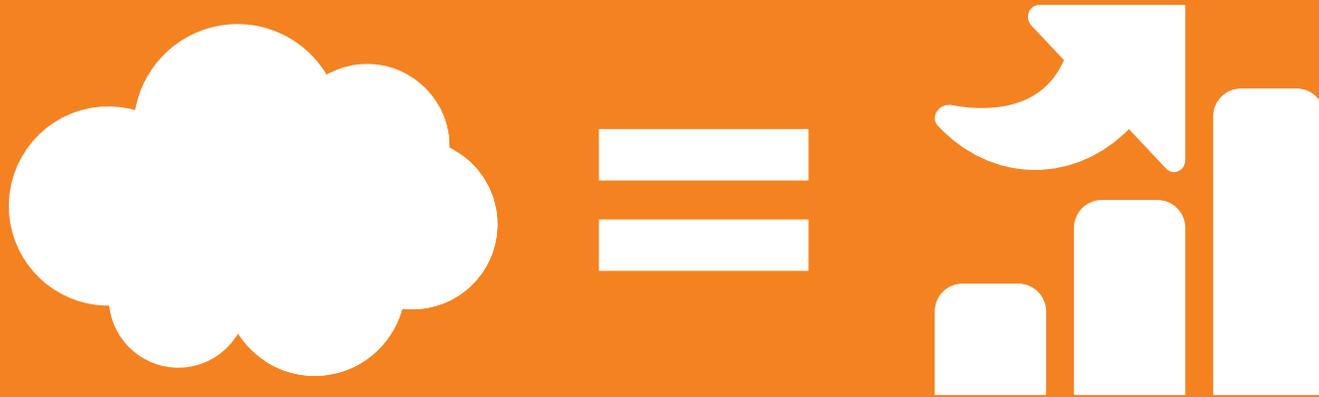# A SIMPLE EQUATION

CLOUD COMMUNICATIONS = BUSINESS SUCCESS

DOES YOUR PHONE SYSTEM INTEGRATE WITH YOUR BUSINESS?

The business of today needs to solve numerous problems to achieve success. Fortunately, when it comes to business communications, there is a simple tool that can help a company succeed: Cloud Communications.

Cloud Communications are growing exponentially since they help to integrate and add different processes into a unified whole, or unified communications (UC).

A successful Cloud Communication system multiples business success by adding numerous processes under one umbrella. Here is the formula:

Advanced Applications + Collaboration + Mobility + Contact Center = Cloud UC

This Cloud UC equation equals greater collaboration, communication and productivity. Read on to understand the factors that contribute to exponential success.

APPLICATION INTEGRATION = GREATER PRODUCTIVITY

A cloud telephone system that integrates with applications allows employees to be more productive, especially in the contact center. Applications like click-to-call streamline workflows or customer interactions, as screen pops allow employees to switch to voice mode on the fly without opening a new screen or application. When UC is tied to business applications like CRM, agents have full access to customer histories, allowing them to shave precious seconds off every call, and handle more inquiries.
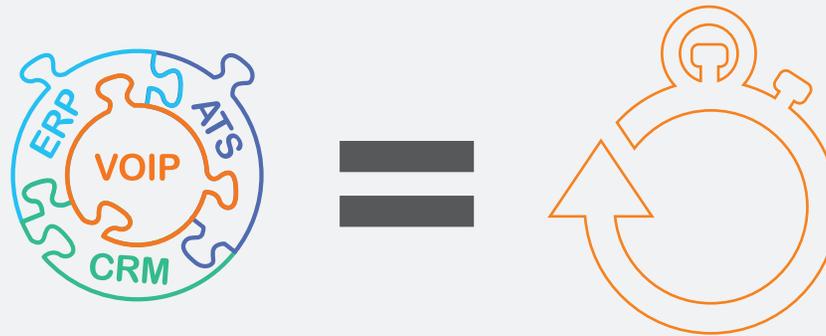
A cloud-based phone system enables teams to be more productive while working with customers, which helps eliminate missed calls and can help save 15 to 30 seconds on each call.

Fun fact:

When a business phone system is connected to software that manages customer relationships, employees will use both the phone and software more.

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APPLICATION INTEGRATION = BUSINESS BENEFITS

The combination of third-party applications along with a cloud-based phone system enables your business to extend collaboration capabilities from the desktop to any other workspace. You can also integrate business communications with key data from prominent software. By giving your team access to applications through their business phone system, you'll enhance communication and cooperation, company wide.
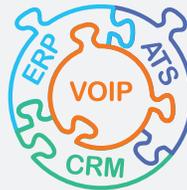
Application Integration = Options

The following is a comprehensive list of application integrations that a cloud-based business phone system should provide:

- **Customer Relationship Management**
- **Enterprise Resource Planning**
- **Sales Analytics**
- **Applicant Tracking Systems**

- **Cost accounting for law firms**
- **Voicemail Transcription**
- **Call Recording**
- **Internet Fax**

MESSAGING + CONFERENCING = GREATER COLLABORATION

Messaging + Conferencing = Greater Collaboration

A cloud-based phone system that works in conjunction with third-party applications offers communications tools built to develop a higher level of team performance.

- **Messaging**
  Chat with co-workers instantly with a single click, regardless of where they are in the world. This tool will do away with multiple, insecure and unmanaged Instant Messaging apps. Plus, you can see if coworkers are available to talk or not.

- **Conferencing**
  Meet face to face via peer-to-peer video, room based conferencing and phone conferencing. A convenient and powerful tool, your team will be assigned a 24/7 dial-in number that accommodates up to 100 participants.

- **Desktop Sharing during a conference**
  Share your entire screen or choose a portion of you screen that you would like to share.

DEVICE INTEGRATION = TRUE MOBILITY

Device Integration = True Mobility

A cloud-based phone system can integrate desk phones, personal smartphones, tablets, laptops and desktop computers.

- **Mobility**

  A desktop and personal cell phone can connect to the same company data and processes in a single user interface and synchronize information and collaborative capabilities.

- **Voicemail Transcription**

  Transcribes voice messages received by a phone system and sends the text and sound file to a specified e-mail address. This provides the ability to visually review voice mail and save the text file for archival purposes. Plus, caller information is provided as part of the transcription process.

- **Call Recording**

  With advanced call recording, users can take advantage of other features like single click recording and playback with quick and easy usage and retrieval.

SUPERIOR SERVICE + DEEPER DATA = CONTACT CENTER

Every business needs to respond quickly to inbound calls to avoid missed opportunities, use real-time monitoring to ensure staffing matches call volume, and seamlessly handle unexpected spikes in phone activity. All of this can be accomplished with the right UC Contact Center.

- **Multi-Modal Communications**
  Users can place and receive calls, exchange instant messages, listen to voice mail messages and even create multi-party calls by simply dragging names from enterprise directories together with a swipe of the finger.

- **In-bound / Outbound Campaigns**
  With the ability to incorporate campaign dialing and automated call backs from queue, you'll give customer support and sales agents the tools they need to handle inquiries quickly and easily through the customer's channel of choice.

- **Easy Scripting**
  This advanced Interactive Voice Response (IVR) scripting tool enables a self-service option, so customers can immediately handle their own needs if they wish.

- **Superior Reporting**
  Use this tool to track all media types: voice, email, chat, outbound campaigns, through a single reporting interface.

PLUS, CLOUD COMMUNICATIONS = EASE OF MIND

A cloud phone system helps you get out of the business of managing a phone system and focus on what matters – running your business.

- **Ease of Management**
  With cloud communications, installation, support and maintenance are automatic. Your IT staff can focus on growing your business rather than managing a phone system.

- **Automatic Upgrades**
  With applications and software stored on an outside network, everything happens faster—that applies to upgrades, repairs and maintenance.

- **Easily Add Offices**
  If you're a growing company or have seasonal spikes, a cloud phone system provides the ability to easily add communications to branch offices as needed.

SHORETEL CONNECT CLOUD = POWERFUL INTEGRATION

By providing app integration, collaboration, mobility and contact center, ShoreTel Connect CLOUD offers a completely integrated business communication solution, giving your company a higher level of efficiency, productivity, cost savings and business empowerment.

With ShoreTel Connect CLOUD, you get:

- **The ability to easily scale the size of your phone system, at a low cost**
- **Integration with third-party software and applications**
- **Seamlessly integrate with mobile devices**
- **Off-site infrastructure equals fewer repairs and no maintenance fees**
- **Higher levels of protection thanks to best-in-class security technologies**
- **The power to measure performance and gain insight with analytics**

KNOWLEDGE = POWER

Thank you for taking the time to read this eBook. We hope that it has given you a new understanding of the power of integration and cloud-based phone systems.

To learn more about ShoreTel Connect CLOUD, including our cloud apps, mobility, automated attendant features, conferencing, calling features and more, visit shoretel.com or call +1.844.ShoreTe(l) (844.746.7383)