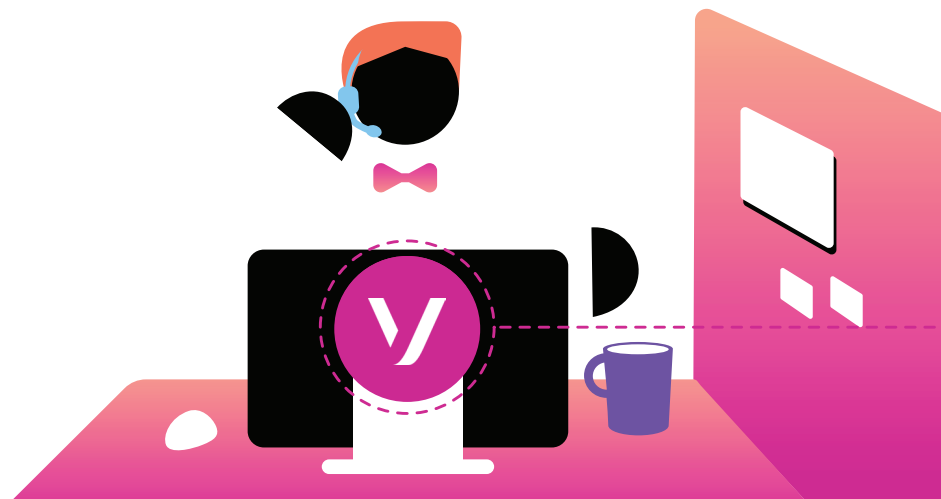
Vonage is your single provider for both unified communications and contact center solutions that fully integrate with Microsoft Teams. The result is simplicity, with UC and CC integration on one platform.

But UC and CC only tell part of the story. That's because Vonage also integrates with CRMs and productivity solutions, including:

**Salesforce:** By integrating seamlessly with Salesforce, the world's leading CRM solution, Vonage makes it possible for your team to view caller information from Salesforce before they answer a call, create Salesforce activities during and after calls, and see Salesforce activities associated with any call — all from within a single interface. You'll be able to capture customer data across all devices, streamline your workflows, and gain real-time insight — and you'll do all this with just a web browser, with no client-side installation needed.

**Microsoft Dynamics:** This integration is a great way to put your customer data front and center. It gives your team access to a full suite of tools, including click-to-dial in any web page, contact synchronization, in-call screen pops, the ability to capture and store notes, auto logging of call notes, and more.

**ServiceNow:** For companies with contact centers, the Vonage ServiceNow integration helps drive better agent performance and higher customer satisfaction. Agents keep vital customer information on hand without having to open another app. In fact, the easy-to-use interface gives agents a number of call-handling tools like click-to-dial, screen pops, dynamic call routing, event and comment logging, and more. Vonage is also equipment agnostic — as you grow your technology stack, you won't face new investments or further costs to add them to your integration.



# Make the Call for Enhanced Communications and Collaboration Today

With Vonage Business Communications, your cloud-based phone system will seamlessly integrate with Vonage Contact Center, Microsoft Teams, CRMs, and business productivity applications – all in one unified platform.

The single platform and integration deliver upon important call center metrics – such as customer satisfaction, first-call resolution, and agent productivity – while enabling an effective collaboration between agents and subject matter experts across the enterprise. Your team will earn top scores for efficiency and productivity, and customer satisfaction and loyalty will grow.



Visit Our  
Website

Learn more about the enhanced features, optimal call quality, and agent tools you'll experience with **Vonage Business Communications for Microsoft Teams** and **Vonage Contact Center With Microsoft Teams**.