Market Trends

Adoption of distributed workforce and remote work

The multi-tenant UCaaS market is anticipated to attain nearly 20% gains through 2030 owing to the rapid adoption of remote working, work from home and BYOD trends

Demand for API-driven programmable communication

Proliferation of instant messaging services due to the ongoing shift in consumer-brand interaction may foster product adoption in the foreseeable future

Rapid demand for 1-1 communication services

The 1-1 communication industry is one of the major growth contributors, thanks to increasing number of enterprises introducing personalized marketing campaigns to drive customer engagement

Source: Unified Communication and Collaboration Global Market (globenewswire.com)

Business Challenges

High costs and maintenance burdens of on-premise communication systems

Poor customer service due to disjointed communication channels

Limited scalability and flexibility to adapt to evolving business needs

Lack of business continuity during disruptions or emergencies

Inefficient collaboration among teams across different locations

Integration challenges with existing business applications and workflows

Introducing Smartflo UCaaS

Built on Microsoft

Smartflo UCaaS is a unique voice solution integrated with Microsoft Teams to help users **connect effortlessly and communicate effectively**. It allows businesses to experience enterprise-grade voice calls from virtually anywhere.

Flexible and easy to use

Communicate and collaborate effortlessly from anywhere with intuitive, seamless calling that keeps you in the flow of work

Intelligent and connected

Create meaningful engagements using intelligent capabilities that connect your business and increase productivity
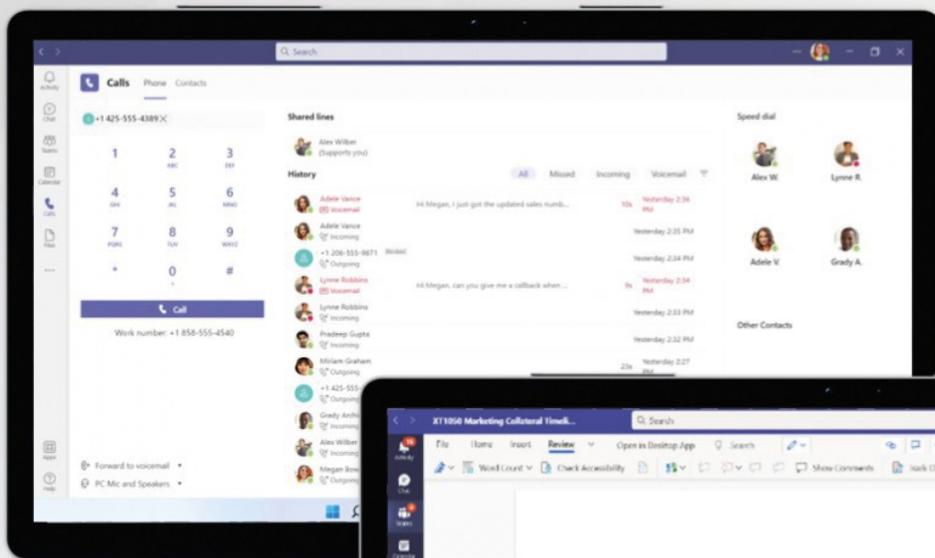
Secure, reliable, and simple to manage

Save time and enjoy peace of mind with a reliable and secure communications solution that is easy to manage

Flexible and Easy to Use

Communicate and collaborate effortlessly from anywhere with intuitive, seamless calling that keeps you in the flow of work

Work Smarter with Calling in the Flow of Work

- Stay connected from any location with voice and video calls through VoIP and PSTN
- Empower teams with context-rich calling experiences fully integrated with Microsoft 365
- Initiate a call where you're actively working like chat, directory, calls tab, or Microsoft 365 contact cards

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Experience Productive Mobility

- Give everyone a single, business-provided phone number to use across computer, mobile, and desk phone
- Uplift calls from mobile to Teams, giving full access to Teams collaboration capabilities
- Protect company and customer information with the same security and compliance policies regardless of where a call starts
- Stay connected on your cellular network and Wi-Fi
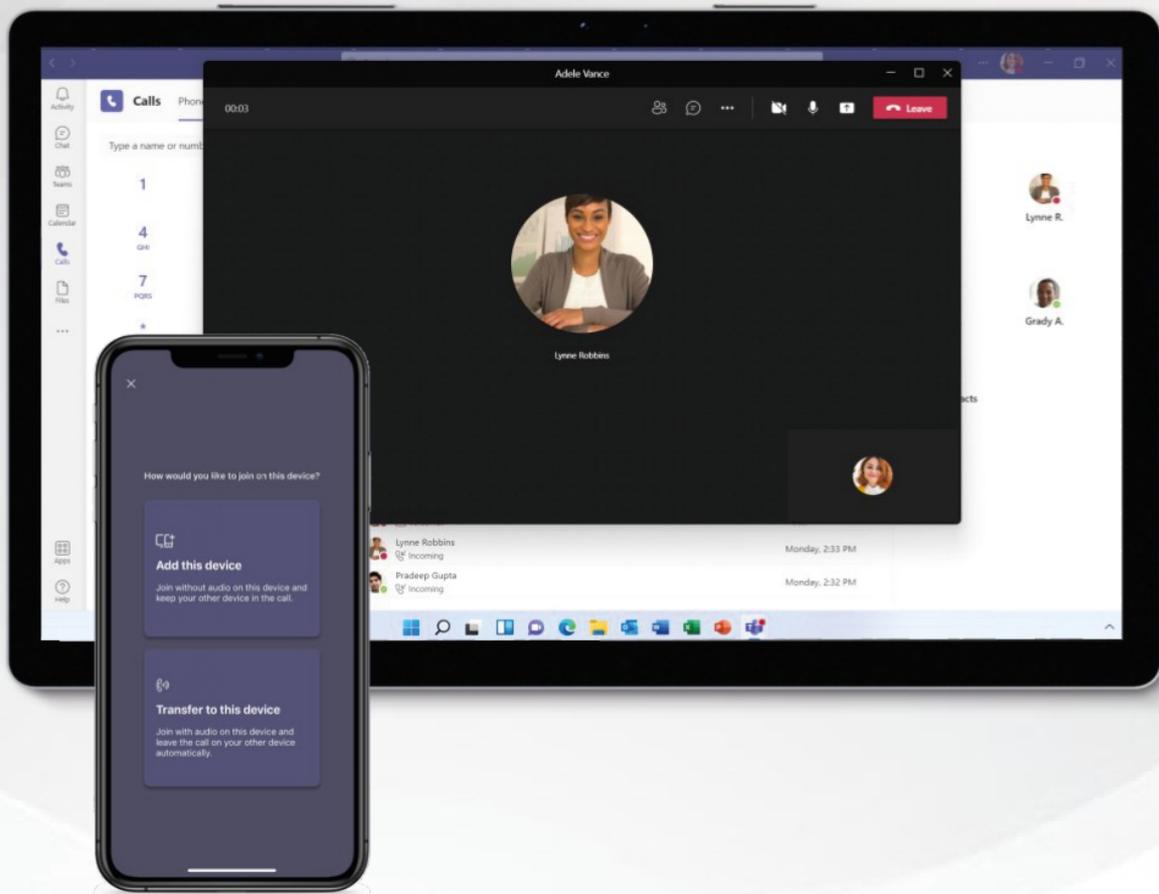
Flexibly Shift Calls Between Devices and Spaces

- Transfer a call without missing a beat with endpoint transfer
- Effortlessly merge or add another person or device to an existing call
- View two devices together during a meeting without conflict with companion experiences
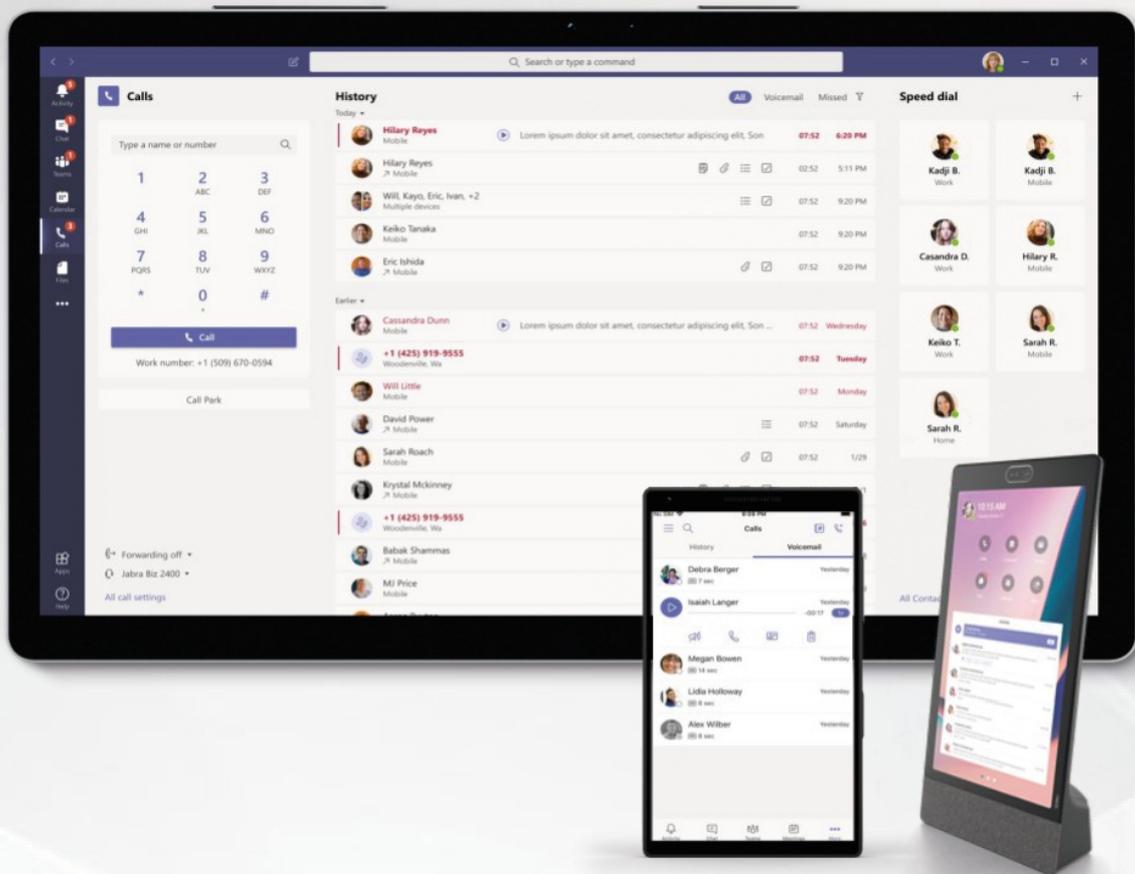
Enjoy Consistent Calling Experiences Across Devices

- Choose from Teams-certified device options to suit varying needs and budgets
- Get a familiar calling experience, no matter what device you're using
- Easily start a call from any available workspace with Teams displays
- Enable your front line to make and receive calls with common area phones in shared spaces

![TATA Tele Business Services | DO B1g]

Intelligent and Connected

Create meaningful engagements using intelligent capabilities that connect your business, increase productivity, and save employees' time
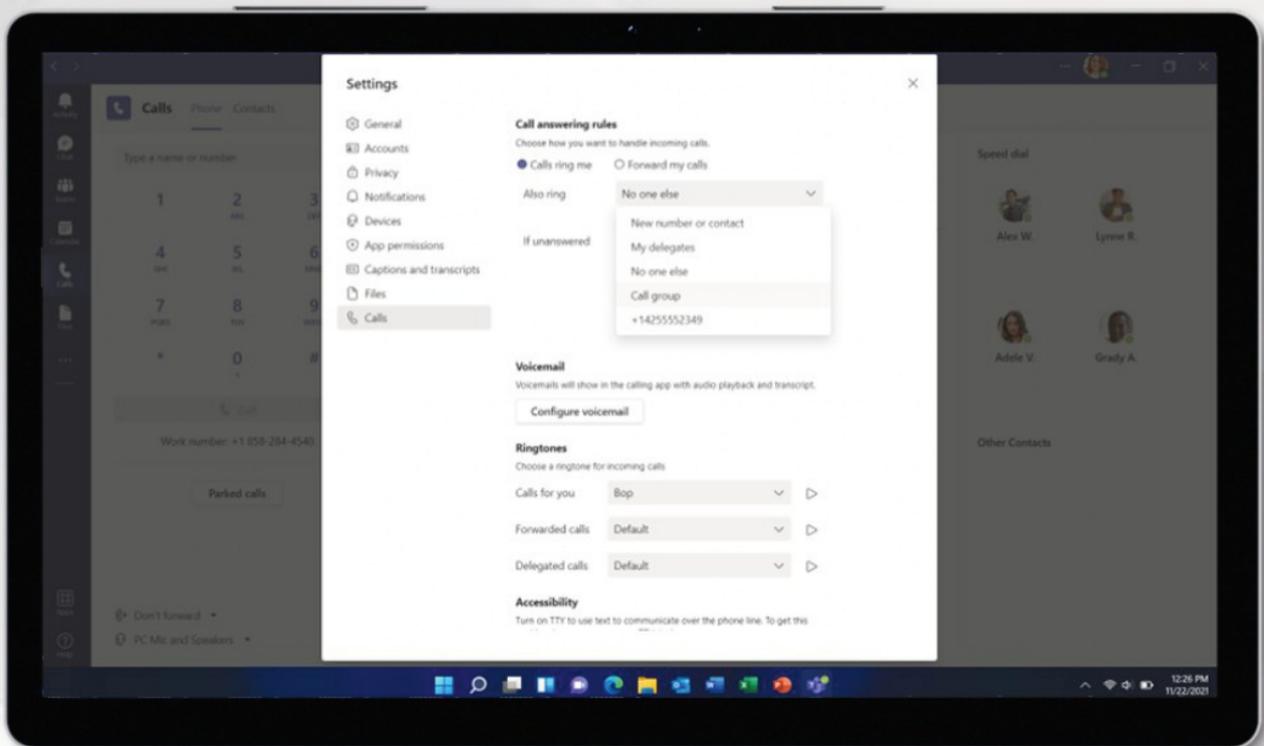
# Work Efficiently as a Team

- Manage calls collaboratively with group call pickup and consultative transfers
- Enable others to make and answer calls on your behalf with call delegation and shared line appearance
- Personalize your call forwarding options, simultaneous ring functions, and busy-on-busy settings so you don't miss a beat
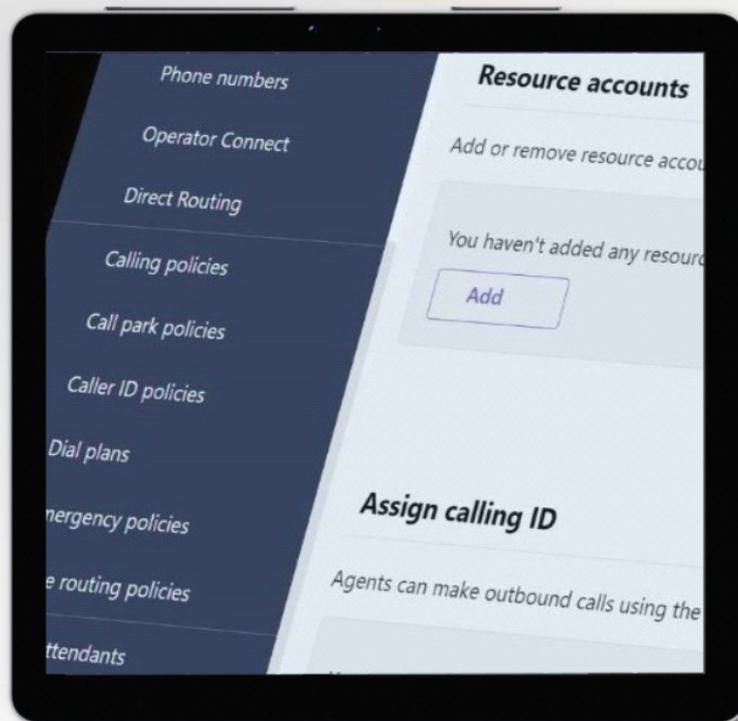
Route Customer Calls with Collaborative Calling Capabilities

- Auto attendants
    - Set up menu options to route calls based on caller's choices
    - Custom audio greeting message or built-in text-to-speech functionality
- Call queues
    - Connect callers to the right group of agents in your organization
    - Customizable settings such as music on hold, call overflow, timeout options, and shared voicemail
- Voice enabled channels
    - Connect a call queue to a channel in Teams
    - Collaborate and share information within the channel while taking calls in the queue
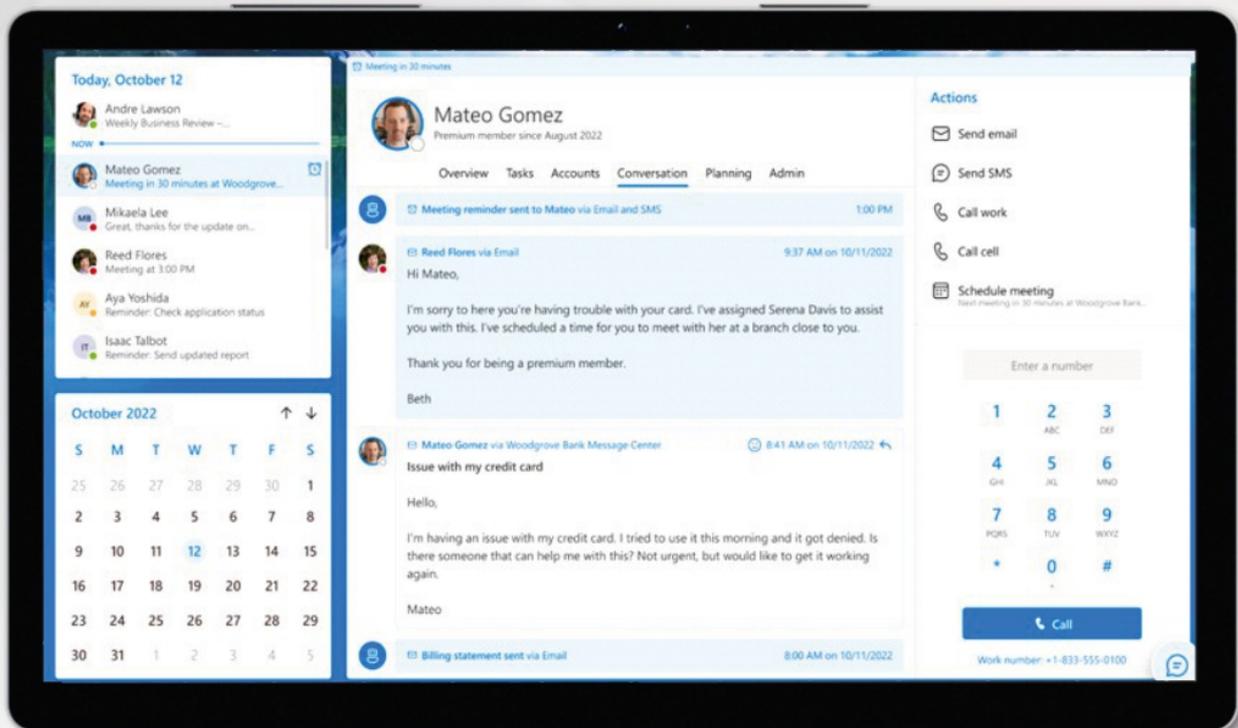
Build Rich Custom App Experiences

- Streamline voice, video and chat through your custom app
- Bring collaboration into business applications
- Enhance customer and employee communication experience with custom flows
- Adapt to new industry-specific collaborative applications
- Integrate Teams into a single communication platform tailor-fit to your needs

Secure, Reliable and Simple to Manage

Save time and enjoy peace of mind with a reliable and secure communications solution that is easy to manage
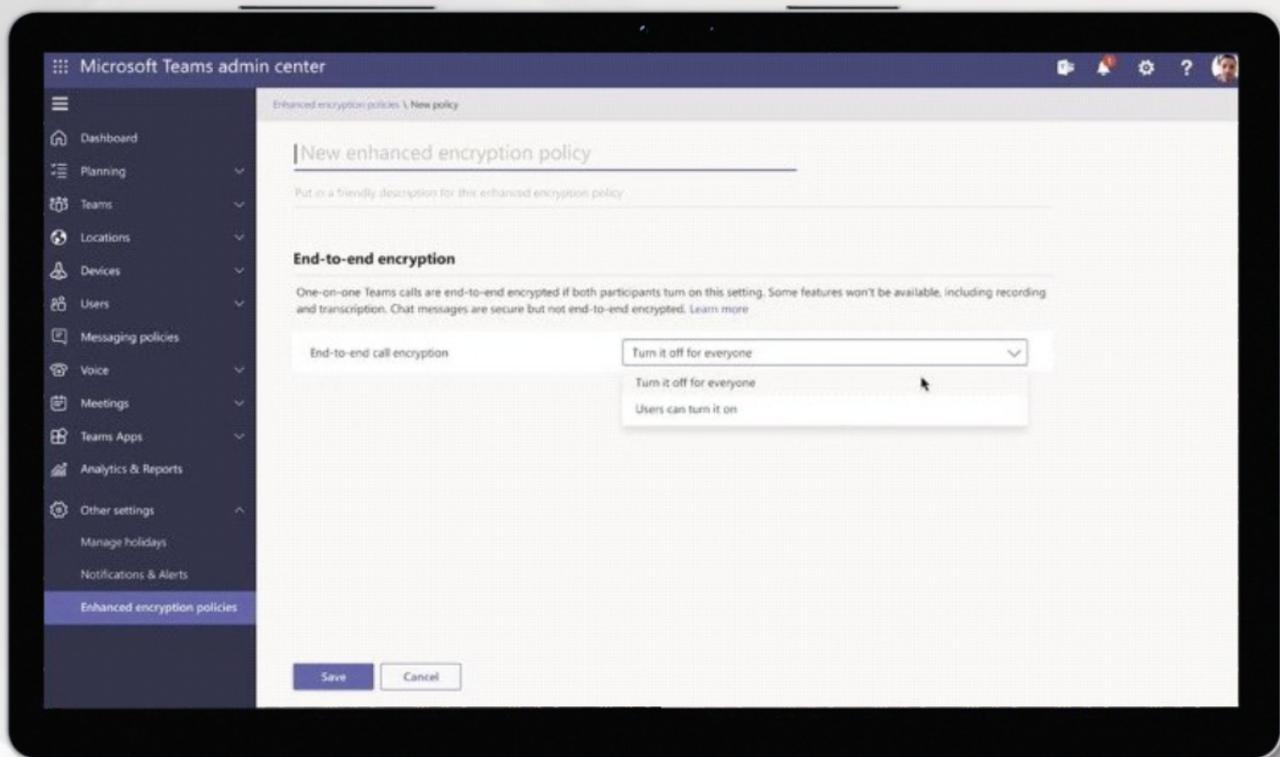
Secure your Most Sensitive Communications

- Ensure no other party, including Microsoft, has access to the decrypted conversation when end-to-end encryption is enabled for your 1:1 VoIP calls

- Protect your workforce from spam and unwanted distractions with automatic spam detection and call blocking

- Support compliance and governance requirements with retention policies, eDiscovery and audit logs that help you manage and monitor call records and activities.
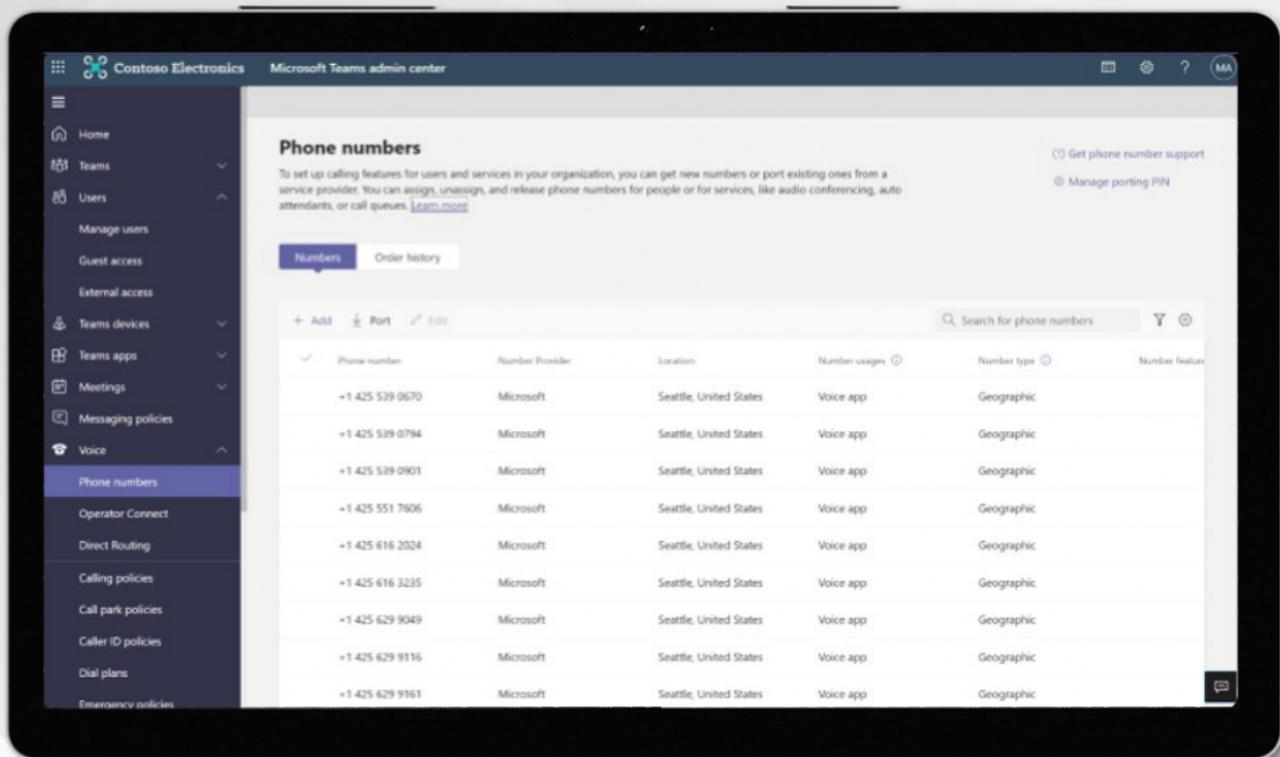
Simplify Management with a
Single Admin Console

- Easily assign numbers and policies, and provision devices at scale from the Teams admin center
- Accelerate speed of enablement and cut administration costs with streamlined management
- Get started in minutes without an on-premises PBX to install or manage
- Deliver experiences you can trust in a solution built on the Microsoft Cloud to deliver consistent, connected support across channels

Use Cases for Various End User Personas

Practical scenarios to illustrate how you can leverage the product to address real-world problems and meet specific needs

End User Personas

1 Executive

Challenges: Interruptions; Staying connected across all devices; Versatile.

Needs: Call context flexibility within automated systems or customer requests via email and/or web portals; Simple communication with Frontline Workers; Call context flexibility across Microsoft 365 applications; Seamless transfer across devices.

Works with: Customers and Internal employees.

Location: Office, mobile, hybrid and remote

2 Exec Admin

Challenges: Versatile, not always at desk; needs to manage multiple calls at once; supports multiple executives

Needs: Ability to handle multiple communications across all modalities; Simplified call mgmt. on behalf of executive*, including voicemail; seamless transfer across devices

Works with: 1+ executive

Location: Office, mobile, hybrid, and remote

3 Receptionist

Challenges: Versatile; not always at desk; needs to manage multiple calls at once; visitor experience and oversight

Needs: Ability to handle multiple communication across all modalities; simplify ability to manage multiple calls at once

Works with: Customers, visitors and internal employees

Location: Office, mobile, hybrid, and remote

4 Backoffice Information Worker

Challenges: Interruptions; staying connected across all devices; versatile

Needs: Call context flexibility within defined workflows (CRM, ERP, orders, help desks, scheduling, logistics, etc); call context flexibility across MS 365 applications; seamless transfer across devices

Works with: Internal employees

Location: Office, mobile, hybrid, and remote

Teams Phone Features	• Rich Call History	• Music on Hold (MoH)	• Basic Calling (hold/retrieve/blind & consultative transfer/forward)
	• Call Park	• *Delegation/Shared Line	• User Managed Settings: Call Forwarding/Simul-ring/Voicemail
	• Speed Dial	• *Quite Hours (Mobile)	

End User Personas

5 Customer Facing Information Worker

Challenges: Interruptions; Staying connected across all devices; Versatile.

Needs: Call context flexibility within automated systems or customer requests via email and/or web portals; Simple communication with Frontline Workers; Call context flexibility across Microsoft 365 applications; Seamless transfer across devices

Works with: Customers and internal employees.

Location: Office, mobile, hybrid and remote

6 Mobile Worker

Challenges: Staying connected across all devices; Hard to reach; Staying connected with corporate and other employees

Needs: Direct interaction with customers via mobile device; Single phone number reach via mobile for customer contact interaction; Call context flexibility across Microsoft 365 applications

Works with: Customers and internal employees

Location: Office, mobile, hybrid, and remote

7 Frontline (Deskless) Worker

Challenges: Dispersed; Hard to reach; Staying connected with corporate; Limited communication tools; No assigned workspace; Versatile.

Needs: Staying connected; Mobile-first; Call context flexibility supporting customer in-person communications (retail, manufacturing floors); Support hands-free, heads-up and push-to-talk;

Works with: Customers and internal employees

Location: Office and mobile

8 Customer Care Agent

Challenges: Call Queue visibility; Staying connected across all devices; Call volume; Effective handling of calls (e.g. routing, etc.)

Needs: Call context flexibility within Call Queues via advanced contact center software; Primarily managing incoming calls with little to no outbound; Seamless transfer across devices.

Works with: Customers and Internal employees

Location: Office, hybrid and remote

| Teams Phone Features | • Rich Call History | • Music on Hold (MoH) | • Basic Calling (hold/retrieve/blind & consultative transfer/forward) |
| | • Call Park | • Speed Dial | • User Managed Settings: Call Forwarding/Simul-ring/Voicemail |

Use Cases

ED-TECH

Virtual Mentors and Counsellors - Empower students in their educational journey by providing virtual mentors and counsellors.

BFSI

Virtual Relationship Manager - Enhance customer experience by providing virtual relationship managers.

INSURANCE

Lead Conversion, Premium Reminders - Improve lead conversion rates and customer retention by enabling timely and personalised communication.

IT/ITeS

Client Management - Streamline client interactions and project management to facilitate seamless communication, collaboration.

Why Choose TTBS?

Enterprise Grade Services	Data Security and Privacy
Trusted Partner for all ICT Services	Dedicated Relationship Manager
Single Portal to Manage your Account	24/7 Service Support
Cost Effective Solutions	Enhanced Customer Experience

FAQs

1. **What is Smartflo UCaaS?**
   Smartflo UCaaS stands for Unified Communications as a Service, which is a cloud-based communication solution that integrates various communication tools and applications into a unified platform.

2. **What are the key benefits of Smartflo UCaaS?**
   Smartflo UCaaS offers benefits such as cost savings, enhanced collaboration, scalability, mobility support, improved customer service, simplified management, integration capabilities, access to advanced features, and global reach.

3. **How does Smartflo UCaaS support remote work?**
   Smartflo UCaaS enables remote work by providing seamless communication and collaboration tools that allow employees to connect and work from anywhere, using their preferred devices over VPN. This option is for OSPs only.

4. **What happens during a service disruption or outage?**
   Smartflo UCaaS providers typically have built-in redundancy and disaster recovery measures. In the event of a disruption, calls can be automatically rerouted to alternative devices or locations to ensure uninterrupted communication.

5. **Is Smartflo UCaaS suitable for small businesses?**
   Smartflo UCaaS is suitable for businesses of all sizes, including small businesses. It offers cost-effective communication solutions and the flexibility to scale as the business grows.

6. **How secure is Smartflo UCaaS?**
   Smartflo UCaaS providers prioritize security and employ measures such as encryption, access controls, and regular security updates to protect sensitive data and ensure privacy.

7. **How does Smartflo UCaaS support global communication?**
   Smartflo UCaaS facilitates global communication through features like PSTN numbers, international dialing, and collaboration tools that connect teams across different geographical locations.

8. **Which UCaaS platforms does TTBS support?**
   We currently support Microsoft Teams. More platforms to be added soon.

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