

The Building Blocks of Business Communications

Learn How Vonage Fusion Can Help You Create
a Business Communications Foundation



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Introduction

Since the 1800s, children around the world have played with colorful wooden blocks, creating unique structures, learning the importance of a solid foundation and how things fit together.

Now it's time for you to unleash your own inner child – or, more accurately, your inner business communications solution builder.



CHAPTER 1:

How Enterprises Can Build a Tailored Communications Foundation

How can you build a strong business communications foundation for your enterprise – a foundation that's built to last and that can withstand whatever the world might throw at it?

With the right building blocks tailored to your needs.

For enterprises looking to build a strong foundation of business communications, that usually begins with a contact center. Vonage Contact Center (VCC) enhances the agent experience, which helps them deliver an all-around better customer experience.

Integration with top CRMs like Salesforce takes the customer experience to another level, arming agents with tools like click-to-dial or auto-dial they can use from within the CRM to generate better service and more sales.

But to create the ultimate experience for customers and employees, you need more – you need to layer in a feature-rich, easy-to-deploy unified communications solution like Vonage Business Communications (VBC) that enables superior collaboration and productivity. The result? Happy employees, happy customers, and a happy business.

Vonage Fusion offers the contact center and unified communications building blocks that enterprises can use to establish a solid, long-lasting communications foundation in the cloud. It's that easy to get your employee and customer communications in perfect harmony.

Let's take a closer look at some of the building blocks that are most relevant for mid-size and enterprise businesses.



CHAPTER 2:

The Building Blocks That Matter

Industry-leading technology

You want the best of the best. Vonage offers a contact center solution that analysts love built on the world's most flexible business communications platform.

Deep CRM integrations

You can leverage key customer data and insights, empowering your team to deliver personalized connections across every channel, with our valuable contact center integrations into top CRMs like Salesforce.

Integrations with productivity tools

Wouldn't it be great to optimize every customer engagement by collaborating with experts throughout the enterprise to resolve tough questions or issues? Our seamless integrations with productivity tools like Microsoft Teams make it possible.

The ultimate contact center

Choose from an array of established and reliable features – like AI virtual assistants, dynamic call routing, auto dialing, and more – that fuel Vonage Contact Center's superior performance.

All-in-one cloud collaboration

You get a one-stop-shop for calling, messaging, and video conference needs with Vonage, empowering your employees to work together efficiently and deliver a superior customer experience.

Complementary solutions

Our Contact Center and Unified Communications solutions play well together, enabling a high level of communication and connection for employees and customers.

Common platform, consistent performance

A single CCaaS and UCaaS platform sets the stage for consistent uptime reliability, redundancy and compliance. When you can worry less about keeping communications tools up and running, you can focus on other parts of business operations.

CHAPTER 3:

VCC: The Cornerstone of Your Communications Foundation

Vonage Contact Center is a proven performer for enterprises, boosting the agent experience – which, in turn, turbocharges the customer experience.

A huge reason for that is VCC's deep, seamless, ready-to-go integration with leading CRMs, like Salesforce and Service Cloud Voice (we have a 4.9 rating on the AppExchange with over 800 reviews), Microsoft Dynamics, Zendesk, and ServiceNow – the customer-service tools your agents live in every day.

As a result of these integrations, agents can easily call using click-to-dial or auto-dial from within the CRM, auto-log calls and recordings, receive screen pops of latest customer information, and more. And by boosting the agent experience, you help them deliver a stellar customer experience – which is good news for your bottom line.

VCC also integrates tightly with productivity tools like Microsoft Teams, an awesome option for communication and collaboration. With Microsoft Teams, your agents and employees, whether remote or hybrid, can come together in one place for group chats or one-on-one messages, jump into a video conference, or co-author shared documents in real time, allowing them to solve customer problems faster.

Integrations are hugely important to how your agents work and how your customers are treated. Now let's look with a little more detail at what goes into some of the other building blocks specific to a contact center for a mid-size enterprise.

- **AI:** Handle straightforward calls and even suggest next-best actions – freeing up agents for more interesting, complex, and rewarding work.
- **Dynamic routing:** Direct incoming voice and digital/AI channels based on anything known about a customer in the CRM. This level of personalization helps connect customers with the right agent to resolve their issue.
- **Omnichannel:** Route interactions across voice, video, AI-powered tools, and more, using the same business logic to provide more consistent CX. This gives both agents and customers the flexibility to communicate how, where, and when they want.
- **Peak performance:** Increase call pickup rates by automatically displaying a local number, and even save time using voicemail drop.
- **Insights:** Monitor contact center performance with analytics via real-time dashboards and historical reports.

This is just part of our mission to accelerate the connections that matter to businesses like yours. We do this by building personalized and seamless conversations, connections, and engagement experiences for your employees and customers.

Which takes us to...

CHAPTER 4:

Adding VBC Into Your Communications Blueprint

A contact center can go a long way toward delivering a customer experience that builds loyalty and drives revenue.

But layering Vonage Business Communications (VBC) building blocks into your communications foundation only makes it stronger, better equipped to solve customers problems faster through increased collaboration across the organization and a reliable cloud business phone system.

Using our industry-leading capabilities, you'll enjoy an amazing business communications experience. Your employees will be equipped with proven collaboration tools that allow them to be more productive and deliver a top-notch customer experience.

Vonage Business Communications allows employees to communicate with each other and with customers — virtually anywhere, anytime, while leveraging the same communication capabilities across popular CRMs (e.g., Salesforce) and productivity apps (e.g., Microsoft Teams) the team is already using. VBC activates conversations across voice calls, emails, video conferences, and more — all from a single app on any internet-connected device. Boost communication and collaboration to enhance experiences for employees and customers worldwide.



Don't Just Take Our Word for It

Vonage is committed to providing trusted, industry-leading solutions that make contact center and business communications more flexible, intelligent, and personal to give enterprises a competitive edge. Here's what some industry leaders have to say about Vonage.

Awards & Recognition

Vonage has been named a Leader in the Aragon Research Globe for Conversational AI in the Intelligent Contact Center for 2023. The Aragon Research Globe™ for Conversational AI in the ICC covers 14 providers that are including conversational AI technology within their intelligent contact center offerings or providing solutions focused exclusively for the ICC. This Globe focuses on the set of companies that are either major established players in this space or that are demonstrating innovation in this market.

The 2023 Gartner® Magic Quadrant™ for CPaaS positions Vonage in the Leaders Quadrant for Ability to Execute and Completeness of Vision, making Vonage one of only two vendors recognized in all three Magic Quadrant reports – CPaaS, UCaaS, and CCaaS – in the cloud communications space. This recognition is based on our ability to provide you with the tools to boost your business efficiency and customer engagement.

Frost & Sullivan recognized Vonage as Leader in Growth and Innovation in the 2022 CPaaS Radar. For the third year in a row, Vonage has been recognized as a leader in growth and innovation in the latest Frost & Sullivan Radar for the Communications Platform as a Service (CPaaS) industry.

Customer Testimonials

"The Vonage Business Communications and Vonage Contact Center solutions have integrated advanced CRM-related functionality into the Axio Acceleration Platform in a way that empowers our salespeople to work smartly and efficiently."

- Rick Baff
Chief Information Officer
Axio Financial

[Read the customer story](#)

"With VBC, VCC and Salesforce Service Cloud Voice all working together for us, our team has access to a dynamic dashboard to see what is happening with each customer. When a call comes in, we know exactly who that person is, so we can pull up their data before even saying hello and we feel like we are one step ahead. The platform gives us control about what we want to see all in one place."

- Tara Armbruster
Customer Service Centre Manager
Southern Cross Credit Union

[Read the customer story](#)



CHAPTER 6:

Building a Future-Proof Communication Foundation

Our contact center solution, VCC, and our unified communications solution, VBC, are part of the Vonage Communications Platform (VCP). With the Vonage Communications Platform, customers can benefit from an elevated quality of service, less dropped calls, and 99.999%* uptime reliability. But unified communications and contact center aren't the whole story. Our Communications APIs help developers reach and engage customers across messaging, video, voice, and more — for example, APIs can be used to augment both VBC and VCC.

Best of all, this comes from a single vendor

Vonage gives access to two of the most industry acclaimed unified communications and contact center solutions that work powerfully together in perfect harmony.

*The 99.999% claim is based on Vonage's average uptime and/or availability.

Recapping the Benefits

Let's recap some of the benefits that the right building blocks can bring to your business.

- Take advantage of a full suite of unified tools (voice, messaging, video, meetings, CC, and more) from a single provider.
- Enable agents to call using click-to-dial or auto-dial from within a CRM, easily find available experts throughout the enterprise, and use voice, chat, and video to drive better First Contact Resolution and Customer Satisfaction.
- Allow teams to work and collaborate fully from anywhere, boosting productivity regardless of location.
- Leverage AI for self-service, dynamic routing, agent assist during a call, speech analytics, and more.
- Painlessly move your UC and CC to the cloud, helping to rapidly meet changing business needs.
- Easily add more licenses as your business grows, and also layer on capabilities such as AI and speech analytics as needed.
- Rely on a team of trusted security, privacy, and regulatory experts that work to provide security and compliance worldwide across the tech stack, including GDPR, ISO 27001, Soc 2, HIPAA, PCI DSS, etc.
- You get single-vendor cloud-based UC+CC solutions that ease admin, support, integration, and upgrade burdens.



Time to Get Started With Vonage Fusion

Vonage Fusion provides access to complementary, industry-leading contact center and unified communications solutions that are deeply integrated with the top CRMs and productivity tools. This enables your business to stay better connected and communicate seamlessly with both customers and peers.

Explore how integrating contact center and unified communications solutions can help your business. Visit us online to learn more.



Getting
Started

Visit us [online](#) to learn more or to schedule a call with a Vonage expert.