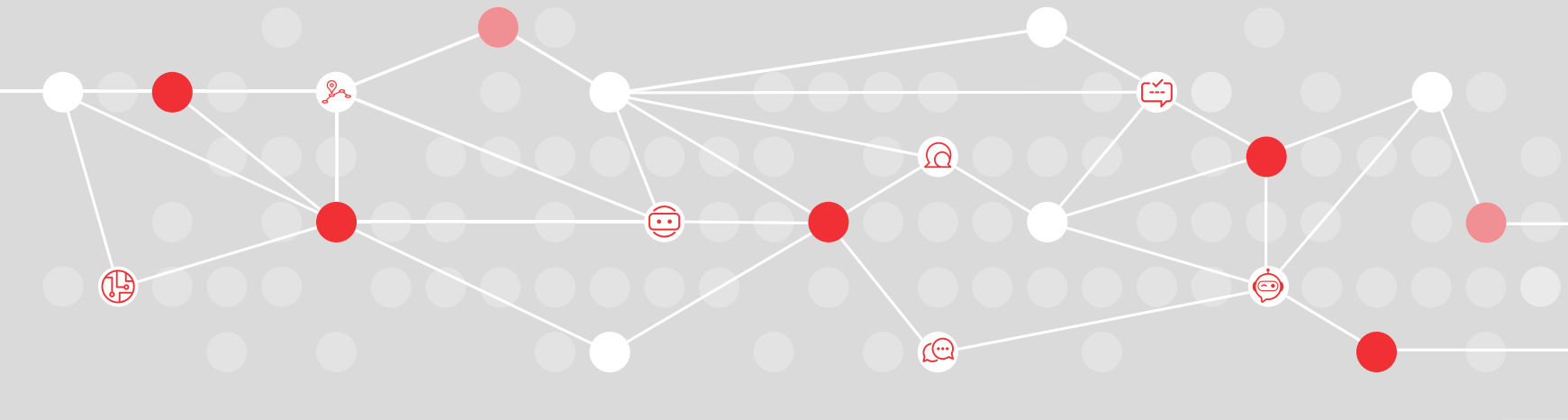# CEQUENS

Simple solutions, deeper connections.

The Ultimate Guide to Modern Phone Communications for Businesses in Saudi Arabia

Microsoft Teams Enterprise Voice

Welcome to the dynamic realm of **CEQUENS**

- where cutting-edge technology meets unwavering reliability on a global scale. We're not just a high-tech company; we're a powerhouse of expertise in artificial intelligence-enabled communications, machine learning, and connectivity tech. As a reliable service provider, we've forged partnerships with world-leading technology developers and mobile carriers, ensuring that our communication services reach far and wide, maximizing their impact and utility. We are the driving force behind communication and engagement solutions that cater to customer-centric businesses worldwide.

Prepare to embark on a journey where innovation, reliability, and global connectivity converge seamlessly.

CEQUENS

www.cequens.com
https://www.cequens.com/blog
Subscribe to our newsletter

We like sharing our insightful musings on the exciting world of intelligent engagement, communication technologies, and the ever-evolving landscape of SaaS, and we make it a habit to do so regularly. This gives you a front-row seat to the latest developments and trends in these dynamic spheres. Keep a lookout for thought-provoking discussions and industry insights that go beyond the ordinary.

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Call Phones Contact

966 55 502 8404

Fahd AbdulAziz
966 55 502 8404

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
+*#	0	⌫

Call

Activity

Chat

Teams

Calendar

Calls

Files

Contoso

Apps

Introduction

Traditional business phone systems, while once the standard, have become increasingly outdated in today's digital age.

Traditional business phone systems, while once the standard, have become increasingly outdated in today's digital age. In an era marked by rapid technological advancement and the rise of remote work, traditional business phone systems are increasingly becoming relics of the past. Once the cornerstone of office communication, these outdated systems are now hindering rather than supporting the operational efficiency and growth objectives of modern businesses. The limitations and inefficiencies inherent in traditional phone systems pose significant challenges that can severely impact a company's productivity, customer satisfaction, and overall competitiveness in an intensely competitive market.

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To address the above challenges, we are introducing

Microsoft Teams Enterprise Voice

A cloud-based phone system for businesses in the **Kingdom of Saudi Arabia.**

Microsoft Teams Enterprise Voice is a flexible solution that caters to business communication needs.

From streamlining patient care to fostering secure collaboration in financial services, we tailor Teams Enterprise Voice to perfectly match your specific workflows.

Enterprise Voice enables businesses to unify communication experiences across geographies.

It is the ideal choice to replace costly hardware with scalable and easy-to-maintain solutions.

01 | Global reach combined with local compliance

02 | Flexible deployment options

03 | Cost-effective and guaranteed ROI

04 | Improved productivity and enhanced customer experience

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Cost-effective

Improved productivity

Enhanced customer experience
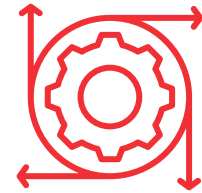
Scalability and flexibility

According to our survey,

88%

of customer service leaders aim to add voice recognition for customer interactions, highlighting readiness to integrate sophisticated AI functionalities that can streamline communication.

Source: The Role of AI in Customer Service Report by CEQUENS and Martech Vibe

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Understanding **Microsoft Teams Enterprise Voice**

The modern workplace thrives on seamless collaboration and clear communication. However, switching between multiple platforms for calls, messaging, and video meetings can be a productivity nightmare.

Additionally, as the workplace shifts to fully remote models, it might be challenging to stay in touch with team members who are spread out across various locations.

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Microsoft Teams Enterprise Voice

empowers businesses by eliminating the need for a clunky, outdated phone system and fostering seamless remote collaboration.

This innovative voice solution turns your existing Microsoft Teams application into a powerful, cloud-based business phone system. This cloud-based solution guarantees crystal-clear calls with premium coverage for both traditional phone lines (PTSN) and mobile numbers (GSM) across Saudi Arabia, no matter where your team is located.

Enterprise Voice
enables your business with:

Global Reach:

Expand your business presence worldwide without breaking the bank. Our cost-effective international communication solutions offer seamless global call coverage, helping you connect with customers and partners across the globe.

01

Reliable Telephony:

Enjoy crystal-clear voice and video communication with our carrier-grade telephony and PSTN integration. Whether you need local SIP trunks or reliable connectivity in KSA, we ensure seamless and high-quality calls every time.

02

IVR Customization:

Personalize the caller experience with customizable IVR scripts and efficient departmental routing. Our IVR solutions are designed to enhance customer satisfaction and streamline your operations.

03

Key features
and capabilities

Businesses today demand dynamic communication solutions to keep up with their operations. Our platform delivers a unique fusion of features designed to streamline workflows, enhance collaboration, and elevate customer experiences. By combining the power of unified communications with advanced call management tools and exceptional audio-visual quality, we offer a solution that caters to the needs of modern business and provide exceptional customer experiences.

CEQUENS

01

02

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04

HD Audio and Video Capabilities

Experiencing crystal-clear audio and lifelike video is essential for effective communication. Our platform delivers exceptional HD audio and video capabilities, ensuring that every interaction is clear, immersive, and professional. Whether it's a one -on-one conversation or a large-scale video conference, our technology provides a seamless and engaging communication experience.

01

02

03 04

Mobile and Desktop Compatibility

Today's workforce demands flexibility. Enterprise Voice system is designed to adapt to the way people work, offering seamless compatibility across mobile and desktop devices. Employees can stay connected and productive from anywhere, whether they're in the office, on the go, or working remotely. This mobility empowers businesses to maintain consistent communication and collaboration across their entire organization.

CEQUENS

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Compliance with Local Regulations

Navigating the complex landscape of telecommunications regulations can be daunting. Our platform is fully compliant with local regulations, such as the CITC guidelines in Saudi Arabia. Businesses can operate with confidence, knowing that their communication systems adhere to all legal requirements. This ensures peace of mind and protects against potential legal and financial risks.

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Scalable Pricing and Flexible Licensing

We understand that businesses come in all shapes and sizes. That's why we offer multiple pricing plans and licensing options to accommodate diverse needs. Whether you're a small startup or a large enterprise, you can find a plan that fits your budget and requirements. Our transparent billing ensures that you always know exactly what you're paying for, providing cost predictability and control.

The voice over internet protocol (VoIP) services market is expected to see **rapid growth in the next few years.**

$151.21 B
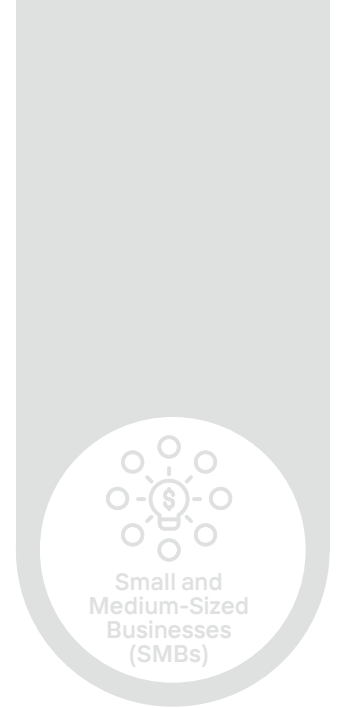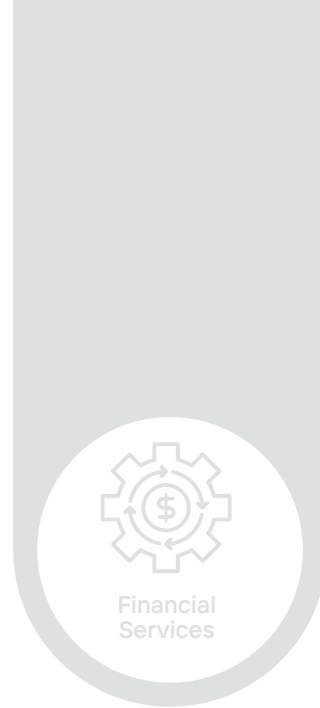**2024**

$236.25 B
2028

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By eliminating the complexities and limitations of traditional phone systems, **MS Teams Enterprise Voice** offers a range of benefits that can significantly impact your bottom line and customer satisfaction.

Use Cases
and Practical Applications

Most industries are undergoing a digital transformation, and communication is at the heart of this change. With the rapid evolution of technology, businesses across various sectors are seeking innovative solutions to enhance operations, improve customer experiences, and drive growth. Our cloud-based phone system powered by Microsoft is designed to meet the unique challenges and opportunities of different industries. Let's explore how it solution can empower businesses in key sectors.

Government & Public Sector

Healthcare

Enterprises

E-commerce

Financial Services

Small and Medium-Sized Businesses (SMBs)
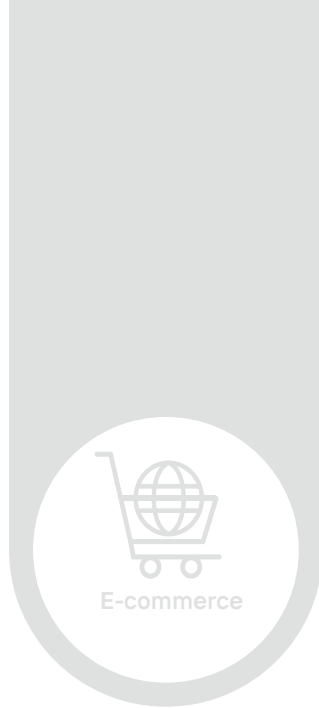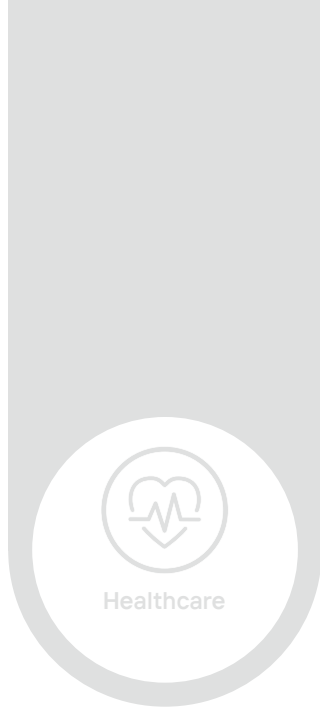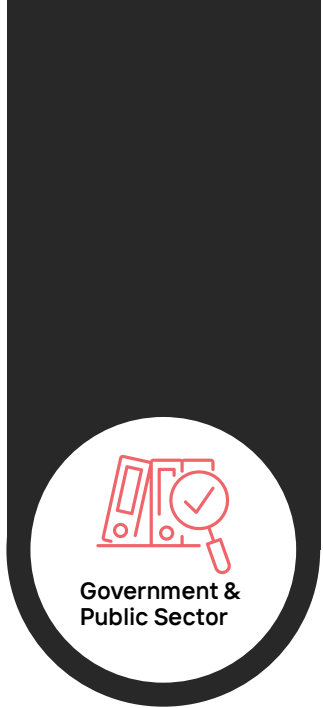
Advanced cloud-based phone systems can significantly enhance government services.

Improved citizen engagement:
Streamlined communication channels, including voice and chat, can foster better citizen interaction.

Enhanced security:
Robust security measures protect sensitive data.

Operational efficiency:
Automated call routing and intelligent call management can optimize workflows.

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Government &
Public Sector

Healthcare

Enterprises

E-commerce

Financial
Services

Small and
Medium-Sized
Businesses
(SMBs)

Cloud-based phone systems offer transformative capabilities for the healthcare industry.

Patient-centric care:
Improved communication between healthcare providers and patients.

Operational efficiency:
Streamlined appointment scheduling and medical records access.

Remote care delivery:
Secure video consultations and telemedicine capabilities.

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Government &
Public Sector

Healthcare

Enterprises

E-commerce

Financial
Services

Small and
Medium-Sized
Businesses
(SMBs)
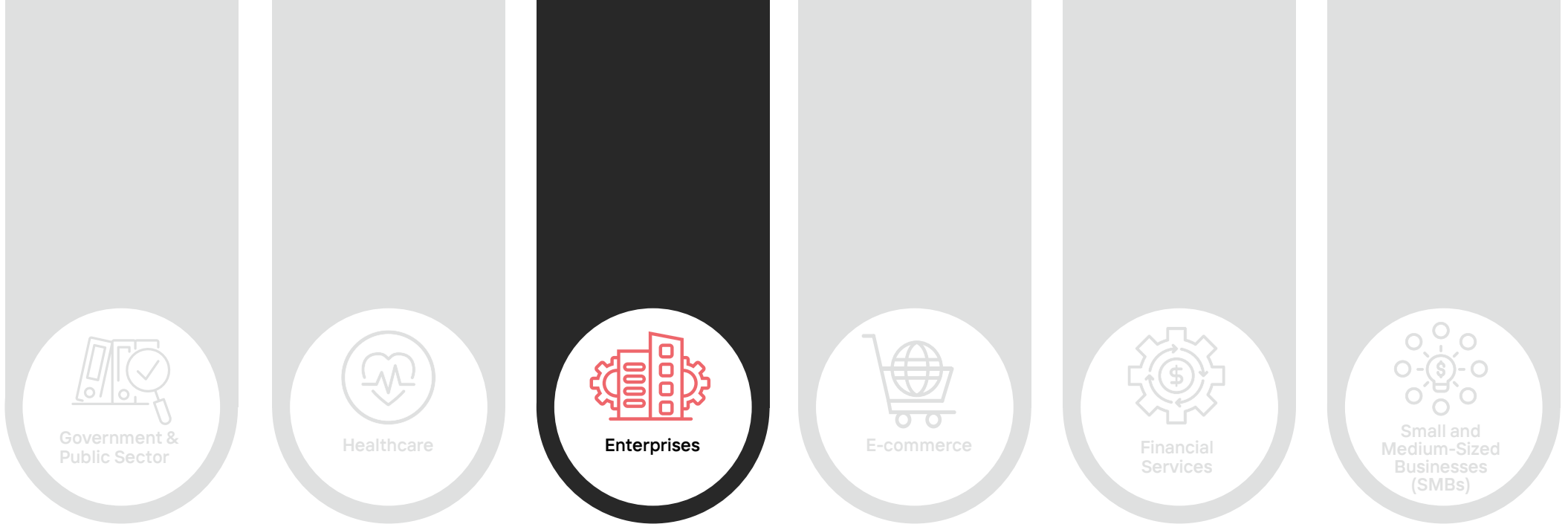
Cloud-based phone systems empower enterprises to optimize their communication infrastructure.

Unified communications:
Integration of voice, video, and messaging into a single platform.

Cost reduction:
Reduced reliance on on-premises equipment and maintenance.

Enhanced collaboration:
Improved teamwork and productivity through seamless communication.

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Government & Public Sector

Healthcare

Enterprises

E-commerce

Financial Services

Small and Medium-Sized Businesses (SMBs)
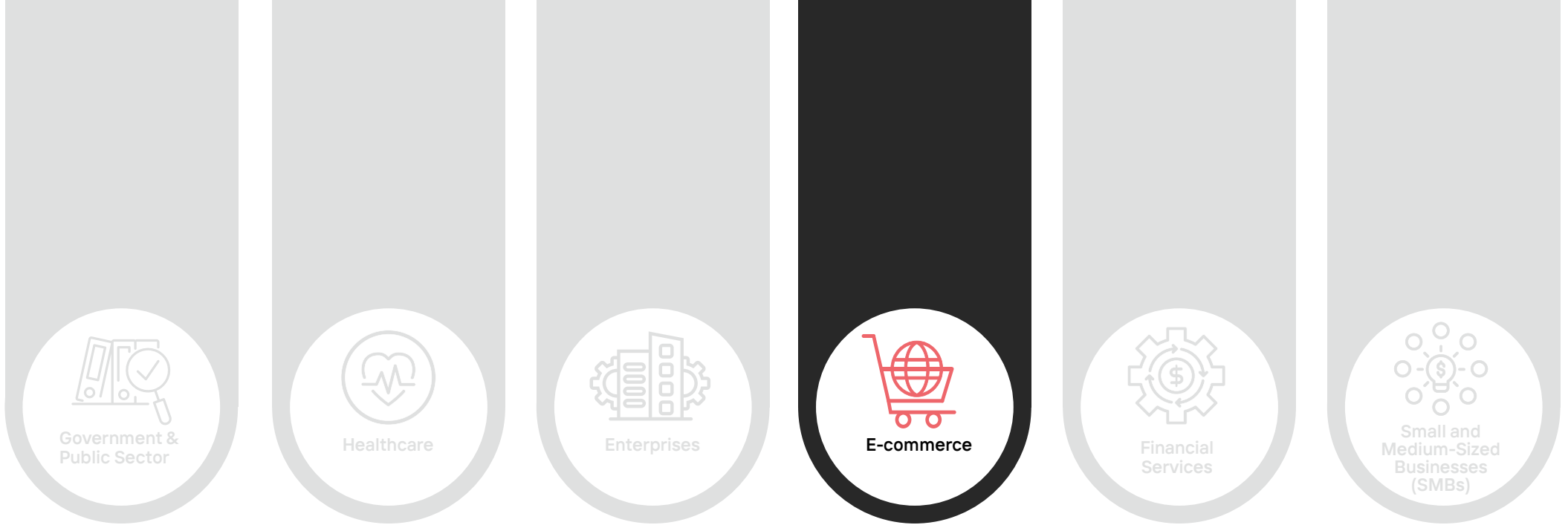
For e-commerce businesses, cloud-based phone systems are essential for delivering exceptional customer experiences.

Omnichannel support:
Integration of voice and chat for consistent customer interactions.

Improved customer satisfaction:
Faster response times and efficient issue resolution.

Increased sales:
Upselling and cross-selling opportunities through personalized interactions.

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Government & Public Sector | Healthcare | Enterprises | E-commerce | Financial Services | Small and Medium-Sized Businesses (SMBs)

The financial services industry can benefit from the security and reliability of cloud-based phone systems.

Secure communications:
Protection of sensitive customer data through encryption and other security measures.

Compliance adherence:
Adherence to industry regulations and standards.

Enhanced customer service:
Improved call handling and customer support through advanced features.

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Government & Public Sector

Healthcare

Enterprises

E-commerce

Financial Services

Small and Medium-Sized Businesses (SMBs)

Cloud-based phone systems offer SMBs scalability, flexibility, and cost-effectiveness.

Remote work enablement:
Support for distributed teams through mobile and desktop applications.

Cost savings:
Reduced telephony expenses and increased operational efficiency.

Scalability:
Ability to adapt to changing business needs without significant investments.

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"This solution delivers a powerful value proposition by replacing legacy systems with a 100% cloud-based solution, cutting both CAPEX and OPEX while boosting operational efficiency. Our SIP trunks minimize maintenance costs, letting businesses focus on growth. Furthermore, scalability is seamless with flexible packages that grow with your needs, and our full integration with Microsoft Teams enhances collaboration across all devices. What is especially noteworthy is that we provide an all-in-one communication platform that unifies voice, video, and messaging, offering premium coverage for both traditional and mobile lines in Saudi Arabia."

Karim Khorshed
CEQUENS CEO and Co-founder

CEQUENS

Guide:
Maximizing Business Performance with Cloud-Based Voice Solutions

To fully harness the potential of cloud-based voice solutions, businesses must adopt a strategic approach.

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01

Choosing the Right Cloud-Based Voice Solution

Selecting the optimal cloud-based voice solution is crucial for business success. Several factors should be considered, including business size, industry, specific communication needs, and budget. Key considerations involve evaluating features, scalability, integration capabilities, and the provider's reputation.

02

Implementing a Cloud-Based Voice System

One of the key advantages of cloud-based voice solutions is their ease of implementation and integration. Unlike traditional phone systems that require on-site hardware and complex installations, cloud-based solutions can be deployed rapidly with minimal disruption to business operations. Additionally, they often integrate seamlessly with existing business applications, such as CRM and ERP systems, enhancing overall efficiency.

Measuring ROI

03

To assess the impact of a cloud-based voice solution, businesses must establish key performance indicators (KPIs). Metrics such as call handling time, customer satisfaction, and cost per call can be used to measure ROI. By tracking these metrics, organizations can identify areas for improvement and demonstrate the value of the investment.

Leveraging Data Analytics

04

Cloud-based voice solutions generate vast amounts of data that can be harnessed to drive business growth. By analyzing call data, businesses can identify trends, optimize call routing, and improve customer experiences. Advanced analytics can also uncover hidden opportunities for sales and cross-selling.

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Building Customer Loyalty Through Exceptional Voice Experiences

Delivering exceptional voice experiences is paramount to building customer loyalty. By leveraging cloud-based voice solutions, businesses can create personalized interactions, resolve customer issues efficiently, and foster strong relationships. Implementing strategies such as proactive outreach, omnichannel support, and first-call resolution can significantly enhance customer satisfaction.

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Here's how your customer-facing teams can make the best out of
MS Teams Enterprise Voice solution:
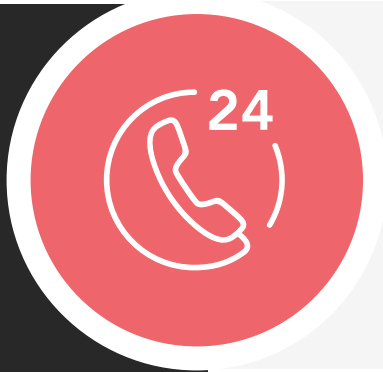
Contact Center and Customer Support:

Cloud-based voice solutions can optimize contact center operations by enabling features like automatic call distribution (ACD), interactive voice response (IVR), and customer relationship management (CRM) integration. Advanced analytics can be used to identify customer pain points and improve agent performance.

Marketing and Sales:

These solutions can be leveraged for outbound campaigns, lead generation, and sales enablement. Features like call recording, predictive dialing, and CRM integration can boost sales productivity and effectiveness. Additionally, data analytics can provide insights into customer behavior and preferences, enabling targeted marketing campaigns.

By following these guidelines and leveraging the power of data, businesses can maximize the benefits of cloud-based voice solutions and achieve sustainable growth.

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Combining cloud **voice** solution with **GenAI** for contact center excellence

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The convergence of cloud-based voice solutions and generative artificial intelligence (GenAI) is reshaping the contact center landscape.

This powerful combination can significantly enhance customer experiences, improve operational efficiency, and unlock new opportunities.

By leveraging GenAI, contact centers can create more personalized and engaging customer interactions.

AI-powered chatbots and virtual agents can handle routine inquiries, freeing up human agents to focus on complex issues. Sentiment analysis can be employed to understand customer emotions, enabling tailored responses and proactive issue resolution. Additionally, GenAI can facilitate omnichannel customer journeys by providing consistent experiences across various touchpoints.

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Improving operational efficiency is another key benefit of combining cloud voice solutions with GenAI.

Intelligent call routing, automated task management, and quality assurance processes driven by AI can optimize workflows and reduce costs. Predictive analytics can forecast call volumes, enabling efficient staffing and resource allocation.

Furthermore, this integration empowers contact cente rs with new capabilities.

Real-time language translation, speech analytics, and predictive analytics can be leveraged to enhance customer satisfaction, uncover valuable insights, and optimize operations.

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To fully realize the potential of this combination,

it's essential to address challenges such as data privacy, security, and ethical considerations. Implementing AI responsibly and ensuring a smooth transition for employees are crucial for successful adoption.

By focusing on these areas,

contact centers can harness the power of AI to deliver exceptional customer experiences, drive operational excellence, and gain a competitive advantage.

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Why Choose Microsoft Teams Enterprise Voice solution by CEQUENS?

01 CEQUENS is the first telecom provider in KSA to host SBC on cloud/data center locally in KSA, with provision for virtual SIP trunks.

02 CEQUENS is the only service provider which is 100 % cloud based in KSA

03 CEQUENS allows customers to save on capital expenditure to purchase server, SBC license, network set up and network configuration.

04 CEQUENS is dedicated to providing exceptional customer support, ensuring your satisfaction with our services.

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Simple solutions, deeper connections.

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