

## Seller Guide

### Cytrack Calling for Microsoft Teams

Unlock seamless communication and boost productivity with Cytrack's calling plans tailored for Microsoft Teams users.

#### Built for productivity

Microsoft have built a cloud-based phone system integrated into Microsoft 365 for an all-in-one communication solution that brings together calling, meetings, and messaging into a single application.

Direct Routing for Microsoft Teams by Cytrack.io provides PSTN connectivity to this environment enabling customers to migrate away from their legacy PABX/Phone System.



#### All-in-one communication

Transform how work gets done by unifying calling, chat, meetings, calendar, and email

#### Easy and intelligent calling

Communicate with more flexibility, ease, and intelligence so you can stay connected

#### Delivered from Microsoft's cloud

Direct Routing for Microsoft Teams by Cytrack.io is deployed in Microsoft Azure.

Work confidently with a reliable and secure cloud-based solution

#### Save time and money

Reduce complexity, training and having to remember multiple logins by consolidating your apps with a single provider for all your communications

#### Connect faster and easier

Start a call, schedule and join meetings more easily, right from Outlook. Your attendees can join just as fast from Outlook or any web browser without application downloads or sign-in required

#### Cytrack Partner Engagement

- Deployment Training Programs
- Marketplace lead referrals
- Partner Micro Site
- Sales, Marketing, Deployment & Support materials & documentation
- Case Studies
- Demo Movies and Partner not-for-resale licence programmes
- Cytrack personal Partner Account Managers



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# Cytrack Calling for Microsoft Teams and then Microsoft Teams Phone System Features

### Cytrack Teams Calling Plan

#### User Calling Features

- Call forwarding
- Call hold
- Call transfer; supervised & blind
- Call delegation
- Shared line appearance
- Call logs
- Call blocking
- Music on hold
- Do not disturb
- Distinctive ringtones
- Visual voicemail
- Voicemail to email
- Voicemail transcription
- Click to call out from Outlook, Officeapps and web pages
- Presence status
- Contact integration with Exchange
- Teams desktop, web & mobile apps
- Device Switching

### Cytrack Teams Calling Plan

#### Admin Calling Features

- Phone System/Cloud PBX
- Single Sign On
- Multi Level Auto-Attendant
- Multilingual IVR
- Call queue; group, serial, round robin.
- longest idle
- Schedule based routing including holiday schedules
- Multi-site support
- Local numbers
- Company & user phone numbers.
- Device Switching
- Device management

Upgrade to the Advanced with CCM PBX user will have access to advanced IVR options, additional ring group, recording and integration options.



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## Cytrack Calling for Microsoft Teams

### A Solution Designed for Business Excellence

While Teams Calling and the native Teams Phone System provide a convenient and attractive way to manage calls within the Microsoft Teams environment, they lack the robust features and flexibility needed by businesses with more complex telephony requirements.

Our Advanced CCM PBX option, powered by Teams Direct Routing, takes communications to the next level, offering the following distinct advantages:

- **Enhanced Features Beyond Teams Native**
  - Comprehensive Call Routing: Our Advanced CCM PBX provides more sophisticated call routing capabilities and automated attendants, ensuring calls are handled efficiently and professionally.
  - Rich Reporting and Analytics: Gain deeper insights into call performance, offering data that can drive informed decisions and improve service quality.
- **Our Advanced CCM PBX goes beyond standard Teams Phone System functionality by offering rich and reliable telephony APIs and events. These enhanced capabilities empower businesses to implement our more advanced applications that drive efficiency and compliance. Unlike the “one-size-fits-all” approach of native Teams Calling, our solution can then be more tailored to meet specific industry or organisational requirements.**
  - CyDesk for CRM Integration: Seamlessly integrates with your CRM systems, enabling real-time customer data synchronization and providing agents with a unified interface to enhance customer interactions.
  - CyRecord for Advanced Voice Recording and Transcription: Delivers robust voice recording features, paired with AI-powered transcription, to meet compliance standards and facilitate staff training and performance review processes.
  - CyLive for Powerful IVR Services: Provides dynamic IVR capabilities that enhance call handling, allowing for personalized and efficient customer interactions, improving service quality, and optimizing resource allocation. Customisable for Unique Business Needs
- **Reliable Backup and Redundancy**
  - Our Advanced CCM PBX provides failover and redundancy options, ensuring business continuity even if Teams experiences downtime or connectivity issues.

While Teams Calling and Teams Phone System are great for basic telephony, our Advanced CCM PBX option with Teams Direct Routing is aimed at businesses that demand increased reliability and more advanced features. It empowers organizations to maximize productivity, enhance customer engagement, and control costs—making it the smarter choice for modern enterprises.



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## Seller Guide

Access more recurring revenue and professional services with your Microsoft 365 customers adding Cytrack Calling for Microsoft Teams

### Benefit through partnership with Cytrack



#### Massive opportunity

Microsoft Teams has a vast user base and established ecosystem. By integrating our reporting analytics solution with Teams, partners can tap into this extensive network and potentially reach a wider audience.



#### Elevate your market positioning

Associating our reporting analytics solution with your Microsoft Teams offerings provides unique selling points, differentiating your offerings and gaining a competitive edge in the market.



#### Improved Productivity

By providing our reporting analytics solution embedded within Microsoft Teams, our Partners enhance the productivity of your clients. Microsoft Teams becomes a one-stop platform for both collaboration and data analysis, reducing the need to switch between different applications.



#### Sustained professional service revenues

Are driven by customers' continuous desire to progress with CyReport. As their knowledge grows, so does their appetite for more intricate dashboards and comprehensive reports to analyze and report on business performance.



#### Security and Compliance

Leveraging Microsoft Teams' security features ensures that our reporting analytics solution adheres to stringent security and compliance standards. This reassures partners and customers regarding data protection and regulatory requirements.



#### Cross-Sell Opportunities

Integrating with Microsoft Teams opens up opportunities for cross-selling other Cytrack products and related solutions. Partners can explore synergies and present a holistic suite of solutions to customers.



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#### Customer Satisfaction and Retention

Offering our comprehensive reporting analytics solution integrated with Microsoft Teams enhances customer satisfaction. It meets customers needs for a consolidated platform and fosters long-term relationships, potentially leading to increased customer retention rates.



#### Seamless Integration and Scalability

The analytics solution integrates effortlessly with existing Microsoft Teams infrastructure, providing flexibility to scale with growing business needs. It supports expanding client demands while maintaining a streamlined, efficient workflow. This adaptability ensures competitiveness as customer requirements evolve.



#### Market Positioning and Competitive Edge

Our reporting analytics solution is on the Appsource and Teams Store and available via the Microsoft Marketplace. Our Partners use this association as a unique selling point, differentiating their offerings and gaining a competitive edge in the market.



#### Evolve alongside your clients

We offer a highly adaptable suite of modular applications that customers can seamlessly integrate as they advance in sophistication.



#### Augment & Amplify your Microsoft Teams Calling solutions

Increase your recurring subscription revenue and profitability from Microsoft Teams services and license sales.



#### Co-branding Portal

Add your business logos to our apps for differentiation and corporate standing.

Differentiate - yourself by showcasing deeper expertise in Microsoft Partner solutions.



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## Cytrack Calling for Microsoft Teams

### Why Partners are Choosing Cytrack Calling for Microsoft Teams

- ✓ Managing High Volumes of Customer Calls Without Complexity
- ✓ Without an efficient system, managing customer interactions across voice calls becomes disorganised and time-consuming. Cytrack integrates seamlessly with Microsoft Teams, centralising communications and empowering teams to handle calls efficiently, improving response times and overall customer satisfaction.
- ✓ Difficulty Maintaining High Service Standards
- ✓ Traditional phone systems often lack tools for tracking performance and maintaining service quality. Cytrack offers advanced features such as call monitoring, performance tracking, and automated insights, enabling teams to deliver consistent, professional service with ease.
- ✓ Challenges Scaling Communication Systems
- ✓ Growing businesses often struggle to scale traditional systems. Cytrack's cloud-based solutions are fully scalable, allowing businesses to add users and features without requiring additional infrastructure or complicated setups.
- ✓ Limitations in Remote or Hybrid Work Environments
- ✓ Legacy phone systems lack flexibility for remote teams. With Cytrack's integration into Microsoft Teams, employees can access the same robust features from any location, ensuring seamless service delivery, whether on-site or remote.
- ✓ Missed Opportunities for Enhanced Call Handling
- ✓ Without proactive call handling tools, it's difficult to meet customer expectations. Cytrack enables intelligent call routing, automated follow-ups, and detailed call insights to improve the customer journey and enhance satisfaction.
- ✓ Lack of Real-Time Feedback for Service Improvement
- ✓ Understanding customer needs in real time is critical. Cytrack's solutions provide post-call surveys and sentiment analytics, helping businesses collect feedback to refine services and meet customer expectations effectively.
- ✓ Monitoring Team Performance with Ease
- ✓ Tracking productivity is challenging with limited visibility. Cytrack integrates performance analytics, tracking metrics like call resolution times and overall productivity to help teams stay efficient and deliver better results.
- ✓ Streamlining Integration with CRM Systems
- ✓ Delivering a personalised experience is vital for customer retention. Cytrack connects seamlessly with CRM systems, empowering agents to access complete customer data for informed and personalised service.
- ✓ Simplified Technology Setup and Integration
- ✓ Many businesses avoid advanced systems due to complex implementations. Cytrack Calling for Microsoft Teams is easy to set up, fully managed in the cloud, and requires minimal IT intervention, making it an ideal solution for businesses of all sizes.



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## Addressing Customer Challenges with Cytrack's Calling Plans for Microsoft Teams

- **Business Owner:** "Transitioning to remote and hybrid work has made it difficult to monitor customer satisfaction and response times across various channels. Cytrack's integration with Microsoft Teams provides real-time analytics and comprehensive reporting, enabling us to oversee service quality and ensure prompt, effective communication."
- **Operations Manager:** "We were missing important calls, leading to lost opportunities. With Cytrack's intelligent call routing and advanced features like auto attendant and call queues, calls are efficiently directed to available agents, reducing missed interactions and wait times."
- **Operations Manager:** "Tracking productivity across chats and calls was challenging. Cytrack's seamless integration with Microsoft Teams offers detailed insights into agent performance, allowing us to monitor workloads and productivity at both team and individual levels."
- **Customer Service Manager:** "Long call queues were causing customer dissatisfaction. Cytrack's queue management and advanced IVR features provide clear metrics on hold times and abandoned calls, helping us improve customer experience."
- **Customer Service Manager:** "We needed to monitor our team's availability and performance in real time. Cytrack's agent tracking tools within Microsoft Teams help optimise staffing, ensuring every call is answered promptly."
- **Sales Manager:** "Understanding call volumes, top performers, and areas for improvement is crucial. Cytrack's comprehensive reporting provides key insights into team performance and outcomes, all accessible within the Teams platform."
- **Sales Manager:** "Connecting with high-value clients is a priority, but keeping track of meetings and calls was inefficient. Cytrack consolidates call history, meeting details, and client interactions in one place, simplifying the process."
- **IT Manager:** "Our Teams environment was cluttered and inefficient. Cytrack's intuitive organisation tools help streamline workflows and optimise the use of channels, making it easier to manage communications."
- **Everyone:** "We needed actionable insights without sifting through excessive data. Cytrack's automated reports and dashboards deliver clear, concise metrics within Microsoft Teams, eliminating the need for complex third-party tools."



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