



ROGER365.io

**Combining the stability of your
Teams Contact Center with
intelligent tooling and seamless
integrations**

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Introduction

For businesses, digitization has been on the horizon for many years. However, it was only when the COVID pandemic hit that businesses were given the last 'push' into becoming digital.

There was no longer any choice about it; businesses had to make this move or risk disappearing altogether. Within a few months, businesses around the world had adopted a wide variety of remote working and productivity tools that could keep their businesses connected. Ever since, hybrid and remote working has remained an important capability.

For many, Microsoft Teams was a natural choice for supporting their digital company. This powerful platform was already well established as the ideal framework for supporting digital transformation. It offers a secure platform for deep collaboration with team members using meetings, webinars, chats, file sharing, and more.

Using Teams for all communications

By being connected to other applications and resources, Teams could become a hub for digital businesses to organize and access. With Teams now becoming a central point for all core applications, businesses were able to integrate more processes, create time-saving automations, collaborate, and communicate.

However, Teams was never designed to support external communications, leaving customer contact somewhat disconnected from the rest of the business' processes and resources. The reality is that digitalization must encompass all sides of the business – not just internal processes.

External processes and customer-facing scenarios also need to be connected to the rest of the digital business.

To solve this, ROGER365.io gives Teams the additional capabilities it needs to become a powerful Contact Center that's fully connected to business processes, data, and tools. This opens the door to adding more intelligent ways of dealing with customer needs, and the possibility to optimize customer service processes as a core part of a truly digital business.

The challenges of serving the customer, better

A business must be responsive to customer needs, and this means being in contact with customers. To ensure customer contact is given digital equity in your business landscape, it needs to be equipped with digital tools that are integrated with the rest of the company and its processes. And, to make this generate the best value for all parties, this should also have the versatility to be adapted to each business, and the ability to be modified and optimized over time, when needed.

A big part of achieving this capability comes from using Teams as a central point for all customer contact, without needing to switch between apps. This way, all communications are pushed into Teams directly.

Next, customer service agents must be empowered to improve customer engagement by using time-saving tools and insights that guide future improvements. When this is done, there is the possibility to both address customer needs and increase business productivity.

To see what tools agents need, let's take a closer look at what customer contact involves and see how it can be accommodated within Microsoft Teams.

Stimulus and response

Whenever a customer gets in contact, it's always for a reason. They don't just pick up the phone or send an SMS to chat and talk about the weather. Customers come to you with a query that needs answered, a problem that needs solved, or perhaps to update their contact information.

In any case, each point of contact is also the stimulus for a direct response – an action from your business, or the triggering of a process. From this it's clear that customer contact necessitates that you can take action – and ideally within the same environment as the communication itself.

For this reason, it makes sense to wrap up all communications and available actions within the Teams client.

Time-saving automations and tools

When this is done, there's the possibility to integrate time-saving business tools, streamline workflows, and create automations. These capabilities add value to the customer experience and improve business efficiency.

Insights and optimizations

Another consequence of digitizing customer contact like this is that businesses gain the ability to learn from historical data – to look at previous interactions and identify ways the processes can be improved and made more efficient.

Expectations of the new, omnichannel customer

Whether you operate in a B2B or B2C model, or both, the customer has become more 'omnichannel' when it comes to communication preferences.

The increased availability of distinct communication channels has led to a proliferation of customers that want to contact you however is most convenient or appealing to them. This means that businesses and organizations can expect customers (as well as partners and employees) to contact them via social channels, webchats, SMS, and other channels, in addition to voice calls. And this isn't always predictable.

Customers have come to expect high-quality, seamless service, regardless of which channel or device they use to get in touch. This shift has happened faster in some markets than others, but the overall trend is broadly the same across all industries. There's also a general trend of younger people and innovative companies preferring new communications channels, compared to the older population segments and more traditional organizations who still prefer voice calls as the 'standard'.

However, the winds of change are blowing, and driving us towards increasingly omnichannel communications. As a result, your Contact Center must support this requirement – if not now, then in just a few years.

How to make omnichannel contact work

There is a clear challenge for businesses who attempt to address omnichannel contact with a loose assembly of discrete tools, as this creates processes and experiences that are disconnected and unequal. It is far better if they're all handled in the same way.

The solution to this problem is actually quite simple – to push all these channels (including voice calls) into Teams, thereby connecting them to the same set of tools and resources.

When this is done using ROGER365.io, your customer service agents have everything they need to handle customer contact in a uniform and streamlined way. It also enables businesses to automate a lot more of the contact process itself.

With all communication handled with ROGER365.io, businesses can add intelligent tooling where it wasn't possible before. For example, by adding a chatbot and/or text-to-speech tooling, customers can be given automated answers to common questions. This reduces the burden on customer service agents and makes it possible to offer 24/7 support using automated answers for all communications channels.

How ROGER365.io connects customer contact with intelligent processes

Let's imagine your customer contact currently consists of 3 islands: the customer, your Teams contact center, and your CRM. In this simplified model, the CRM represents any business resource/s you might want to use. But it's also one of the most powerful integrations you can use, so a good example to illustrate the potential value.

When these islands are disconnected, whenever the customer gets in contact your agents will need to figure out who they are and what they want. This will involve a series of questions, and then a journey to the 'CRM island' to find additional information, or to update it. Your agent may then need to use additional tools, apps, or resources to complete their task. The result is a meandering experience that feels disconnected and inefficient. Because it is.

ROGER365.io works by unifying all these elements in the background, and using Teams as the single interface for everything. For the agent, it's a simplified experience with everything they need, right there, in Teams.

Because ROGER365.io is connected to your CRM, it can identify the caller based on their phone number. It then retrieves data from the CRM and serves it directly to the agent within the Teams client. The agent then has visibility over who is calling before they pick up, and can access and update the CRM directly from Teams, with ROGER365.io working as an intermediary for all these resources and handling all the incoming calls and other channels.

In addition to retrieving and updating CRM data within the Teams client, it also allows other resources and functions to become available from a single screen. This means agents can fill out forms, create a ticket, or trigger other automated processes without leaving the screen.

This way, all communication is merged into Teams, making it a single, secure environment for managing all customer contact. And, because everything is within the Teams client, you can support hybrid working without compromising security or compliance.

Unlocking new efficiencies

The ROGER365.io Contact Center for Teams is a Microsoft-certified solution that uses the extend model to add new functionality on top of Teams. It has a lot of built-in features and functionalities, with the flexibility to create custom integrations and use a wide range of third-party tooling.

Analytics

In addition to the essential tools like queue management, your Teams Contact Center gains detailed analytics and the ability to build your own Power BI reporting, helping uncover new efficiencies and needs.

Intelligence and automation

There's also a lot of scope for adding intelligent tools to your contact center, and this can massively increase customer satisfaction and decrease waiting times. For example, you can embed chatbots into your flows, giving customers a chance to have queries answered immediately without needing to speak to an agent. This means that chatbots can answer questions from social channels like WhatsApp or Twitter, or other channels like webchats, before routing queries to your Teams contact center. By adding smart tools like this, the overall burden for human agents is reduced – meaning customers have to wait for less time and can get immediate answers for simple questions.

Businesses can also use speech-to-text and text-to-speech, and other tools like AI language models to create processes that are more efficient and smarter. By automating as much as possible, you gain greater operational efficiency and utilize the skills of agents, who can focus on adding value with their expertise.

Customized flows

You can also configure your flows easily with the ROGER365.io flow editor GUI, setting up unique pathways for resolving queries based on dependencies you define. For example, you could set up a flow that detects who the caller is and presents a range of actions, as well as the CRM data.

Integrated apps and resources

Thanks to the Powerframe, there are endless possibilities for configuring your Contact Center processes around your business and its resources. This powerful feature allows you to embed any application, process, or function directly within the Teams client as a small 'window' or frame. These can be triggered based on the flows you set up, meaning any power app or logic app can become integrated into each interaction.

Enriching omnichannel communications with Hybrid Queues

Many of the example situations we've covered above are based on incoming voice calls, but you can also handle all incoming communications in the same way, thanks to the Hybrid Queue feature. Regardless of whether a customer is contacting you via WhatsApp, Webchat, Twitter, SMS, or phone, their query is placed in the same queue, with the same data and actions available to the agent.

Using a simple Power App, you can customize which data is displayed and how – turning complex numerical data into graphs or charts, for example. This is then displayed in the Powerframe, which enables the agent to update data or take other actions directly from Teams.

If a customer gets in touch via WhatsApp, the agent can send or receive an image, PDF, or other rich media without leaving the Teams client. To handle multiple queries simultaneously, agents can then put active chats back into the queue while they await a response, and pick up again when needed.

When a query is concluded, the agent can then add a summary to the CRM or save a transcript automatically.

Gaining the overview with specialized role-based interfaces

In addition to the agent interface available to customer service agents, ROGER365.io allows specific roles to have specialized interfaces that help them achieve their goals.

These include a Supervisor interface (a.k.a. the Supervisor app), and the Attendant Console (for receptionists and front-desk attendants). The Agent interface (a.k.a. the Agent app) already gives every agent an overview of queues, real-time reporting, and the status of other agents – but these additional interfaces have some special features that really help these roles perform at the highest level.

The Supervisor app

Taking just a short time to set up (about 25 minutes), this interface allows supervisors to monitor the status of their Contact Center in real time and get meaningful insights from historical data.

At a glance, a supervisor can see the various queues (with data about waiting times, abandoned calls, average talk time, longest wait time, etc.), see which agents are busy (or available), view agent schedules, and have the ability to join active calls when needed. Supervisors can also see how many calls are ongoing, how many agents are in which state, and which queues they're logged into.

As a supervisor, it's possible to log other agents into different call queues and manually change their state for them. Supervisors can both listen-in on calls and discreetly join calls in 'whisper' mode, so they can advise the customer service agent on how to deal with the situation (while unheard by the customer) - or they can 'barge in' and become an active participant themselves.

The reporting available within the Supervisor app is quite extensive, but it's also possible to export the data and build customized reporting. ROGER365.io's reports give detailed insights including heatmaps, agent summaries, and a breakdown of calls (declined, missed, answered, answered by other agent, etc.).

All these features and tools enable active monitoring capabilities for supervisors, directly within Teams.

The Attendant Console

Setting up the Attendant Console also only requires some minor configuration, and takes about 20 minutes to set up.

Once this is done, phone attendants get visibility over colleagues' calendars, state (ready/not ready), ongoing and incoming calls, see who's waiting, and for how long. They can create custom lists of most frequent or favorite contacts, and add labels that make people easy to find.

When looking at the call queue, attendants can cherry-pick calls if they want. This way, if they recognize a VIP customer, they can give them immediate attention.

To communicate with colleagues, the attendant can send messages within Teams as usual. To connect callers, the attendant can do a blind transfer, a consult transfer, or create a callback request in the Powerframe. One big advantage of the blind transfer option is it can be used to forward calls directly to voicemail, which is often the most convenient way for all parties.

Your modern Teams Contact Center: get up and running in just minutes

ROGER365.io is a Microsoft-certified native Teams app, that extends the capabilities of Teams with a customizable toolkit that empowers intelligent business practices. It funnels all incoming communications directly into the Teams client, using CRM data to identify customers and push all the necessary resources into the secure Teams environment.

The result of this is that agents gain a clear insight into the current situation without needing to switch between apps or screens. It also makes it easier to implement new workflows and ideas, experiment and optimize, with minimal risk or effort. New automations can improve response times, and reduce the load on agents.

More efficient service is great news for businesses, which save money. But it makes customers happy too, and this satisfaction translates to greater loyalty. Using smart tooling, businesses can rapidly accelerate favorable outcomes for customers, using seamless integrations combined with uniform security policies and a simplified IT infrastructure.

And another huge gain comes from supporting omnichannel communications with a compliant solution that minimizes risks. By centralizing communications within the secure Teams environment, businesses can solve the problem of 'shadow IT' which is costly when left unchecked.

Perhaps the best news for businesses, is that you can get started with ROGER365.io straightaway by downloading the app directly from the Microsoft Appsource or the Teams App store website. **In just 15 to 20 minutes, your modern Teams Contact Center can be up and running.**

Want to learn more? Visit the [ROGER365.io website](https://roger365.io), or [download the app](#) from Microsoft Appsource and start your [14-day free trial](#).