



EBOOK

A Day in the Life of

YOUR SMALL BUSINESS

With Avaya Cloud Office®

AVAYA CLOUD OFFICE®
by **RingCentral**

The Best Communication Solutions are the Simplest Ones

Everything we do relies on communication, and the way we communicate has drastically changed. People are working wherever they are—at any time, across different devices—using a wide range of digital tools. Regardless of the size of your business, this new reality applies to your employees as well. When your employees are engaged, it translates to a better customer experience.

A recent report from Deloitte found that small businesses with high levels of digital engagement:

- Earned twice as much revenue per employee.
- Experienced a 38% increase in sales compared to the previous year.
- Were almost three times as likely to be creating jobs over the previous year.
- Experienced a 31% increase in brand awareness.

Avaya Cloud Office® by RingCentral can fundamentally enhance the way your business operates by simplifying the way work gets done. Chat with co-workers, make and receive calls, meet, and collaborate with screen sharing and video, and keep your teams on track with file sharing and task management—all from one easy cloud-based app, available on any device.

Start using scalable cloud communications with incredible reliability and security—all backed by award-winning support and convenient monthly costs from a single vendor. You'll increase productivity and customer responsiveness without having to break the bank. Easily expand as your business grows without worrying about system management and stay up to date without lifting a finger. We'll walk you through any administrative changes so there's no need for specialized expertise.

No matter your industry, Avaya Cloud Office offers the most cost-effective, all-in-one solution for your small business. And sometimes the best solutions are the simplest ones. Read on to see Avaya Cloud Office in action.





Voice & Messaging

Jennifer is a real estate agent with a smaller firm. She's often on the road doing the nitty-gritty work of getting a property sold. She needs a reliable way of interacting with buyers, developing leads, and keeping client relationships strong while also staying in constant contact with her administrative assistant back at the office. She relies primarily on her mobile phone for getting work done, but things are starting to get muddled.

Some of her clients have reported getting confused by calls coming from different numbers. Some don't know which is best to use, and others go to office voicemail, which is often full. Text messaging is an easy, personal way for connecting with clients and leads, but it's not the most professional. As a reputable agent in her area, Jennifer needs to maintain an "always on" presence, but she's struggling to keep all business communications in one stream.

Avaya Cloud Office solves the problem of reachability by providing each employee with one office number that does it all. Instant notifications can be sent quickly and easily via email, SMS*, or the Avaya Cloud Office app.

For Jennifer, this means all phone calls, faxes, texts, and multimedia messages (video, photos, etc.) go through one single number, and all unanswered messages filter into one voicemail that's accessible from any device. She can keep personal texts with her personal number, and business texts with her business number.

SMS is not available in all countries.



Everything You Need in One Simple App

Avaya Cloud Office gives you complete control of voice calls and messaging so that you can stay focused on your business.

- Automatically convert voicemails to text that can be read in the body of emails and text messages.
- Rely on automatic call recording to record inbound and outbound calls.
- Use on-demand call recording to record phone calls manually at any time.
- Engage a multi-level auto attendant to answer and direct calls.

Jennifer can also log into her user portal to manage her phone setup with ease. For example, when new calls come in, she can set voice greetings, custom on-hold music, or messages. She can set up calls to ring sequentially or simultaneously across different devices depending on what her daily or weekly schedule looks like, and then customize it by time of day. With Avaya Cloud Office, every employee is in complete control over their call flow.

There are also dynamic ways to maximize client connections. Just the other week, Jennifer made a cold call that turned into a promising lead. She was having a great conversation, but the person needed to hang up. Not only was Jennifer able to pick up right where she left off through text, but she sent a follow-up video message so the person could put a face to the name.



Works With the Apps You Already Use

Perhaps best of all, Avaya Cloud Office supports seamless integration with 100+ ready-to-use business applications including Office 365, Google Workspace, Salesforce, Microsoft Teams, and more. The result? An easy, digital user experience that saves costs and time. Employees can work with the apps they already use, with the ability to make calls and search messages easily across them all.

With Avaya Cloud Office, you get the same experience you're used to—all within one easy-to-use solution. No more confusion over numbers or worrying about personal vs. business communications. Sit back, relax, and watch everything fall into place.

Meetings

Meet Phillip, who manages a team of investment bankers at a small firm. His team—a group of 6 bankers and 2 assistants—works together at an office shared by another banking team, with the flexibility to work from home. Phillip's team meets together multiple times a day to discuss client portfolios and changes in the market. Scheduling the office's only dedicated conference room is always a toss-up, as the other team in the office is trying to schedule time every day as well, and reservations aren't always accurate in the company's calendaring app.

When there's a conflict, Phillip's team must cram into a cubicle or huddle in his office for status meetings and client calls. If an employee is working off-site, their best bet to joining the meeting is to FaceTime or Facebook call someone present at the office.

With Avaya Cloud Office, every employee can easily initiate a quick video meeting using any device. Any team can connect and collaborate instantly, no matter where they are.





Meet Any Time, from Any Location

With Avaya Cloud Office, there's no need to pay for separate video/meeting services or deal with the hassle of complicated integrations.

- Enjoy unlimited video conferencing with up to 200 participants.
- Participate in seamless video and content-sharing meetings on any phone, browser, or mobile device—no matter where you are.
- Chat, screen-share, assign tasks, store documents, and more during meetings.
- Work easily with the apps you already use for a seamless experience.

Now Phillip can schedule team meetings and 1:1 sessions with employees as needed, and even review documents or portfolio details with clients. There's also the ability to scale for hosting webinars, allowing him to meet with all the team's client base at once. He can quickly initiate video or content-sharing anytime, on any device.



Mobility/ Remote

Meredith runs a local coffee shop with 10 employees, including an assistant manager who oversees day-to-day operations. There are two office phones on-site, but her team relies on personal mobile phones because it's easier and more direct. Yet Meredith has been noticing some issues affecting productivity and quality of service, from scheduling conflicts to dropped video calls. And she's beginning to worry about the impact on customers.

Avaya Cloud Office is a cloud-based phone system that works the same in the office, on the go, or from home. HD-quality voice calls connect your business like never before.

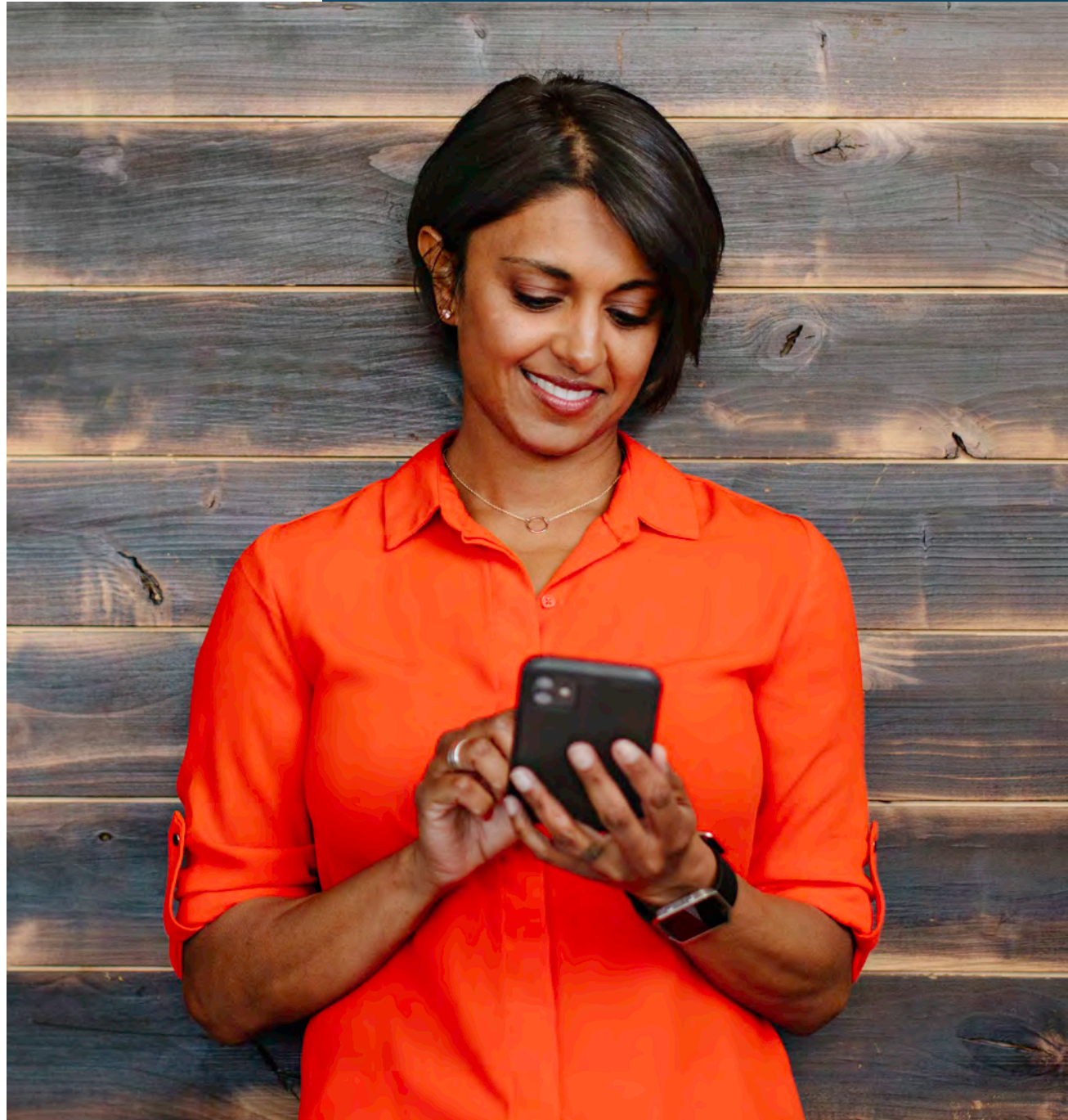
One App Keeps Everyone Connected

When you can work the way you want, it drives productivity and results in the best possible experience for customers. With Avaya Cloud Office, you can work seamlessly on any device, from any location.

- Eliminate confusion with one office number for every employee.
- Log in from any device, such as a mobile phone, tablet, laptop, or desktop computer.
- Create a coordinated schedule view by integrating a calendaring app, available 24x7.
- Quickly launch video and content-sharing meetings from the app with easy screen-sharing capabilities.

With Avaya Cloud Office, Meredith can engage in secure 1:1 meetings on any device. Last month, she was at the grocery store when she got a notification of a missed call. It was from her assistant manager, informing her about something wrong with a piece of equipment at the shop. Using the app, she was able to launch a video session instantly to inspect the problem and advise on next steps.

Meredith can also work easily with seamless device switching. If she's on a call with a supplier in the back office using a desk phone and headset, she can flip the call to her mobile phone to continue the conversation on a reliable, high-quality VoIP connection anywhere in the store. She can simply carry on in the way that works best for her.





Analytics

At the end of the day, you need a clear and simple way to better understand your business. Avaya Cloud Office delivers this with advanced analytics when you need them.

Consider Jerry, an IT admin who works for a local outdoor retail store. He gets a call from the store manager who just got off a conference call with an apparel company that had poor audio quality. With no real way to dig into the specifics, Jerry makes an educated guess as to what happened, such as network problems, or maybe packet-loss.

With the built-in analytics of Avaya Cloud Office, you can essentially go back in time to review interactions—call specifics, user environments and more—to improve quality and service.

Jerry can go back to see that maybe it wasn't just the network, but rather the computer or mobile phone that the manager was using. Perhaps the manager was in the middle of exporting next month's promotional video when the call took place or had 15 internet tabs open on their mobile device that affected performance.

Get the Insight You Need

With built-in advanced analytics, you can get quick insights to learn what's really going on across your business.

- Quickly and easily understand what's working and what's not.
- Use built-in reports or create your own dashboards using over 30 Key Performance Indicators (KPIs).
- Understand metrics including utilization, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).

Jerry gets a call from another employee who is having trouble using the Avaya Cloud Office app to join staff meetings from her mobile device. Her screen is always freezing, and audio quality is so bad that she must leave the meetings and try rejoining. This isn't occurring with the rest of the team. With the platform's analytics, Jerry can dig deep to find the needle in the haystack. He can see all the specifics of the employee's device, and whether this is an isolated incident, or an issue related to system performance. And by gaining insight into potential future occurrences, he can troubleshoot system performance in advance.

Administration

Managing an on-site phone system is not easy. System downtime can impact offices for hours or even days. Too much time is spent on maintenance with providers across different locations. It's expensive and complicated to integrate core business communications and apps. Costs start climbing and headaches quickly ensue.

It's time to simplify things. As an administrator on Avaya Cloud Office, you can be just as mobile as your users with a single cloud-powered app for everything—messaging, calling, conferencing, and team collaboration.

Because this is a browser-based app, you don't have to install anything on your device or have specialized expertise. As part of your purchase, our customer support team will educate you on how to self-manage the system. Updates happen automatically on a set schedule.

System Management Made Easy

Think of Avaya Cloud Office as a reset button for simpler administration.

- Effortlessly manage company information, office numbers, system administration, and troubleshooting.
- Set up an auto receptionist with custom call flows that direct calls to the right place based on user input.
- Easily track billing, general usage, credits, and more.



- Lower IT costs and boost security with enterprise single sign-on.
- Ensure communications are secure and available with flexible role and permission capabilities.

Within minutes of setup, you can add a new user and assign them an office number with unlimited calling. In just a few clicks, they can download the app and get started. Seamless integration for 100+ apps lets them work with the apps they already use, including Office 365, Google Workspace, and Microsoft Teams.

As an administrator, you can also get push notifications for missed calls and service requests. Wherever you happen to be—on the road, vacationing, at your child's school function—you can stay reachable with full system management capabilities via an easy-to-use, mobile-friendly solution. Simply open the app and be on your way.



The last thing you need to worry about is your communications.

All you need to know is that you have the right system in place that keeps your people fully engaged, doing what they do best.

Avaya Cloud Office is packaged and priced so you can be up and running quickly with the features and options you need—all in a single cloud-based app that works on any device, from anywhere.

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