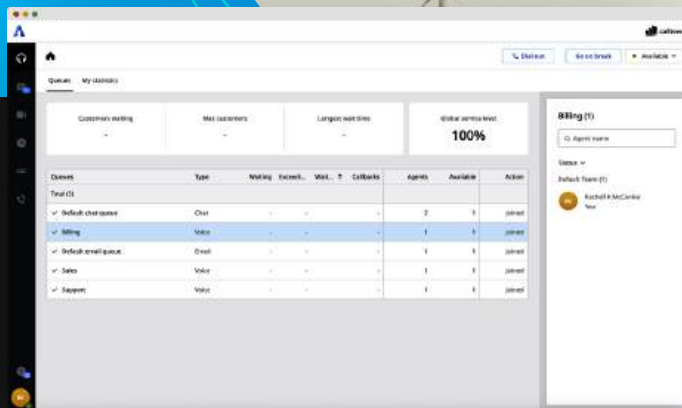
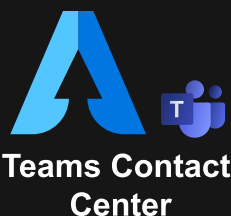




Ascend Teams Contact Center: Features & Benefits Guide



Welcome to Ascend Teams Contact Center, an all-in-one solution that integrates seamlessly with Microsoft Teams, combining advanced communication tools, omnichannel support, and powerful analytics.

Designed to enhance customer engagement, boost productivity, and streamline operations, it's the ultimate platform for delivering exceptional customer experiences and driving business success.

**Here, we will explore the top six benefits of
Ascend Teams Contact Center.** [➤](#)

1. Seamless Microsoft Teams Integration

Experience a unified communications environment with a fully embedded app for Microsoft Teams.

○ **Single-App Experience**

Eliminate the need for multiple apps or a Teams Phone license. Ascend Teams Contact Center integrates directly into Teams, combining collaboration tools like chat, file sharing, and video meetings with advanced communication features, ensuring a seamless workflow for your team.

○ **Unified Communications (UC)**

Enhance your business communications with enterprise-grade phone and SMS capabilities. Features like auto attendants, call queueing, and visual voicemail make managing calls and messages effortless.

○ **Built-In Redundancy**

Stay connected even if Teams goes down. Our UC mobile app ensures uninterrupted calls and SMS, providing a reliable backup for your business communications.

2. Enhanced Omnichannel Customer Engagement

Deliver superior customer experiences by meeting your customers where they are.

○ **Omnichannel Support**

Handle all customer interactions, be it voice, chat, SMS, email, or WhatsApp, in one streamlined platform, ensuring a consistent and unified experience for both customers and agents.

○ **Intelligent Routing**

Direct customers to the right agent based on skillsets, priority, or status, reducing wait times, improving first-call resolution rates, and ensuring customers are always connected to the best resource.

○ **Self-Service Options**

Empower customers with tools like IVR (Interactive Voice Response) and virtual chat agents. These features allow customers to find answers quickly without waiting for an agent, improving satisfaction and reducing the workload for your team.

3. Advanced Analytics, Reporting, and AI

Leverage data to make informed decisions and improve customer experiences.

- **Real-Time Dashboards**

Monitor agent performance, queue activity, and customer interactions in real time, allowing supervisors to address issues as they arise and ensure smooth operations.

- **Historical Reporting**

Analyze trends and performance metrics to identify areas for improvement, and utilize these insights to optimize workflows, enhance training, and improve customer satisfaction.

- **AI-Powered Insights**

Leverage AI to automate workflows and uncover actionable insights, allowing you to focus on high-impact tasks, improve decision-making, and ensure your team is always working efficiently.



4. Enhanced Employee Productivity

Empower your team with tools that simplify workflows and boost efficiency.

- **One App for Everything**

Employees can call, chat, meet, and handle customer interactions without leaving the platform, reducing app fatigue and allowing them to focus on delivering excellent service.

- **Active Call Handling**

Consult with colleagues or bring them into customer calls for faster resolutions, ensuring frontline users have the support they need to handle complex customer requests.

- **Searchable Directory**

Quickly find the right person to assist with a searchable directory organized by role and use presence sync to show availability so employees can collaborate effectively without delays.

5. Built-In Redundancy & Reliability

Ensure your business stays connected, no matter what.

- **Fail-Safe Communication**

If Teams experiences downtime, our UC mobile app ensures uninterrupted calls and SMS, which guarantees business continuity and prevents disruptions to customer service.

- **Enterprise-Grade Reliability**

Designed to support multi-site locations and remote users, Ascend Teams Contact Center ensures consistent performance across your entire organization.

- **Archiving & Compliance**

Capture and retain critical communications for quick dispute resolution and regulatory compliance, which is especially valuable for industries with strict compliance requirements.

6. Customizable & Scalable Solutions

Adapt our platform to meet your unique business needs.

- **Customizable Call Flows**

Tailor call routing to ensure customers reach the right agents at the right time, improving efficiency and enhancing the customer experience.

- **Scalable Features**

Start with essential tools and upgrade to advanced contact center capabilities as your business grows, ensuring you're always equipped to meet evolving demands.

- **CRM & WFM Integrations**

Seamlessly connect with popular systems like Salesforce, Dynamics, or Zendesk, which enable personalized customer interactions and streamlined workflows.

Why Choose Ascend Teams Contact Center?

Streamlined Operations: Simplify your workflows by combining powerful communication tools, advanced analytics, and omnichannel customer engagement into one seamless platform. This integration reduces complexity and boosts efficiency across your organization.

Exceptional Customer Experiences: Personalize every interaction with intelligent routing, CRM integrations, and self-service options. Act on key insights to improve customer satisfaction and build long-lasting relationships.

Ease of Use: Designed with simplicity and flexibility in mind, our platform ensures your team can quickly adapt and start delivering results. Whether you're scaling up or optimizing processes, Ascend Teams Contact Center grows with you.

With Ascend Teams Contact Center, you're not just upgrading your communication tools.

You're transforming the way your business connects with customers and collaborates internally. Ready to take your customer engagement to the next level?

Connect with CallTower and get started today!

