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Realizing the Opportunity of Microsoft Teams Contact Center

Meeting the ever-evolving customer expectations around Digital Experience and Engagement.

Bringing Businesses and Customers Closer

The quality and calibre of Customer Experience that a business delivers is now one of, if not the, central competitive differentiators today.

For those businesses performing Customer Service, Sales or Marketing across a blend of digital channels – which is to say nearly every business – delivering effective, contextual, meaningful and valuable outcomes to customers is no longer a 'nice–to–have' – it's mission critical.

Microsoft's Digital Contact Center Platform strategy was launched in response to this pressing market need: integrating Dynamics 365 and the Power Platform with Azure Cloud, Nuance Conversational Intelligence, Microsoft Teams and Viva. This establishes a framework and foundation for companies to build and leverage one single, accurate, data-driven picture of every customer relationship.

To bring this opportunity to life, DCCP requires a core contact center operations technology like Solgari to bring this opportunity to life. Integrating with, consuming and adding to this datawith unified communications including Voice, SMS, WhatsApp, WeChat, LineAPP, Video and social media.

By bringing 360–degree customer data and the operational capabilities of a cloud contact center into one unified Customer Engagement fabric, businesses benefit from:

Enabling Agents to provide contextual service based on accurate detail from historic interactions and a complete picture of the customer relationship

Generating Agent assistance in real–time via scripting, Knowledge Banks, sentiment analysis and other Conversational Intelligence

Matching orders against real–time inventory provide detailed status updates as orders flow through fulfillment processes identify opportunities for value–add promotions

Streamlining new customer on-boarding, including AML, KYC or other compliance required processes

In this eBook, we'll cover:

? Why Microsoft Teams Contact Center?

! Solgari: Uniquely Bringing this Opportunity to Life

? What are the Business Benefits of a Microsoft Teams Contact Center?

! Solgari Driving Customer Experience and Accelerating Sales Cycles

Why Microsoft Teams Contact Center?

The needs of your clients have developed beyond the capacity of legacy contact center solutions. Silo'd data, restricted choice of inbound channels, poor use of automation - when the customer relationship is central to business success, these outdated approaches will hamper your business and curtail new opportunities.

Microsoft's Digital Contact Center Platform is purpose-built to place the customer at the heart of your business. It has been designed with their every need in mind, and as their tolerance for less–than-stellar experiences continues to diminish, it is integral that you adopt a solution that best fits them.

Customers demand consistent, secure and effortless experiences across every point of contact they may have with your organization, and their loyalty is dependent on you being able to deliver this. To fail to do so means they are more likely to move to another provider the moment your services drop below the new, significantly higher waterline.

The success of your business hinges on customer experience, as:

For **86%** of consumers good customer service turns one-time clients into long-term brand champions.

89% of consumers are more likely to make another purchase after a positive customer service experience

93% of customers are likely to make repeat purchases with companies who offer excellent customer service.

Nearly 3 out of 5 consumers report that good customer service is vital for them to feel loyalty toward a brand.

4-8% revenue growth is the potential upside above market when businesses prioritize better customer service experiences.

What are the Business Benefits of a Microsoft Teams Contact Center?

The business value of strengthening every customer relationship has become clear in recent years and an area of clear focus and investment across industry verticals. The benefits extend into core KPIs for contact center and unified communications.

Unified data from all interactions and communication channels

The journey of customer service was, traditionally, non–linear. Customers werenforced from agent to agent, asked the same questions repeatedly, which only served to fuel the frustration that had built. By unifying data from all interactions and communication channels, your agents will be privy to previous conversations and interactions regardless of the medium used. Contextual service, being able to provide support across a variety of channels, is a prerequisite of exceptional customer service. For example, if the initial contact had been made via email, the second through a phone call and the follow-up was conducted over live chat, your agent would be able to view previous conversations or logs, better positioning them to deal with the customer's complaint or enquiry.

Driving up key performance metrics including First Contact Resolution

One of the key components of exceptional customer service is the ability to complete transactions and queries immediately. In an age where everything instant, from placing an order online to booking a table at that 'nice new restaurant that just opened around the corner', immediacy is key. This is also true in customer service. Your customer doesn't want to wait, and rightly so, they shouldn't have to. Microsoft's Digital Contact Center Platform provides end–to–end, real–time data to arm the agent, meaning they can deal with queries, complaints, enquiries and transactions immediately. Customers expect speed and flexibility, as well as anytime access, and it is crucial the agent has the knowledge to deal with customers there and then.

Increased transaction volumes & reduced time to outcome

Bringing all customer–facing processes and interactions into a single unified technology estate will enable businesses to search for, and identify, efficiency enablers and blockers. How did that transaction happen so quickly, time after time? What repeatedly prevented customers from reaching that support resource? Why did they have to spend unnecessary time on hold or being passed between agents? The integrated data view enabled by Microsoft's DCCP will lead to actionable insights and resulting efficiency gains – translating into more joined–up customer experiences, smoother conversions, increased transaction volumes and reduced time to the desired outcome.

Collaboration with colleagues in real time to problem solve

Time is always of the essence – especially when it concerns your customers. With tolerance levels falling, it is now more important than ever that you are able to resolve customer issues swiftly, accurately and satisfactorily.

By integrating Microsoft Teams with data sources such as Dynamics 365 for Case Management, the DCCP allows you to communicate with colleagues and customers in real time.

This means that information pertaining to customer accounts or queries can be shared among colleagues, speeding up the customer service process.

Automate when required

Often, highly administrative, time–consuming and burdensome tasks can be nullified through automation.

Microsoft's Digital Contact Center Platform integrates the Power Platform including Power Automate into the heart of business processes.

Combined with self-service automation tools such as voice and text IVRs, this means that repetitive tasks and operational requirements like KYC and ID&V checks can be taken out of Agents' hands, freeing them up to focus on what really matters: the customer experience.

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# Solgari - Uniquely Bringing this Opportunity to Life

Solgari is the core contact center operations technology solution that sits at the heart of the Microsoft Digital Contact Center Platform.
While the Microsoft stack ensures that data is unified, applications are integrated and interfaces are consistent – Solgari enables businesses to:
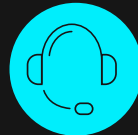
- Provide customers and agents with the full blend of inbound and outbound channels: Voice, SMS, Facebook Messenger, WhatsApp, LINE, WeChat, Telegram, BOTIM, Email
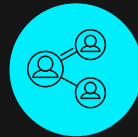
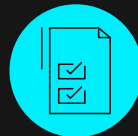- Establish the Agent groups and queues required to deliver expert service

- Create the rules to leverage Modern Skills Based Routing and connect queries with the right Agent to respond, every time

- Enhance Agent assistance with automation and IVRs

- Configure benchmarks for contact center performance (i.e. targets for Response Time, Handling Time)

- Monitor performance in real–time via Supervisor reporting, Wallboards and data visualizations

Solgari's all–channel business communication and cloud contact center delivers the best possible service to the customer.

Because agents are able to view end–to–end customer communication across all channels, the sales cycle is accelerated and agents are equipped with the tools they need to resolve issues immediately, rather than having to reengage customers further down the line.

Through Solgari's Modern Skills-based Routing (SBR), customer queries or issues are appropriately assigned to agents based on expertise, and prioritized where appropriate.

Realize the Opportunity of Microsoft's Digital Contact Center Platform Today – at Unrivalled Speed and Reduced Risk – Only Via Solgari

Solgari's cloud contact center technology is deployed entirely through the web browser and existing Microsoft applications such as Dynamics 365 or Teams. This approach has the duel benefit of maximizing the value of existing investment into the Microsoft solution suite, and eliminating the need for costly implementation projects.

Our solution drives significant improvements to customer and employee experience, accelerates digital transformation and reduces risk. We're proud of our proven track record, delivering transformative results at an unrivalled speed.

If your business matches any of the criteria below, it's time to speak to Solgari.

✓ Needs Business Results Fast!

✓ Need to digitally transform to a modern Customer Service solution

✓ Need to communicate through any channel

✓ Want to unlock the business value and secure their existing Microsoft investments

✓ Currently using either:
- Fragmented legacy solutions for contact center
- Microsoft Teams as their primary Communication Platform and need contact center functionality
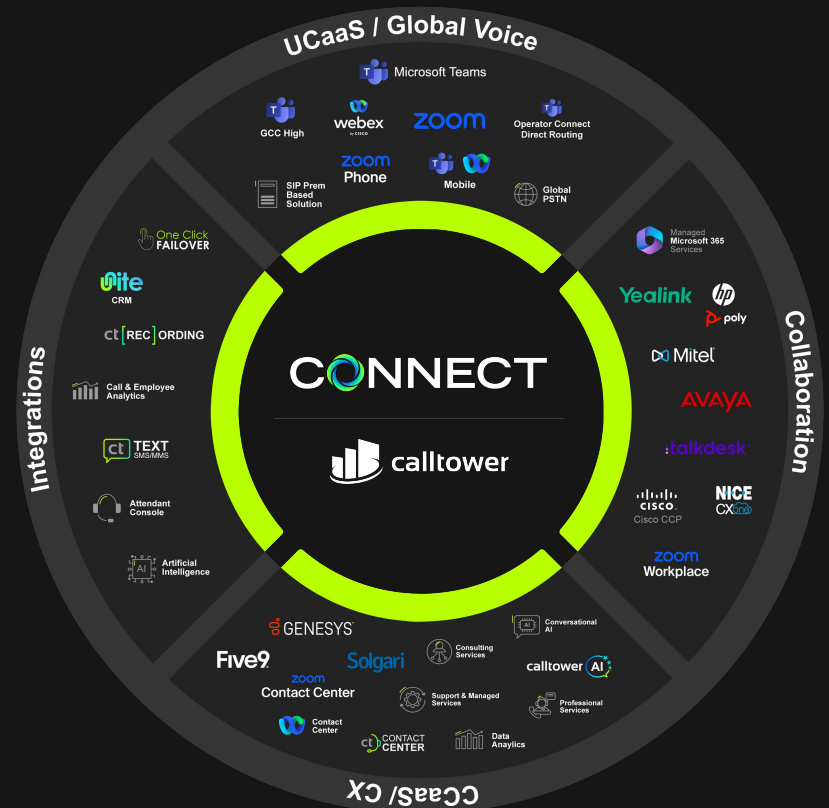
Why CallTower?

1 Global Hybrid MSFT Teams, Webex and Zoom Environments with key integrations, including contact center

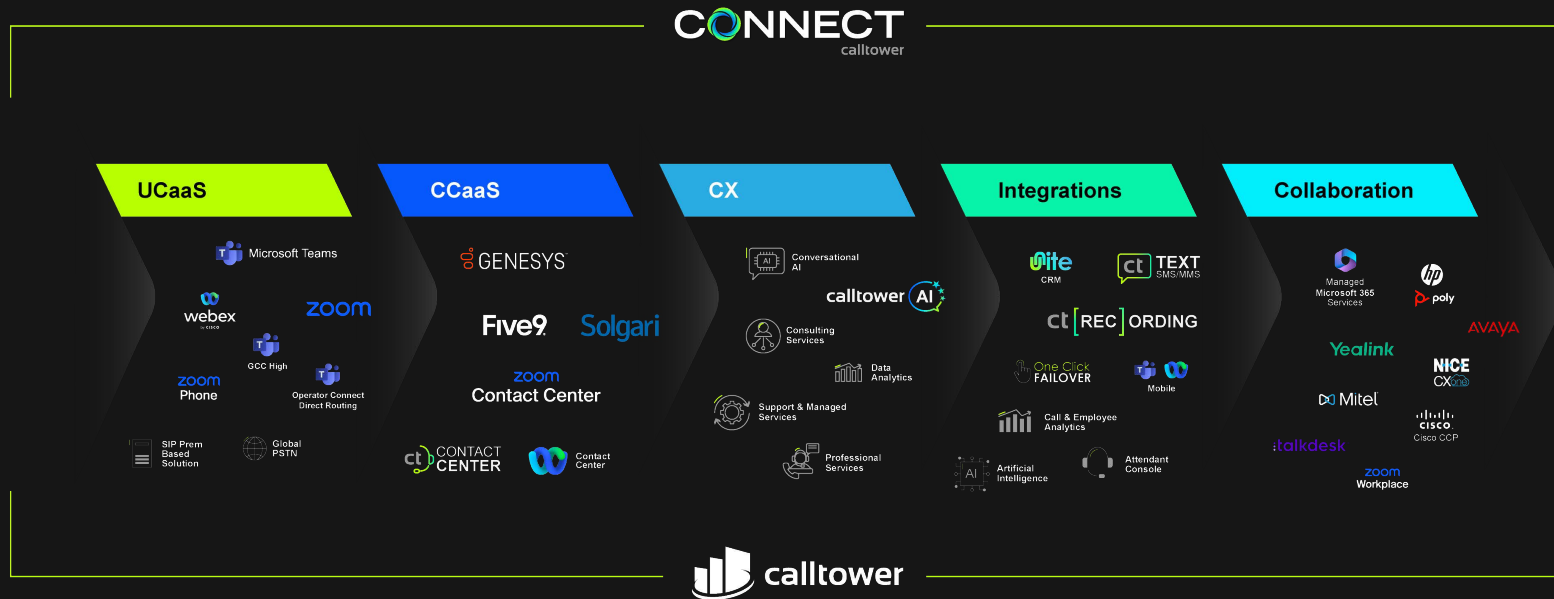**2** White-glove implementation ensuring a gradual shift in solutions enabling adoption

3 Scalable / Flexible / Customizable

4 CallTower Connect - Provisioning portal with 25+ APIs

CallTower Advantage

Global voice solutions provide businesses with the ability to communicate seamlessly across borders.

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UCaaS	CCaaS	CX	Integrations	Collaboration
Microsoft Teams	GENESYS	Conversational AI	Uite CRM	Managed Microsoft 365 Services
webex by cisco	Five9 Solgari	calltower AI	ct TEXT SMS/MMS	hp poly
zoom		Consulting Services	ct [REC]ORDING	AVAYA
GCC High	zoom Contact Center	Data Analytics	One Click FAILOVER Mobile	Yealink
zoom Phone Operator Connect Direct Routing		Support & Managed Services	Call & Employee Analytics	NICE CXone
SIP Prem Based Solution Global PSTN	ct CONTACT CENTER Contact Center	Professional Services	AI Artificial Intelligence Attendant Console	Mitel talkdesk Cisco CCP zoom Workplace

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CallTower is the perfect partner to elevate your MS Teams and Solgari experience, providing a winning combination for your business communication needs. With CallTower, you'll enjoy seamless integration and top-notch customer support services that are second to none. Their team of experts is dedicated to ensuring your collaboration tools are running smoothly and efficiently, so you can focus on what truly matters - growing your business. By choosing CallTower, you're not only harnessing the power of Microsoft Teams and Solgari, but also gaining access to a committed support team that's always ready to address your concerns. Opt for CallTower to enhance your communication experience with Microsoft Teams and Solgari.

Let's Connect