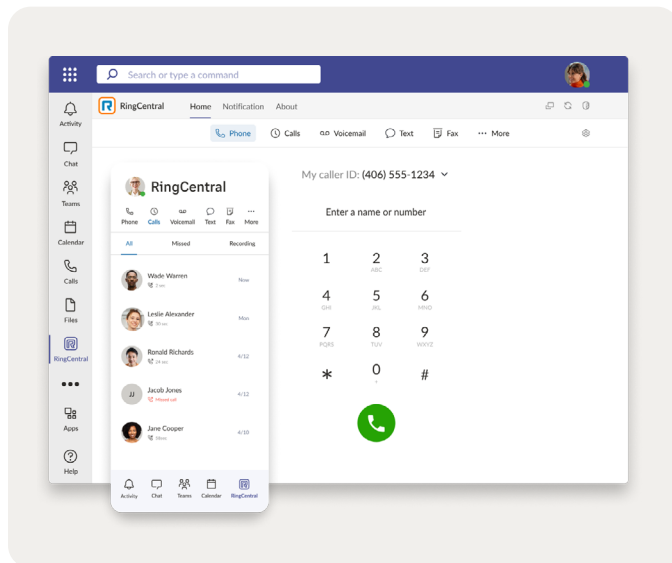**RingCentral**

7 reasons you need a third-party telephony integration for Microsoft Teams

Transform Microsoft Teams into a comprehensive communications platform by using RingCentral's telephony, with over five consecutive years of 99.999% availability.


Microsoft Teams helps organizations collaborate more effectively through video conferencing, team messaging, document sharing, and other tools. Organizations are looking for ways to integrate more of their communications stack into Teams, with many considering integrated telephony as the next step in their Teams evolution.

Microsoft Teams has become a critical component of internal communications for many organizations. However, integrating a third party solution that complements Teams with capabilities that transform it into a comprehensive communications platform can enhance collaboration, streamline workflows, and empower teams to communicate seamlessly.

Here are seven critical reasons to integrate a third-party cloud telephony solution with Microsoft Teams.

1. A proven track record of reliability
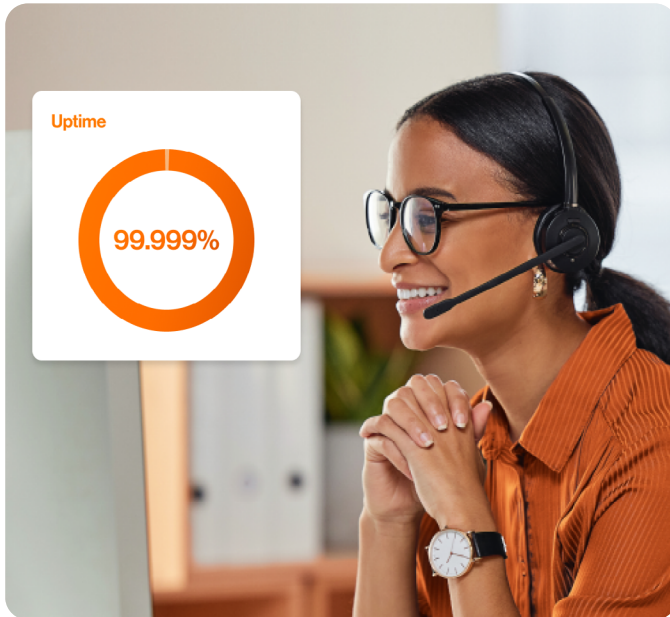
If you deliver a critical service or generate revenue through the phone, you simply can't afford downtime. Reliability is the cornerstone of RingCentral's telephony, with over five consecutive years of 99.999% availability.

While others may offer a similar SLA, they've yet to prove they can deliver on the promise. Organizations that value uptime over service credits rely on RingCentral to ensure uninterrupted communication and seamless operations, trusting in our proven track record to keep them connected when it matters most.

2. Low total cost of ownership

Many organizations are surprised to find that external calling isn't included in their Microsoft 365 subscription. Adding a Teams Phone license can be costly and it doesn't include critical communications channels like SMS and fax.

With RingCentral for Microsoft Teams, users will get a single number for phone, SMS, and fax. And it all comes through a single license, creating predictable costs and a low total cost of ownership.

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3. Enhanced calling capabilities

A big reason why organizations look to third parties for telephony, in addition to the added licensing cost, is the lack of advanced capabilities within Teams Phone. While it may suit users who "just need a dial tone," phone power users may find Teams lacks features for them to do their job effectively.

Consider users like:

• **Receptionists or administrative assistants:** It's critical for them to get a bird's eye view of all of the lines they are managing, understand availability, and to route calls.

• **Sellers and support agents:** Onboarding new sellers and agents requires close monitoring and mentoring from sales management and other top sellers. This typically requires real-time monitoring of calls, the ability to "whisper" instructions or coach, and to take over calls.

• **Marketing teams:** SMS has become a popular marketing tool. Teams doesn't support sending or receiving SMS, leaving marketing teams to find third-party tools.
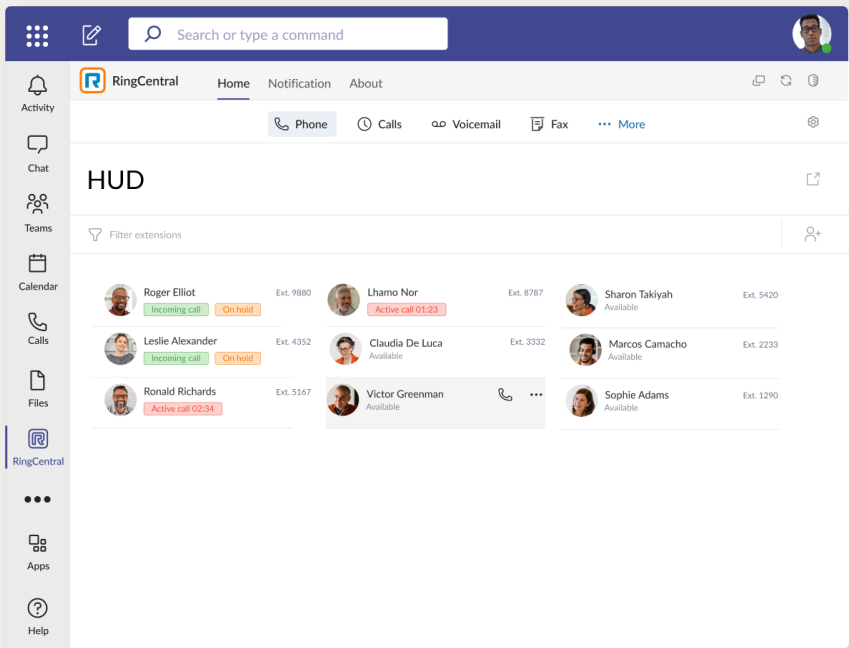
4. Integrations with business apps
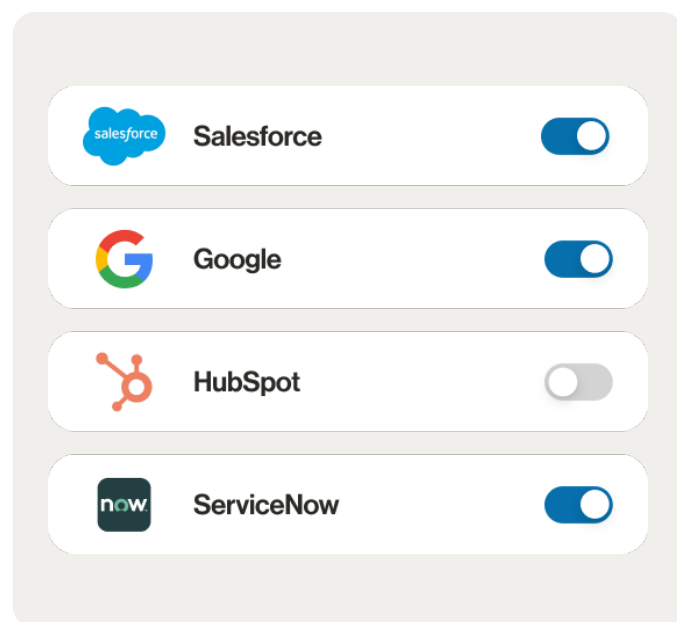
In an effort to do more with less, you're likely looking for ways to optimize your workflows and productivity.

An HBR study found that toggling between business apps impacts worker productivity in a big way. The study found that on average, the cost of app toggling is a little more than two seconds per switch. The average user toggled between different apps and websites nearly 1,200 times each day. That means that workers spent just under four hours a week re-orienting themselves after toggling to a new application. Over the course of a year, that adds up to five working weeks, or 9% of their annual time at work.

How can you reduce this productivity killer? A well designed communications solution allows you to leverage APIs or pre-built integrations to customize your workflows. Microsoft's integration strategy for Teams is for users to bring their third-party applications into Teams. Unfortunately, this means reengineering workflows to make them Teams-centric instead of enhancing those workflows. Additionally, APIs for Teams are limited, making it challenging to layer it into custom or homegrown apps. But, many third-party solutions empower organizations to embed their communications capabilities into existing workflows and custom apps, boosting productivity and user experience with better workflows.

5. Robust call analytics for IT and department leaders

You pay attention to analytics to optimize efficiency and results at every stage of organizational productivity. Teams offers basic analytics capabilities for evaluating quality of service and adoption of the Teams app.

However, if you want to tap into more data with Teams, you have to invest in an expensive PowerBI license. You'll also need to hire experts to manage data mining and reporting processes.

Instead, integrating Teams with a robust third-party communications solution gives you convenient access to a wide range of analytics capabilities. Gain visibility into all Teams interactions to identify trends, set automated alerts, and access quality of service insights. Tapping into business analytics can even help with the bottom line by maximizing sales and minimizing labor costs.
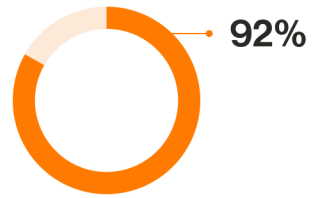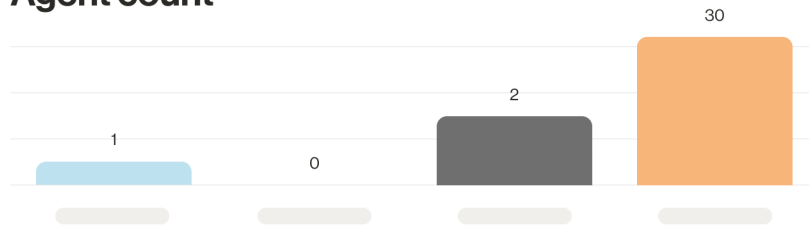
6. Business continuity

When users have the expanded ability to connect with colleagues, customers, and partners through familiar interface, a third-party telephony integration with Teams pays dividends on a daily basis.

But those third party tools really shine when Teams has an interruption of service. Third party tools can be reached through browsers or native apps, bypassing the need for access through Teams.

This creates redundancy and a business continuity plan for organizations, ensuring business communications don't stop because of unexpected downtime.

7. Contact center integration

Choosing a cloud-based communications solution that includes an integrated contact center solution takes Teams up another notch. With an integrated contact center, you have an end-to-end solution that:

• Is digital-first and omnichannel to interact with customers on their preferred channel

• Handles inbound and outbound customer communications

• Includes workforce management and optimization tools

• Uses AI for smart routing and more

• Integrates seamlessly with Teams
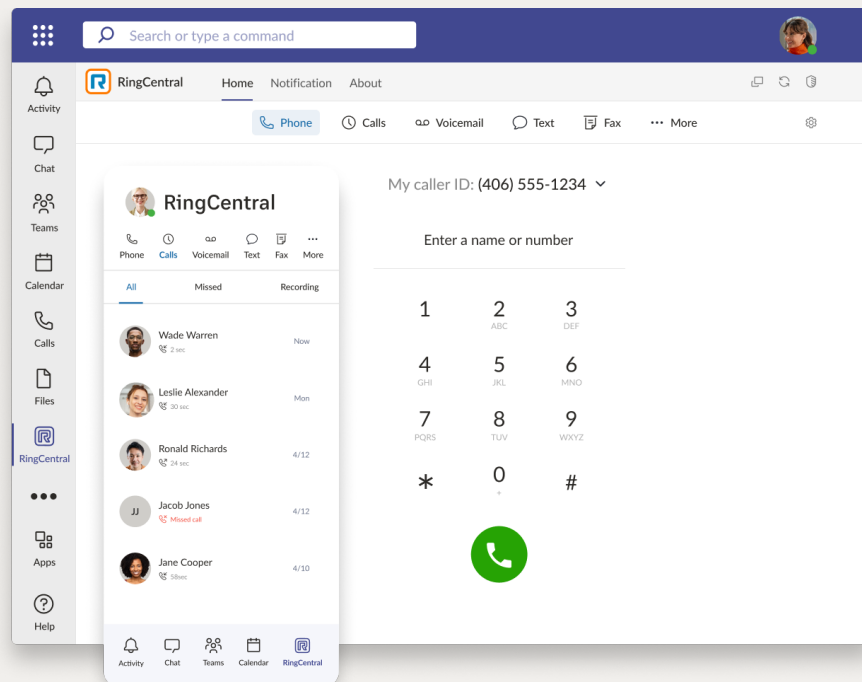
Transform Microsoft Teams into a communications powerhouse with RingCentral

Market-leading business cloud phone - no Teams phone license needed

	RingCentral	Teams
More than five consecutive years of 99.999% reliability	✓	✕
Advanced phone capabilities for your entire organization	✓	✕
Embeddable communications through the broadest set of telephony integrations	✓	✕
Integrated, Microsoft-certified contact center	✓	✕
Best in-category analytics at no added cost	✓	✕

For more information, please contact RingCentral Partner Sales at partners@ringcentral.com or 800-595-8110.

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

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