



Choosing a digital workspace to deliver a great UX

Unified communication tools are essential to support collaboration and improve the user experience (UX). But how do you decide which solution is right for you?



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A unified communications and collaboration (UC&C) platform improves productivity and user experience by being integrated across your whole organization. It enables your teams to share data across the whole company and gives contact center agents direct access to subject matter experts. They can then bring them on board during customer interactions if required.

UC&C provides a platform for chat, voice, and videoconferencing, and access to tools like screen-sharing, whiteboarding, virtual meeting rooms, digital signage, live streamed video and audio, and webinar hosting. They can also effectively support hybrid workplace models by allowing end-users to easily transfer conference calls from one device to another, for example. This means they can begin a call in the car en route to work and seamlessly transfer it onto a big screen in an office meeting room.

There's also now the ability to join across platforms. For example, Microsoft Teams Rooms supports a one-touch experience to join third-party online meetings, also known as Direct Guest Join. This means you can use a Teams Rooms device to join meetings hosted on Cisco WebEx and Zoom just as easily as you can join meetings hosted in Microsoft Teams. All these developments are designed to give workers an enhanced user experience (UX) and the power and control to interact more comprehensively with customers.

The importance of voice

The big majority of customer engagements in the contact center still start with voice calls – 74% of them, according to Microsoft. So, you need your platform to be able to easily integrate phone capabilities. With voice remaining so popular with consumers, you need to make sure you provide the best voice experience possible for both your customers and your agents.

Integration is essential

Seamless integration of UC&C into your existing tools and systems and your contact center is essential to delivering great CX. Integration with third-party tools and apps lets you streamline and automate many of your business processes and gives your teams added functionality and capabilities.

Typically, this will include integrating with Microsoft Office or your CRM tool of choice, and your teams' calendars and scheduling tools. Other common enterprise applications to integrate include ServiceNow, Salesforce or Trello.

Migration, user adoption and training

You will need a comprehensive migration strategy to shift from an end-of-life or outdated solution to a new platform that will immediately start delivering business benefits. Your network must also be fast enough and reliable enough to support your UC&C tools.

No matter how simple and intuitive your chosen platform is, there will always be some level of resistance to change. You will face challenges in helping users adopt and master the tools. That's why we see user adoption as a crucial part of the successful shift to a new platform.

And factor change management into your plan to make migration as smooth as possible. Working with a specialist partner like Orange can remove the obstacles from migration and integration and give you access to a full-service desk and end-user support.



Security matters

With so many remote workers, you need high-quality security in place to protect sensitive data. UC&C apps have been a target for security breaches, so it's important to ensure your platform meets the encryption, authentication and security management levels you need. Orange deploys security at the infrastructure level to give you peace of mind.

The leading UC&C platforms on offer

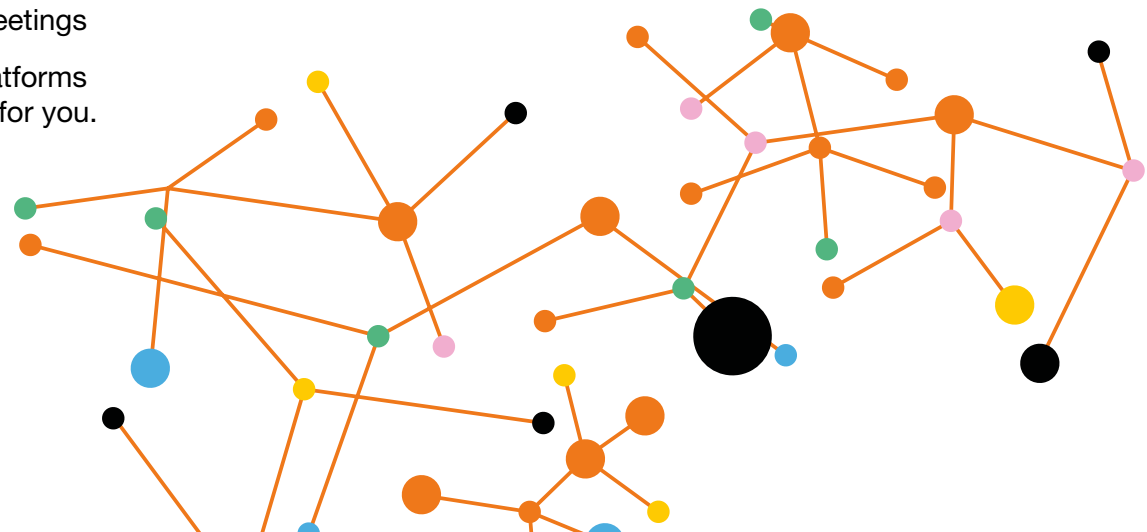
There are several UC&C platforms available on the market, but recent times have seen three come to prominence as the most trusted: Microsoft Teams, Cisco Webex, and Zoom. Orange Business Services can support you in deploying all of them.

All three offer functions in common that enhance the user experience, including screen-sharing, whiteboarding and the ability to record sessions. All include chat features, mobile compatibility and the ability to share live stream video and audio. They also offer breakout rooms, and integration with Microsoft Outlook, albeit via a download in the case of Webex and using a third-party app for Zoom.

In summary the three platforms are best suited to the following applications:

- **Microsoft Teams:** Collaboration, team/department meetings, storing project content, and conducting meetings in single space
- **Cisco Webex:** Training, webinars, presentations, community events, lecture/classroom style meetings, in-room video conferencing
- **Zoom:** Interactive classes, meetings with attendees outside your organization, collaborative sessions, everyone has a voice meetings

We have broken out all of the features for each of these key platforms overleaf. This will allow you to choose the tool that works best for you.



Detailed feature breakdown for each platform

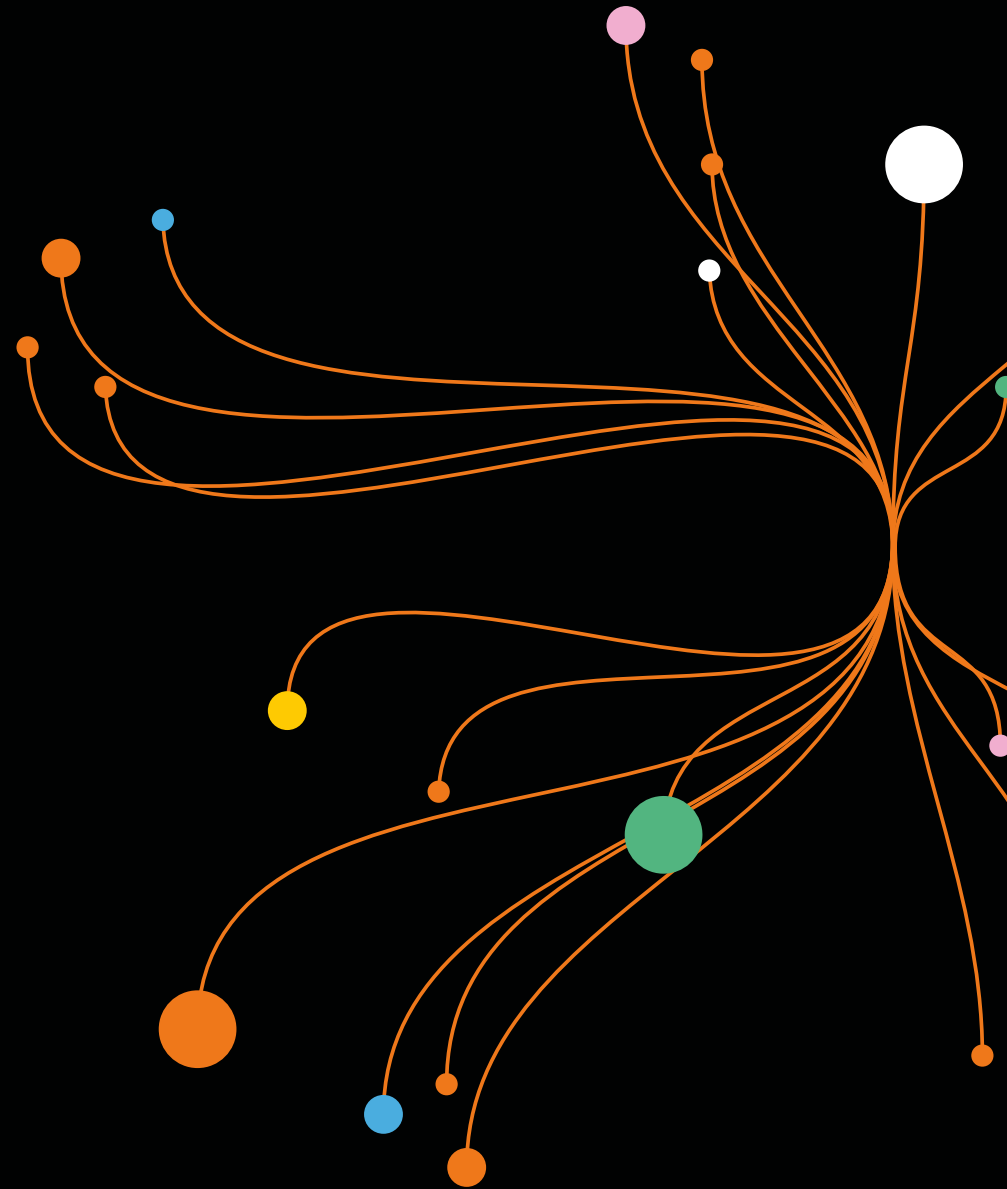
UC&C	Microsoft Teams	Cisco Webex	Zoom
Integrated video	✓ 1080p	✓ 720p	✓ 1080p
Integrated audio	✓	✓	✓
Screen-sharing	✓	✓	✓
Virtual backgrounds	✓	✓	✓
Remote control screen	✓	✓	✓
Whiteboarding	✓	✓	✓
Document management	Microsoft 365 SharePoint for storing or sharing in the cloud	Document sharing in We-bex. Management via integration	Share files in meeting or chat
Project management	Planner	Third party integrations	Third party integrations
Chat			
Instant messaging	✓	✓	✓
External chat	✓	✓	✓
Persistent chat	✓	✓	✓
File sharing	100GB per file	2GB per file	512MB per file
Search history	Search by keyword through Microsoft Exchange, Teams, SharePoint Online, OneDrive	Search Spaces to search for content via keywords or messages from specific users	Account owners choose how long to store chat messages on local devices and Zoom Cloud
Integrations and interoperability			
Number of known integrations	600+	140+	700+
Open API	Teams API in Microsoft Graph	Open REST API for developers	Zoom REST API, Zoom API Partner plan
Workflow builder	Flow app	Workflow bots with Cisco Developer tools	Third-party
Developer community	Community space with 170k+ users	Cisco Webex Developers Community site	Active Zoom developer forum
Microsoft Outlook	Built-in	Download integration	Third-party add-in
Native interoperability	Skype for Business and Skype	Cisco Jabber, BroadSoft UC-One	Sky for Business, Microsoft Teams, Zoom Rooms
Mobile compatible	✓	✓	✓

Why Orange

It's never been more important to have UC&C tools available to all your teams, no matter where they are. That's the route to delivering great CX to your customers. Orange knows what tools it takes, how to integrate them quickly and effectively into your operations, and how to get your teams using them with no disruption to your daily operations. Talk to us to learn:

- 1** Which platform is the right one for you to enable the workspace of the future today.
- 2** How to integrate your chosen UC&C platform quickly and seamlessly with your contact center, no matter the technologies involved
- 3** How to ensure your teams adopt and use your UC&C platform and how to engage most effectively with your customers using it
- 4** How to train your agents to use your UC&C platform professionally and productively, how they can engage subject matter experts and get information from that expert easily

If you would like to learn more about how Orange can help you choose the perfect UC&C solution for your needs and integrate it seamlessly into your contact center and customer service operations, please visit: <https://www.orange-business.com/en/solutions/collaborative-workspace>



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