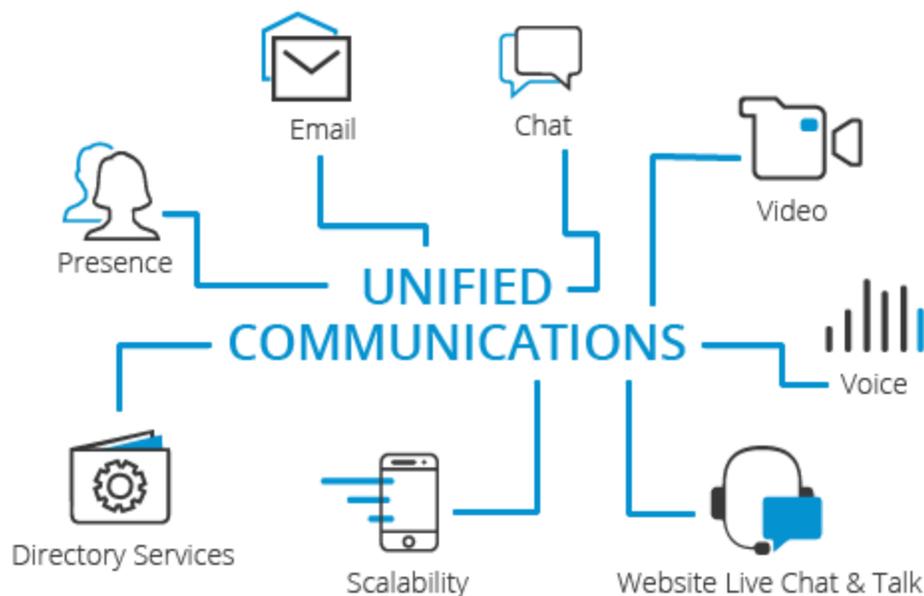


## Internal

**Unified communications (UC)** is an umbrella term for the integration of multiple enterprise communication tools -- such as voice calling, video conferencing, instant messaging (IM), IVR, presence, content sharing, etc. -- into a single, streamlined interface, with the goal of improving user experience (UX) and productivity.

It can also integrate with:

- Business tools like your customer relationship management (CRM) system.
- Email
- web applications



# KEY Features of the MTN UniCOM UC

## **Mobility**

Unicom allows users to stay connected regardless of your location. With softphone applications, you can make and receive calls, chat, and more everywhere you go

## **Web-Based User Interface**

Unicom platform offers web-based interfaces that provide full call control from web browsers, giving users the ability to customize phone settings, voicemail, and more.

## **Presence**

Presence lets others know if a particular user is available to communicate. These indicators may include Do Not Disturb, Active, Out of the Office.

## **Conferencing**

Conferencing gives a group of users the ability to meet and speak via voice and video from multiple locations. This option is also available to outside organizations, partners, or clients.

## **Collaboration**

Unified communications expand communication capabilities and offers employees more flexible work options. Workers can enjoy new levels of collaboration, which benefits the entire organization.

## VALUE PROPOSITION

**MTN UniCom** offers a competitive advantage to businesses by reducing the number of independent tools, platforms, and solutions they need to communicate. The service integrates and optimizes all the interactions within an organization, encouraging team productivity and collaboration while ensuring efficiency is significantly improved. It also promises better engagements with customers, sales prospects, vendors, and stakeholders.

Many businesses are choosing unified communications phone systems over traditional phone systems because it's a better way to future-proof their investment and keep pace with advances in technology.

Here are a few of the main benefits Unified Communications has to offer businesses:

- **Ability to do more with less - with a solution that is easily managed**

As expected, smaller organizations typically have fewer or limited resources when it comes to budgets, staffing, and technology. This solution is especially appealing because it enables the organization to operate like a larger organization without the similar costs. UniCom is increasingly recognized as a technology that allows SMEs to take advantage of proven increases in productivity and functionality while realizing significant savings.

- **Connect the growing mobile and remote workforce by incorporating mobility**

With workers becoming more and more mobile, it's increasingly important for remote and mobile workers to be able to access the same phone system features, regardless of whether they're working from a desktop or a mobile device. UniCom solutions make it easy to stay connected to

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customers and prospects from any location, and from any device. They also provide flexibility in managing off-site employees, using features like presence and conferencing, and having additional monitoring capabilities.

- **Saving money on overall operating costs**

One of the greatest benefits of implementing the right MTN Unicom UC solution is taking advantage of the cost savings it provides. This includes both savings on the initial cost of the system, as well as savings on the long-term costs that lead to a good return on investment.

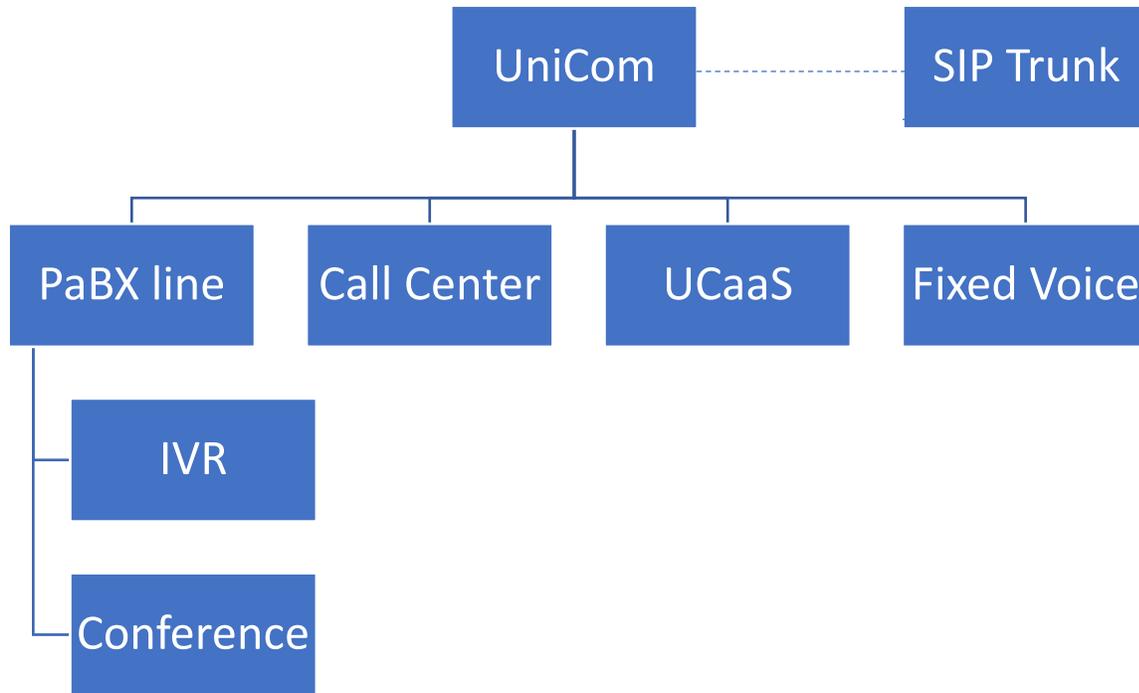
- **Gaining an uplift in customer service capabilities**

A quality UC solution allows Businesses to serve customers more effectively, using features such as call queues and IVRs to handle every call with care. SMBs should be able to use this solution to know more about every incoming call, in order to route each call appropriately, ensuring there are no more missed calls or lack of visibility.

- **Moving beyond basic functionality**

The right UC solution allows SMBs to opt for a flexible system that provides extended functionality and that will grow with the business.

## Services Under Unicom Service



### **PBX with Integrated Mobility**

A PBX is simply a business phone system that takes in all of the calls your office receives from the outside world and directs them to your various employees' desks, while eliminating the cost of leasing multiple phone lines from a telephone company. A PBX also connects the calls from one employee to another within your office, so you don't need an outside telephone line for internal calls, which saves even more on your monthly phone bill.

### **Integrated Mobility**

MTN Unicom integrates your fixed desk phone with your mobile phone. This creates a seamless communication experience whether you are at your desk or on the road.

Using one phone number, customers can call you on your desk, mobile, or home phone based on how you set your call rules or preferences.

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When you call a customer or vendor, your office phone number appears on their caller ID, regardless of the phone from which you are actually calling. This creates what is commonly referred to as a “unified” view of your business.

### IVR – Interactive Voice Response

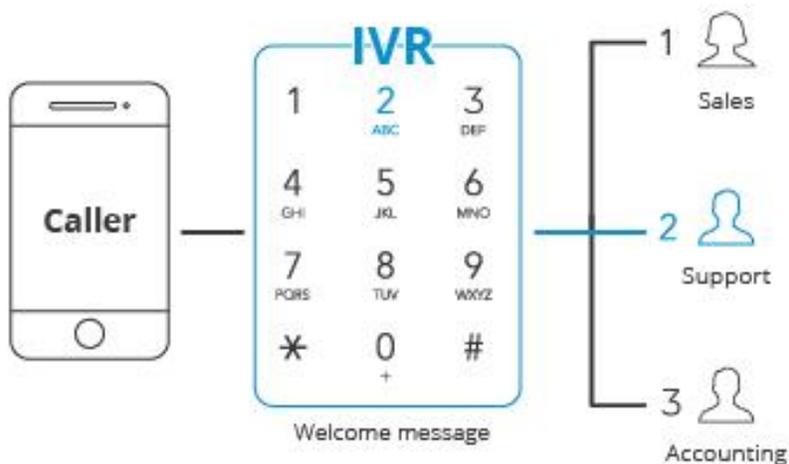
Interactive Voice Response, or **IVR**, might also be referred to as an “Automated Attendant,” and it’s one of the most popular phone features today.

When you call a business, and you hear:

“Thank you for calling ABC Distributing. If you know your party’s extension, you may dial it at any time, or press “0” to speak to an operator.”

That’s an IVR.

This unified communications phone system feature saves you money by handling repetitive tasks that would otherwise take the time and attention of a human. Just think about how much you could **increase office productivity** simply by eliminating the need to answer and transfer calls.



## Unicom Call Center

This allows multi-caller ACD (Automatic Call Distributor) group queuing. Client's callers will hear announcements/music while they are on hold for an agent. This service allows for call "hunting", access to reporting, queue and agent management platform.

### Benefits of Unicom Call Center



- Call queues to individuals or groups guaranteeing few or no missed calls.
- Call back options as overflow during busy times
- Improved agent response and increased output due to smart dialers
- Contact management for saving and retrieving of caller contacts on client portal
- Supervisors can monitor or listen in to calls, whisper or barge in when necessary
- Supervisor dashboards and reports on log on and log off times of agents
- Agents can access reports on calls missed, received, waiting times, etc
- Calls can be routed to agents based on a range of pre-defined reasons, for example:
  - by language/ according to the agent availability/ according to time/ according to territories
- Call recording available for training and quality purposes
- Improved customer experience through live chat widget/Bots
- Ability to set call reason or choose from pre-configured list
- Improved relationship with customers through seamless integration with Company's preferred CRM

## **SIP Trunking**

SIP trunking explained: The SIP acronym stands for Session Initiation Protocol. In simple terms, SIP Trunking allows business phone systems (e.g in-house PBX, call center, etc) to use an internet connection instead of a traditional phone line for both toll free numbers and local numbers. SIP trunking costs less than traditional phone service, it scales easier, and it offers increased phone service reliability.

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### **UCaaS**

Unified communications as a service is a category of "as a service" or "cloud" delivery mechanisms for enterprise communications. Similar to the platform as a service, with UCaaS, unified communications services can be made available from the cloud to businesses from SMB to an enterprise.