

# Power hybrid working with cloud telephony and Microsoft Teams



 **Business**

 **Microsoft**



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# Power hybrid working with cloud telephony and Microsoft Teams

**The world of work has evolved. The pandemic and its aftermath have accelerated remote working, resulting in employees expecting flexible working options. For many employers, that means empowering workers with cloud telephony fully integrated into Microsoft 365.**

Companies are reaping the benefits of flexible work models. According to McKinsey, nine out of 10 executives say hybrid work is the future they see for their organizations. Most C-level executives now report that hybrid working has improved their company's productivity, customer satisfaction, and employee engagement<sup>1</sup>.

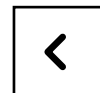
Messaging and video meeting tools can empower workers to collaborate and communicate more effectively, but voice remains vital in the face of changing workplace practices. More than four in 10 workers say voice is the next best thing to being there for growing connections with colleagues<sup>2</sup>.

Voice calls can increase trust and teamwork and convey emotion and context. It's the only communication app that can do this effectively. Also, the immediacy of voice enables dynamic exchanges and rapid responses to inquiries. Eighty percent of employees, including younger workers, say voice beats written communication<sup>3</sup>.

Enterprises should still provide voice calling for staff, but it needs to be fully integrated into cloud collaboration – and most companies lack the in-house skills and resources to achieve that on a global level.



**84%** of organizations say UC&C tools are vital to business growth and robust EX<sup>4</sup>



# Shifting to cloud telephony: the challenge

**It can be daunting to shift from traditional telephony to cloud telephony – but it is vital for a more productive future.**

Enterprises face several telephony challenges. Cost savings are typically top of the list of priorities, and shifting voice into the cloud does come with its own barriers. There are issues around reducing the complexity of a complicated voice estate.

Maintaining an existing telephony estate is complex, and there are issues to manage: external voice is important but can't be provided by unregulated internet providers, for example. Enterprises still need local PSTN phone services from local providers to make calls to fixed line, mobile, international, and emergency services numbers, and need to engage the right provider.

**Costs of supporting off-premises remote work, including legacy phone service bills, equipment maintenance, system upgrades, fees for UC&C solutions, can increase costs by as much as 30%<sup>5</sup>**

Enterprises operating in different countries must comply with many local-level rules and regulations, such as maintaining call data records or adhering to competition laws. Enterprises must also factor in hosting and call path issues that can also differ between countries. The challenge of inventorying the full scope of local voice and telephony services is also massive. And all this in the face of declining use and out-of-date equipment: most offices still have obsolete and unused equipment, such as desk phones that nobody uses anymore. Further, voice always used to come from an enterprise's local budgets, not a central pot, and typically had visibility only at the local level.

So you've decided to make the move to cloud telephony with the goal of streamlining overall operations: it should mean less hardware, easier administration of global voice estates globally, and greater collaboration between your workers, wherever they are. But there are integration issues with existing UC&C suites to overcome, and of course challenges in finding the right partner to support you moving forward.



# Migrating to cloud telephony: an enterprise checklist

Making the shift to cloud collaboration brings business benefits in the short and longer term. Here is a checklist of questions designed to help enterprises navigate the move and work with the right partner.



- 1 Does your partner enable you with a simple, user-friendly, multi-country, homogenous, digital journey?
- 2 Does your UC&C provider have the global capabilities to help you transform your legacy voice to VoIP?
- 3 Can your provider accompany you on a digital journey to cloud telephony, including voice transformation?
- 4 Can they connect your existing UC&C infrastructure to the outside world?
- 5 If your organization has multiple sites in multiple countries, can your cloud collaboration partner help you optimize your collaboration TCO?
- 6 Voice is generally taken for granted - it 'just stays' up and running – can your cloud collaboration provider guarantee resilience?
- 7 Will you need a global, seamless voice capability that can manage all calls, including inbound, outbound, on-net, off-net, national and international?
- 8 Does your partner offer Microsoft Teams contact center integration so your employees can collaborate with colleagues in CX roles or patch experts into calls?
- 9 Does your provider look ahead and deliver future-proofed cloud telephony that will adapt as your business grows?
- 10 Can they help you quickly and easily add UC&C to AI tools?





## Voice and contact center drive best-in-class CX for RS Components

**Global omnichannel solutions company RS Components operates in a highly competitive marketplace and wanted to enhance both its business agility omnichannel offering to drive improved customer service and CX. It also wanted to accelerate its overall digital transformation to compete with rivals and minimize business risk from legacy systems. As part of this, the company also wanted to implement employee experience monitoring to ensure productivity and ROI.**

RS Components selected Orange Business as single end-to-end managed service provider tasked to transformed the company's entire global infrastructure, which supports over 7,000 employees. We worked to digitize the company's sales processes and shift its contact center activities to the cloud, using an offering including WAN, LAN, security, conferencing, video, voice, and contact center services and support. The Orange solution also incorporated fully-integrated voice services, a cloud-based platform, plus partner services including Global SIP, Teams Direct Routing, Business Talk and Genesys Cloud.

RS Components reaped the benefits from having a single point of contact and simpler vendor management, and the new model ensures its customers and partners have a consistent experience through multiple channels, both by telephone and online. We upgraded the company's telephony capabilities, enabling contact center agents to work remotely with integrated videoconferencing into Microsoft Teams, plus the fully-integrated voice services and cloud-based platform deliver best-in-class CX to customers from the contact center and anywhere else.



# The right cloud telephony partner

**Cloud telephony integrated with Microsoft Teams gives enterprises enhanced EX and immediate productivity benefits. But working with the right partner is essential.**

You need a provider who can deliver end-to-end, fully-managed cloud collaboration with integrated voice, and an approach that maximizes return on investment in Microsoft Teams and related devices.

Orange Business has helped global multinational companies with massive scale migration projects, enabling workers to work from anywhere and make voice calls through Microsoft Teams, supported by local level billing and contracts, all with zero disruption to business operations.

## The Orange Business approach

Orange Business helps make migration to cloud telephony as smooth as possible. We help customers with integration, helpdesk, international SIP trunking, and marrying up voice with Microsoft Teams and 365.

Our innovative self-care portal enables enterprises to set up user profiles and voice policies and make changes and service requests to Teams user profiles quickly and conveniently. The portal incorporates our two Microsoft Teams calling tools, Microsoft Calling Plans and Direct Routing. Microsoft Calling Plans uses a basic subscription to make domestic or international calls from Teams, with centralized management via Microsoft Admin Console.



**Orange has 25+ years of Microsoft partnership and we've deployed over 700k Microsoft Teams telephony users**

Direct Routing gives further convenience and control via a Session Border Controller (SBC) that works with Teams. Orange routes Teams voice calls over our Business Talk SIP voice service. The portal brings together the power of Orange's Business Together with Microsoft enriched communications services for Microsoft 365 plus the voice calling capabilities and control of Microsoft Calling Plan and Direct Routing under one umbrella suite.

Orange Business Together with Microsoft incorporates voice services including Direct Routing and SBC in our innovative Evolution Platform infrastructure. Evolution Platform delivers cloud, connectivity, security, and integration to enable sustainable cloud telephony.

With cloud telephony added to Microsoft 365 and Teams, employees are empowered with a user-centric digital workplace that enables positive productivity. This centers around giving employees both the desire and the means to be more effective.

## Steps to building positive productivity

- Create a digital workplace centered on users, their needs and how they want to work
- Develop an attractive employee experience to enhance satisfaction with digital tools
- Deploy a high-performing, flexible, scalable digital workplace with cloud telephony that optimizes work/life balance
- Manage devices, operating systems and applications in a modern and efficient way and free your IT teams for more business-valuable work
- Work to build a responsible company every day, aligned with environmental, social and governance issues



To find out more about Orange Business and Employee Experience, please visit: <https://www.orange-business.com/en/business-needs/digital-work-experience/provide-outstanding-employee-experience>

And to learn more about cloud telephony, please visit: <https://www.orange-business.com/en/solutions/fixed-line-voip-telephony/business-talk>

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