

Contact Centre Playbook for Microsoft Teams



Enghouse
Interactive

Contents

- 3 Microsoft Teams and the Contact Centre
- 4 Key Benefits of a Collaborative Contact Centre
- 5 Omni-Channel Routing Solution
- 6 Operator Console
- 7 Quality Assurance and Compliance: Interaction Recording
- 8 Call Billing
- 9 Flogas Case Study
- 10 Mayo County Council Case Study
- 11 Measuring your Investment
- 12 Enghouse Teams-Integrated Solutions for the Contact Centre
- 13 The Collaborative Contact Centre
- 14 About Enghouse Interactive: A Microsoft Trusted Partner

Microsoft Teams and the Contact Centre

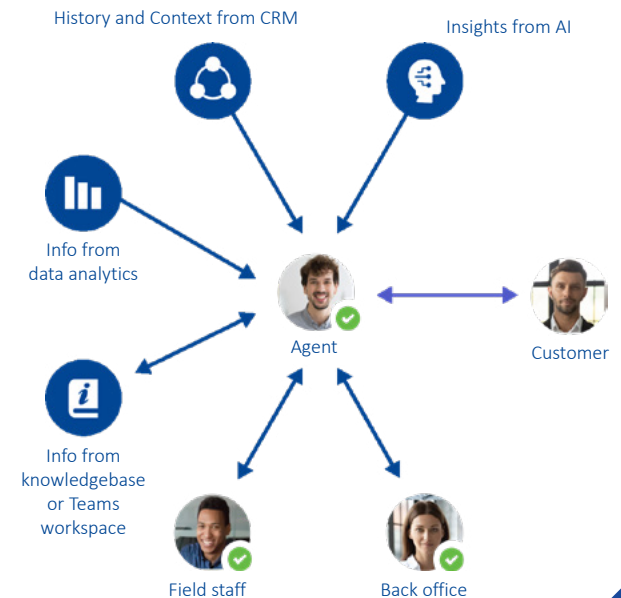
The transition to Microsoft Teams has been rapid, driven by both the pandemic – and with the ensuing mass move to homeworking – and also by Microsoft's decision to cease supporting Skype for Business Online on 31 July 2021.



Data released by Microsoft in late 2020* demonstrates the universal recognition by organisations and individuals of the value brought by Teams. Daily active Microsoft Teams users globally reached 115 million, up from 'just' 13 million the previous year, while in one day Microsoft clocked Teams users worldwide as spending 30 billion minutes (an average of more than four hours per user) in Teams collaboration.

While the COVID-19 work from home trend was undoubtedly an impetus, no one doubts that the tools embraced in that period are here to stay. It is not only because more staff now work from home or because video meetings will allow a reduction in travel costs and risks. Rather, it is because having used these tools, workers recognise such benefits as presence visibility, notifications, team workspaces, video, conferencing and screen sharing. Teams allows workers to collaborate on a single platform that is available from wherever they are.

*Financial Times interview: Satya Nadella

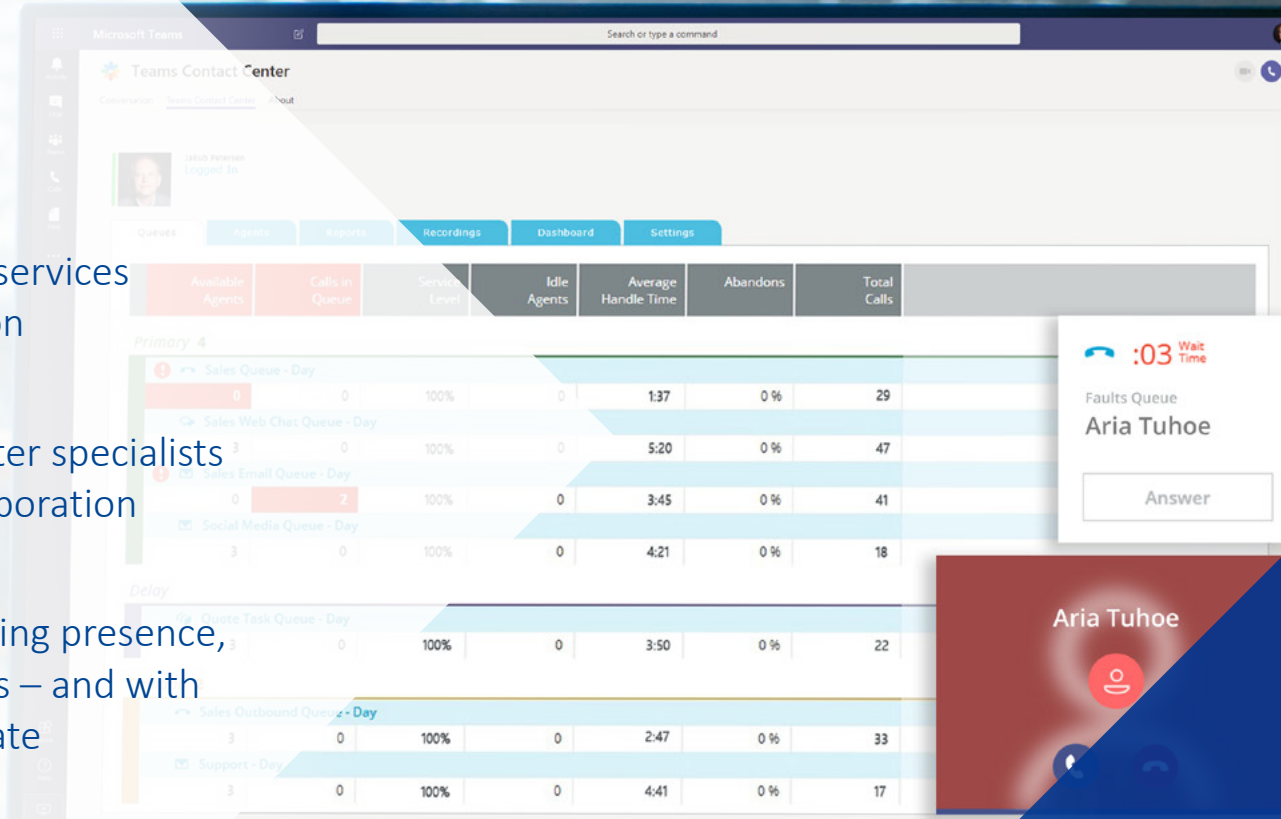


Key Benefits of a Collaborative Contact Centre

- ✓ Extend the reach of your customer services operation to your whole organisation
- ✓ Get seamless access to subject matter specialists through agent and back-office collaboration
- ✓ Back up your frontline team leveraging presence, notifications and shared workspaces – and with just a few clicks to connect or escalate



 Solution certified for
Microsoft Teams



Omni-Channel Routing Solution

Combining Teams with a natively integrated contact centre solution provides multiple unique benefits.

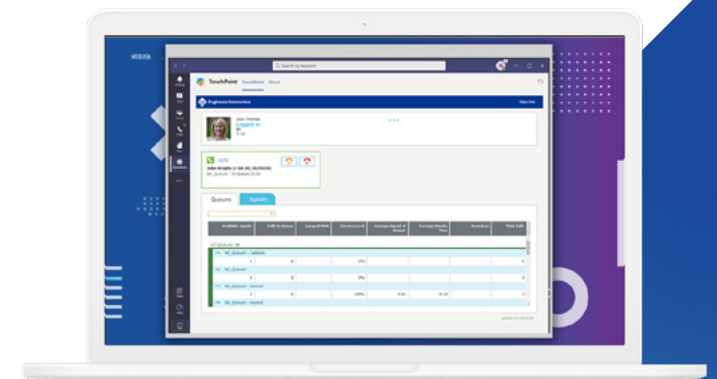
Traditionally, contact centres have too often been isolated from the rest of the business. With the widespread adoption of collaboration tools escalated by the pandemic, all parts of organisations have experienced the benefits of closer interaction between their different business functions. Teams allows its users to collaborate on a single platform wherever they are. Subject matter experts (SMEs) can now be engaged more easily and seamlessly – whether in the office, on the road, working remotely or in the warehouse – to assist in such tasks as closing a high value sale or resolving a complex customer service issue. If required, issues can be escalated for instant executive attention, thereby workarounds can be authorised to enable immediate resolution for a VIP contact. Agents can now review a list of appropriate colleagues (grouped into Teams for different skills), receive notifications of their availability and either consult 'behind the scenes' via chat without interrupting the customer interaction, or add them to the call.

The value of knowing which colleagues are available in real time is incalculable, benefiting both the business and the customer in both time and associated cost savings and ultimately impacting customer satisfaction and loyalty.

On the other side of the equation, adding the functionality of an integrated contact centre solution to Teams fills recognised Microsoft gaps such as advanced contact routing and performance reporting. An omni-channel solution unifies delivery of all channels, enabling both streamlined escalation within the course of a single engagement, as well as cross-channel context for previous engagements. At the same time, it provides managers and analysts with consolidated business intelligence across all channels. As the need for digital transformation becomes more urgent, an integrated Teams Contact Centre greatly reduces the necessity for disparate third-party tools. Further boosting the combined solution capability with tight integration to a customer relationship management tool such as Microsoft Dynamics is likely to be both a logical and manageable extension for the supporting IT team / Microsoft integrator. CRM integration can potentially cut first call resolution (FCR) by as much as 15 seconds per interaction with via automatic screen pop-ups of the relevant customer record on presentation of each recognised contact.

Teams integration is also a means of at last giving IT staff full control of the tools of the contact centre, instead of having to rely on a range of disparate solutions and their providers, along with the associated legacy hardware. Unlike most legacy PBX solutions, Teams can be administered inhouse by the same team that supports other office tools.

Finally, the rapidity of worldwide Teams adoption is widely attributed not just to its smart functionality but to its ease of use. Training virtually vanishes, while staff – typically already users of various social tools that provide a ready familiarity to Teams – are rapid adopters, enthusiastic and fully engaged.



Operator Console

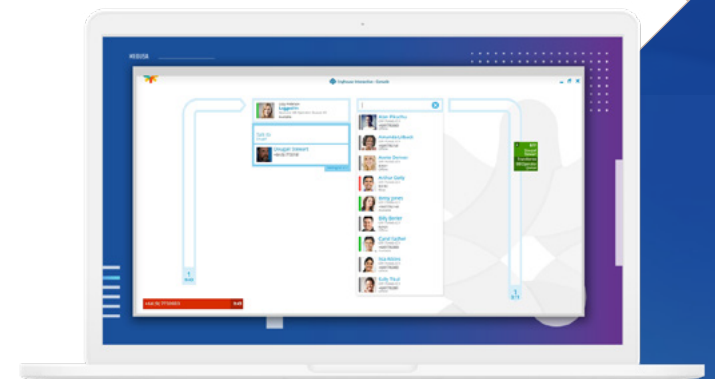
As with a unified Teams contact centre, a natively integrated Operator Attendant Console also enhances the native and individual functionality of both Teams and any Console solution, enabling a premium experience with your organisation for all your callers, right from the start.

Like the contact centre, operators have historically been isolated with little or no physical or even digital visibility of staff availability except by assumption if a call returns unanswered. With native Teams Presence functionality and notifications, operators can be empowered to provide the service that is expected by callers but rarely facilitated by the tools historically provided. For example, operators can easily view and receive notifications of colleagues' availability in order to make discreet enquiries via chat before interrupting with an important transferred call.

Meanwhile, both calls and messages to groups (teams) are distributed easily and efficiently, with visibility for all participants. Reducing the time spent handling and double-handling calls inevitably accelerates response, increases capacity and ultimately results in superior service.

As with the contact centre, Teams on its own cannot offer a complete solution, so an integrated Console solution fills 'white spaces' unavailable within the native Microsoft solution. Calls can automatically queue for response based on pre-configurable priority settings such as time spent waiting and recognised caller (VIPs). Re-routing to backup response points triggered automatically or on demand, and calls can be visually monitored and pulled back if required. A range of out-of-box reports provides a comprehensive picture of activity and performance for administrators or managers of the operator function.

A Teams Console offers IT an in-house solution that is that is easy to administer and can be rolled out to multiple staff as needed, with minimal training required.



Quality Assurance and Compliance: Interaction Recording

Capturing conversations in the contact centre is an important consideration for any organisation.

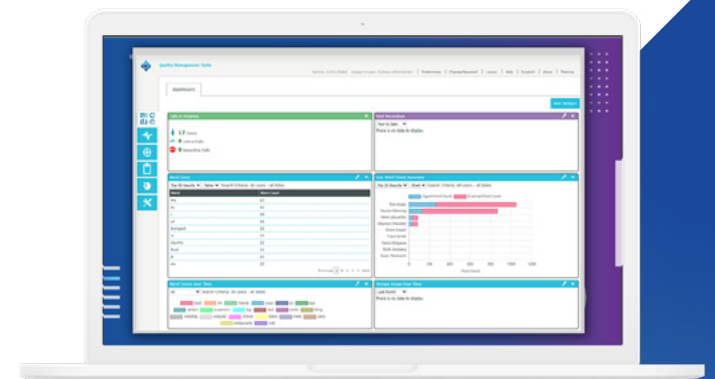
A significant factor in delivering a top customer experience is staff training, which is also critical to both development and retention of skilled CX staff. Agent conversations across all channels are captured, and the recordings are then evaluated by a supervisor in order to demonstrate strengths and weaknesses to the agent.

Compliance recording is also used extensively by organisations. Business drivers include meeting industry regulations, providing liability protection, managing the customer experience and, increasingly, obtaining business intelligence.

While there are different methods for Teams voice recording, native integration with Teams provides the broadest coverage as it enables PSTN and internal Teams-to-Teams calls to be recorded, with the recorder in the Azure Cloud for seamless integration with Teams. The Teams native recording method ensures both contact centre calls and back office calls can be recorded.

Other Teams recording methods include using a session border controller (SBC), if internal calls do not need to be recorded, or alternatively using the native integration between the recording solution and the contact centre solution to provide recording of all queued calls exclusively.

Organisations handling multiple channels, such as voice (inbound or outbound), email, web chat, mobile text (SMS) and social media – or planning this for the future – should look for a single provider of multi/omni-channel recording for all interactions, offering native Teams integration for voice.



Call Billing

One way to achieve an informed, controlled Teams adoption is to use a call billing solution to measure and analyse activity and performance before, during and after migration.

A fully Microsoft Teams-integrated solution can provide a detailed and consolidated analysis of communications and collaboration across the business, maximising return on investment for business-critical services and facilitating their management. Dashboards and reports analyse call records and quality of service (QoS) data imported from Teams and other platforms, allowing businesses to manage their communications infrastructure to maximise effectiveness and minimise cost.

Cost management is facilitated by independently costing all calls (independent of the service provider) and then analysing and apportioning cost across users, departments and cost centres.

This also helps with planning networking requirements and the identification of unused assets for discontinuation. The breakdown of standard calls over the public switched telephone network (PSTN) versus native Teams calls, helps business users identify key trends and make decisions that deliver cost savings.

A call analysis solution will also assist with migration planning, for example organisations transitioning from on-premises PBX systems, or Microsoft Skype for Business, to Teams, can make use of detailed usage analysis for all types of PBX. Assess the impact of transitioning users to Teams and then analyse the transition process itself during and after migration.

Measuring remote employee performance and activity on Teams helps ensure staff remain productive without overworking, and KPIs are being met. Device and platform information can also be analysed. In particular, businesses can analyse the complete call journey, assessing how many call legs a customer has been through, how often calls were unanswered or transferred in queue, and so on. This helps to identify potential service issues that could affect customer experience when contacting your organisation.



Flogas:

A robust and efficient customer service operation with Microsoft Teams

Flogas specialise in LPG and electricity supply to business and consumer customers in the Republic of Ireland and Northern Ireland.

Its telephony solution is mission-critical to business as customers currently engage via phone. Lacking business continuity, reliability and disaster recovery in their legacy system, Flogas decided to upgrade to Microsoft Teams and needed a resilient and robust contact centre solution that would integrate into the new environment.

It was key that any chosen solution was affordable, easy-to-use and integrated fully with the Microsoft Technology Stack. The UC and contact centre solution also had to be cloud-compatible to enable remote working. It needed to integrate easily with customer service systems, particularly with customer records, to identify customers, as calls come into the contact centre. It currently has 130 agents but had little real awareness of agent performance, or business metrics like first contact/call resolution.

Flogas opted for Communications Center. The new solution improved the customer experience Flogas could offer by reducing call handling times and enabling the contact centre to process higher call volumes. Agents found their new tools intuitive and easy to use, and were up and running in a matter of days, while management had greater insight into contact centre performance through detailed reporting and greater visibility of customer and agent interactions.

Administrators can now set up call queues without requiring the wider IT team to get involved, especially useful at times of high call volumes or sudden activity spikes and changes can be made quickly without the IT team becoming a bottleneck.

Flogas also benefits from the Enghouse Interactive Quality Management Suite (QMS) especially when it comes to monitoring agent performance.

‘Using QMS, our supervisors have access to reporting, enabling them to monitor the quality of service delivered to customers. Supervisors listen to interactions and provide feedback, and also identify areas for agents to concentrate on and improve on, which helps with training, but it also helps them to recognise and celebrate examples of great customer service,’ says Brian Gahan, Head of IT at Flogas.

Finally, the ability to use operator consoles has proved to be a further key benefit. When a call comes into an operator it allows them to see who is available and then transfer the call to an agent with the right skillsets to resolve the enquiry. It has also provided faster call handling times, reduced call abandonment and a lower overall cost of service



Brian Gahan
Head of IT, FLOGAS

The new contact centre solution from Enghouse gives us the ability to improve turnaround times for customer queries and interactions and reduce the cost of our customer engagement.



Mayo County Council:

Handling 30-40% more calls with their new solution

Mayo County Council is a local authority on Ireland's west coast.

Mayo County Council have invested in the Microsoft Stack along with pushing out Microsoft Teams throughout the organisation. Once Teams was in place, the missing piece in the jigsaw was to find a contact centre solution to integrate with it and to manage calls made within the Teams environment.

Pulling together front, middle and back-office teams through integration with Microsoft Teams, the solution improved first contact resolution and produced a greater operational efficiency through the elimination of tedious administration tasks. Staff found the application intuitive and easy to use, with agents up and running in a matter of days while management gained greater insight into contact centre activities through detailed reporting.

Danny O'Toole, Head of Digital Transformation, Mayo County Council, said: 'We are a cloud-first, digital-first organisation and that culture has matured since we moved to the Microsoft Stack.

We are one of the first local authorities in Ireland to roll out Microsoft Teams and also one of the first organisations worldwide to integrate Teams in to the contact centre. Of all the solutions we evaluated, Enghouse Communications Center most clearly fitted this need.'

Mayo's Microsoft integrator played a key role in developing the back end and infrastructure, especially in terms of implementing direct routing for Teams, ensuring the resilience of the network architecture and integrating Communications Center fully with Microsoft Office 365, most notably including Teams.

According to O'Toole, the operational challenges the council had at the outset of the project have been achieved: 'Our customer service is much more fluid and we can make informed decisions with the data we are getting out of CC. It makes customer service much easier to manage and plan for.'

Agents are now typically handling 30-40% more calls than before the solution was implemented and in some cases, individuals are answering up to 300 calls per day. They also benefitted from the additional support provided by being able to add additional users when call volumes are high.



Danny O'Toole
Head of Digital Transformation

Enghouse has been instrumental, delivering a solution that streamlines service offerings and drives public engagement and interaction. It has taken our customer service to a new and unforeseen satisfaction level both internally and externally.



Measuring your Investment

As Metrigy notes*, the benefits of an integrated UC and contact centre solution can be measured in two key areas: customer ratings and operational costs.

Organisations can compare customer experience feedback and also the relevant ops costs over a one-year before and after period. Survey customers to measure ratings by CSAT, Net Promoter Score (NPS) or Customer Effort Score (or other custom rating system). Metrigy's own research study* found that having an integrated UC and contact centre platform increased ratings by 56.7%, compared with only 38.3% when not integrated – while operational costs decreased by 19.7% when integrated, compared to only 14.5% when not.

* Nemertes Research/Metrigy: Team Collaboration in the Contact Centre

56.7%

increased contact centre ratings with integrated UC and contact centre



38.3%

increased contact centre ratings with integrated UC and contact centre



19.7%

decreased operational costs with integrated UC and contact centre.



14.5%

decreased operational costs with integrated UC and contact centre.





Enghouse Teams-Integrated Solutions for the Contact Centre



Available in the Cloud, on premises or as a hybrid deployment, Enghouse's Teams-integrated intelligent routing solutions offer contact centres a unique opportunity to choose the best fit for their needs from a single provider. Web-based or desktop clients empower both agents and supervisors with insights and context for all activities while the Teams integration boosts contact centre performance by facilitating timely back-office collaboration to speed resolution. Features include inbound and outbound voice and multi-channel, out-of-box and customisable reporting, self-service, workforce optimisation and customer survey along with integration with CRM, bots and AI.



Part of the Enghouse Communications Center module suite, our attendant console allows operators to deliver premium customer service with an easy-to-use, powerful application that is fully integrated with Microsoft Teams Presence, providing instant and accurate visibility of the availability of all Teams users in all parts of the business.



Our affordable, feature-rich multi-channel recording and quality monitoring solution is utilised by businesses of all sizes across the world for compliance, security and improving service levels. Designed to be easy-to-use and fast to deploy, the solution offers voice and screen recording, comprehensive reporting, agent evaluation, real-time speech analytics and integration with our AI insights solution. Native integration to Microsoft Teams ensures full visibility of all contact centre interactions.



Proteus Call Billing provides organisations with detailed analysis of communication and collaboration systems, allowing maximum efficiency from investment. Proteus enables users to tap into a wide range of business insights, including system usage, quality of service and device-specific information, such as operating system and headset type, helping them make strategic business decisions about their telephony usage. Features include fully customisable dashboards and a comprehensive set of reporting features. Teams native integration provides a unique opportunity to measure the prequel and outcomes of your planned Teams migration in order to capture the ROI for the business.

The Collaborative Contact Centre

The integration of Microsoft Teams and Enghouse



MICROSOFT TEAMS

- Voice
- Mobile
- Email
- IM
- Team Collaboration
- Document Collaboration
- Presence



ENGHOUSE CONTACT CENTRE

- Omni-Channel
- Interaction Recording and Quality Management
- Outbound
- Insights and Analytics
- Application Integration
- AI and Self-Service
- Agent Application

About Enghouse Interactive: A Microsoft Trusted Partner



We strive to be the world's most reliable contact centre technology provider.

Our global technology transforms contact centres into growth engines for the business – organisations can leverage their contact centres to extract powerful insights captured directly from the voice of the customer, helping to increase customer retention, uncover product opportunities, understand buyer personas and identify new revenue opportunities.

Ultimately, Enghouse technology can expand the value generated through contact centres, making this function one of most important within every organisation.

Learn how our suite of products has enabled over 10,000+ mid-market and enterprise customers to increase customer retention and acquisition globally by improving customer service and contact centre operations, and by achieving a better understanding of the voice of the customer.

As a Microsoft Gold Certified Partner we are in the top 1% of elite technology providers. As a member of the elite Microsoft Technology

Adoption Program (TAP), we have worked with Microsoft for more than 12 years at the forefront of communications technology (with both Microsoft Lync and Skype for Business), and more than 600 customers have trusted us to deploy leading-edge contact centres in a Microsoft environment.

Enghouse Interactive Contact Centers certified for Microsoft Teams

Enghouse Interactive has become one of the first to have passed certification under the "Microsoft Teams Contact Center Certification Program". This certification is a mark of quality providing customers with the assurance that our solutions have been tested and shown to provide the quality, compatibility and reliability expected from Microsoft solutions.

enghouseteams.com



Gold DevOps
Silver Cloud Platform



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