

# Why everyone benefits when you pair RingCentral with Microsoft Teams

RingCentral's seamless integration with Microsoft Teams optimizes your communication and collaboration tech stack, and empowers your people to succeed.



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# Why do you need RingCentral with Teams?

Many organizations use Microsoft Teams for communication and collaboration, and it's no surprise. Teams' availability as part of Microsoft 365, coupled with the ubiquity of that suite, makes it an easy and seemingly inexpensive option.

As a standalone platform, Microsoft Teams is a popular internal collaboration tool. However, questions have been raised around Teams' ability to support external collaboration, with its phone capabilities a particular source of disappointment.

According to a [Cavell Group Microsoft Teams Enterprise Insight Report in 2023](#), about 85% of organizations who use Teams employ a third-party communications solution to replace the limited Microsoft Phone System.

If you want to transform Teams from an internal messaging and video meeting app into a comprehensive communications platform, you'll need to integrate it with a broader and more advanced solution. Ideally, this would be an intuitive, cloud-based, AI-rich communications platform that seamlessly integrates with Teams and the rest of your technology stack to make life easier for everyone in your organization.

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Let's take a look at how everyone benefits when you pair RingCentral communication with Teams.

# RingCentral & Microsoft Teams: Better Together

What RingCentral adds for everyone working on Microsoft Teams:



## Data Security

RingCentral employs rigorous security practices to keep employee and customer data private and secured.

## Always-on Reliability

RingCentral promises less than 6 minutes of downtime every year and has delivered with 20 straight quarters of 99.999% reliability. That's in contrast with Teams, which is notorious for its hours-long outages.

## Ease of Use

RingCentral is intuitive, easy to use, and integrates directly into the Teams interface that you already know, so you can make calls and access critical telephony features without having to learn a brand new tool.

## Flexible Solutions

RingCentral has flexible deployment options that work for every business. Choose between the embedded app, that integrates advanced telephony into Teams, or Direct Routing, that enables you to use Teams native dialer to make and receive calls while RingCentral works behind the scenes.

## Embedded App

RingCentral's embedded app for Microsoft Teams empowers organizations to integrate RingCentral's highly reliable, advanced telephony into Microsoft Teams. The embedded app doesn't require an E5 or Teams phone license, helping to maximize ROI.

## Integrations

RingCentral offers the broadest and deepest set of pre-built third-party providers to plug into your phone system: Salesforce, Hubspot, Zoho, Google Chrome, and 330+ more.

## Capabilities For Everyone

RingCentral has the phone capabilities you need for everyone in your organization, including CRM integrations for sales, heads-up display for executive assistants, and reporting and analytics for IT.

## Business Analytics

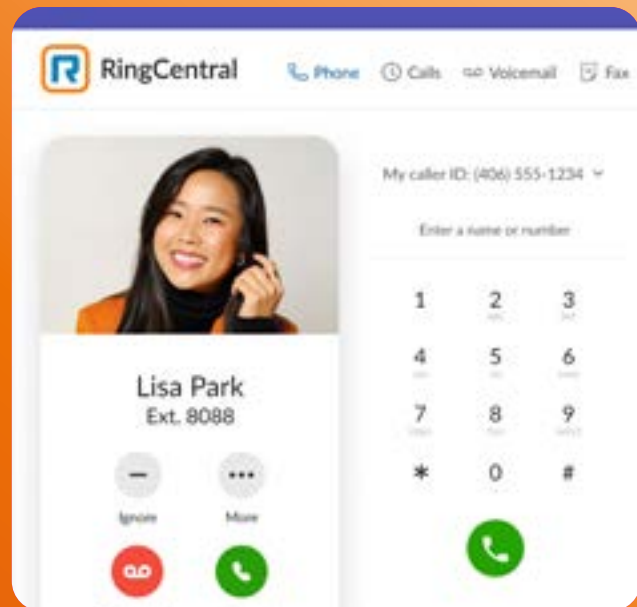
Line-of-business analytics give department leaders the insights they need to make data-driven decisions to increase revenue, decrease costs, and improve customer satisfaction.

## IT Analytics

RingCentral's IT analytics gives insights into quality of service, proactively identifies potential challenges, and helps remediate user issues faster.

Now that we're familiar with the high-level benefits for organizations pairing RingCentral with Microsoft Teams, the next step is understanding how this tech tandem makes day-to-day life easier for different teams in different ways.

Let's take a closer look at some additional role-specific features and benefits.



# For the Sales Team

Let your sales team focus on revenue and relationships by making work easier with RingCentral's market-leading functionality.

## CRM Integrations

### Problem

Sales reps spend more than 10% of their time in after-call administration processes, which takes them away from building and closing deals. With no CRM integration, sales reps are bogged down with manual app toggling, making their work more susceptible to human error.

### Solution

RingCentral's integration into your CRM means that administration tasks are taken care of automatically, allowing your rep to get back to closing deals much quicker. Say goodbye to manual activity entry.

## Mobility

### Problem

Sales agents need to be mobile—visiting customers, prospects and partners to build and maintain relationships. They don't want to look unprofessional by calling prospects from their personal cell phone. They need the flexibility and mobility of a modern communications platform.

### Solution

Call Flip prevents having to cut your conversation short when leaving the office or running out of battery in the middle of a call. Sellers can make calls powered by RingCentral from the Microsoft Teams app, on any device, using the same business number they've always used.

## SMS and Fax

### **Problem**

88% of customers want to use SMS for order-related issues. Microsoft Teams users don't have that option. Regulated industries remain dependent on fax for external collaboration. Microsoft Teams doesn't offer that option either. How are you supposed to meet customer expectations and compliance obligations without this facility?

### **Solution**

RingCentral lets you send and receive SMS messages and internet faxes from anywhere using your computer, tablet, or smartphone. No fax machine or separate plugin required.

## Features and Benefits:

### **CRM Integrations**

In addition to seamless integration with Microsoft Teams, RingCentral's cloud-based, AI-first communication platform works flawlessly with the most trusted and popular CRM platforms:

- **Salesforce**
- **Microsoft Dynamics 365**
- **Zendesk**
- **HubSpot CRM**
- **Zoho CRM**
- **SugarCRM**
- **ConnectWise PSA (formerly ConnectWise Manage)**
- **ServiceNow**
- **Bullhorn**
- **Insightly**

### **Call Flip**

Call Flip ensures that you'll never have to cut your conversation short when leaving the office or running out of battery in the middle of a call. Just transfer the call seamlessly between your smartphone, desk and home phone—no more “call you right back” interruptions.

### **Online Fax Service**

Send and receive internet faxes from anywhere using your computer, tablet, or smartphone. No fax machine required.

“What really made the difference for us was that we could finally consolidate all of our communication solutions...audio conferencing, video calls, fax, phone...into one platform that enabled our colleagues to work from anywhere. Even if our Microsoft Teams environment goes down, colleagues can easily switch to the RingCentral apps on their company-issued laptops or mobile devices.”

- Jonathan Freedman, Chief Information Security and Technology Officer, Howard Kennedy



# For the Executive Assistants

Executive assistants keep you and your leadership team informed and on schedule. RingCentral empowers them to keep the need-to-knows up to the minute and by giving them a level of visibility that makes it easier to screen, sort, and prioritize who gets through.

## Heads-up Display

### Problem

Executive assistants (EAs) spend a lot of time juggling incoming calls for the staff they support. It takes time to manually check availability with an executive before connecting the call. If only there was an automatic function that instantly shows the EA which extensions are available to transfer calls to.

### Solution

RingCentral's heads-up display (HUD) provides a more convenient interface for receiving incoming calls and managing your extensions' presence. This feature allows EAs to view colleagues' real-time availability, manage multiple incoming calls, answer and transfer an incoming call, add users to a current call, chat with a colleague directly, or, with permission, pick up a call on behalf of colleagues.

## Integrated into Teams and All of Your Devices

### Problem

Screening, routing, and managing calls occupies a significant part of the workday for receptionists and administrative assistants. But that's not all they do—like most colleagues, they need the flexibility to be mobile and work the way they want.

### Solution

RingCentral integrates into the Teams app, your deskphone, and your mobile device. It empowers receptionists and admin assistants to work the way they want—such as enabling them to flip calls between devices when they're on the go.

## Presence Sync

### **Problem**

When an executive is busy on a RingCentral phone call, their availability should be shown as “busy” not only on RingCentral, but also on Teams. Similarly, when that executive is busy on a Teams video meeting, they should appear as “busy” on both apps, so they can’t, for example, be interrupted by a phone call on the RingCentral app.

### **Solution**

Presence sync ensures receptionists and executive assistants get an accurate, real-time view of all their executives’ and colleagues’ presence, simplifying their administration tasks.

## Features and Benefits:

### **Heads-Up Display**

RingCentral’s heads-up display (HUD) improves call management by providing a more convenient interface for receiving incoming calls and managing your extensions’ presence from RingCentral. This feature allows executive assistants to view colleagues’ real-time availability, manage multiple incoming calls, answer and transfer an incoming call, add users to a current call, chat with a colleague directly, or, with permission, pick up a call on behalf of colleagues.

### **Bridge Operator Console**

Bridge Operator Console is designed to improve operator productivity, company call flow, and caller experience. It offers full call control, predictive transfer, related people, messaging, SMS and intercom, and much more. It doesn't require any installation and runs on any modern browser.

### **Call Monitoring**

Call Monitoring gives authorized users the ability to access someone else’s call in real time, with the option to silently monitor, whisper (speak directly to the extension while they are in a call, without transmitting audio to the other party), or barge (join another extension’s in-progress call and communicate with all parties as if you were added via intercom).

**“When our clients call, we prefer they reach a real person, not an automated menu. So we added the Bridge Operator Console, which helps a great deal with intelligent call routing. The app bolts in beautifully with RingCentral and Teams. When our receptionist is speaking with a client and needs to route the call, she’s already in Teams, so she can see everyone’s availability status. Even better, if an employee is out, she can see that person’s out-of-office message, which often has details about the right colleagues to speak with if they’re away.”**

- Simon Bullement, Chief Information Officer, Haysmacintyre

## CHAPTER 4

# For the IT Support Team

Nothing halts productivity or creates more frustration than an unresolved tech or service issue. The quicker your IT support team can diagnose and get employees and customers back online, the better. These tools give you the insight you need to help speed up resolution.

### Analytics

#### Problem

If the IT team wants to get visibility into all Teams interactions, with a report on trends and quality of service insights, it needs the Microsoft PowerBI license – which isn't included with Teams and will incur additional cost.

#### Solution

RingCentral's reporting and analytics tools are integrated into the platform and are part of the RingCentral for Microsoft Teams package. Get insights into call quality, adoption, usage and trends, along with a glut of customer experience data including agent performance, omnichannel interaction, speech analytics, predictive management and first contact resolution.

### Reliability

#### Problem

Teams has a reputation for downtime and outages. Notorious cases occurred in January and June 2023, lasting several hours each time. 60% of digital infrastructure outages cost more than \$100k. When it comes to a single technology vendor, that's not a risk your IT team wants to take.

#### Solution

RingCentral promises less than 6 minutes of downtime every year, and has delivered 20 straight quarters of 99.999% reliability. When Teams goes down, users just switch to RingCentral and continue to make and receive calls via the app on desktop, web, or mobile with no downtime. They can also use the extensive communication and collaboration functionality inherent in RingCentral, such as video conferencing, team messaging, and file sharing.

## Centralized Management

### **Problem**

Most communication vendors that integrate with Microsoft Teams outsource direct routing to a third party. This complicates support and dilutes performance accountability, causing further stress for IT teams. Managing one, two, or more additional applications is going to give IT teams even more of a headache when they're striving for damage limitation in the event of an outage.

### **Solution**

The RingCentral for Microsoft Teams integration includes direct routing. That means RingCentral can provide faster direct support and deliver its famous five nines guaranteed uptime. When the Microsoft Teams app goes down, users access RingCentral through their internet browser and keep working as normal, meaning IT doesn't need to manage accessibility through additional apps.

## Features and Benefits:

### **[Call & Contact Center Analytics](#)**

Whether you have a call center or a contact center, RingCentral's collection of powerful reporting and analytics tools are designed to improve your agents' effectiveness, your operational efficiency and overall quality of your customer care.

Through a combination of speech (call recordings), text, desktop, self-service (chatbot logs), predictive, and omnichannel (digital channel interaction) analytics, RingCentral gives you an in-depth look at how your agents are performing and how your customers are responding.

### **[Data Security & Always-On Reliability](#)**

As a cloud service provider, RingCentral offers several layers of built-in security. These include the physical, infrastructure, host, data, application, and business processes.

Security is implemented via policies and governance practices (people), within the service development and operations processes (process), and the application and infrastructure layers (technology).

RingCentral also promises less than 6 minutes of downtime every year and has delivered 20 straight quarters of 99.999% reliability.

**“Over the past 18 months, the reliability, flexibility, and responsiveness of RingCentral’s unified communications solution has ensured the continuity of our library’s services to our community.”**

- Daniel Lewis, General Manager Digital Operations, Casey Cardinia Libraries

# About RingCentral

RingCentral is a leading global provider of cloud-based business communications and collaboration solutions that seamlessly combine phone, messaging, video meetings, and contact center. RingCentral empowers customers with AI-powered conversation intelligence that unlocks insights from their interaction data to accelerate business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide.



Learn how you can elevate your Microsoft Teams experience with RingCentral's cloud PBX capabilities  
Visit [ringcentral.com](https://ringcentral.com) to learn more

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com).

RingCentral is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide.

**RingCentral**

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