

Transform Microsoft 365 into an Omnichannel Contact Center

Fully leverage the power of Microsoft 365 and Teams Phone

Executive Overview

Many organizations rely on legacy phone systems and out-of-date call center products. They may be using yet another platform for video conferences. Over time, managing disparate platforms often results in higher costs, fragmented service and missed insights.

With **Microsoft 365 and Teams Phone**, your company utilizes a single, unified platform for all internal and external communications. The benefits increase even more when you add a **native Teams Contact Center**.

CoreEngage by Altigen is a **native Microsoft 365** application that transforms Microsoft Teams into an AI enabled omnichannel contact center. This empowers organizations to deliver unified, intelligent, and cost-effective customer experiences—all from within Teams.

This white paper is the second in a series designed to help decision-makers maximize their Microsoft ecosystem investments, elevate both customer and employee satisfaction, and reduce operating expenses.

The Problem: Siloed Communication and Disconnected Customer Journeys

Multiple Technology Platforms



If your organization uses multiple products for the phone system, conferencing and contact center, it can be challenging for both your employees and customers. This fragmentation can lead to:

1. Interoperability and Integration Issues

- **Lack of seamless communication:** Products from different vendors may not be designed to work together.
- **Disparate data and lack of visibility:** Can make it difficult to get a unified, end-to-end view of your communication and customer service operations.

2. Management and Support Headaches

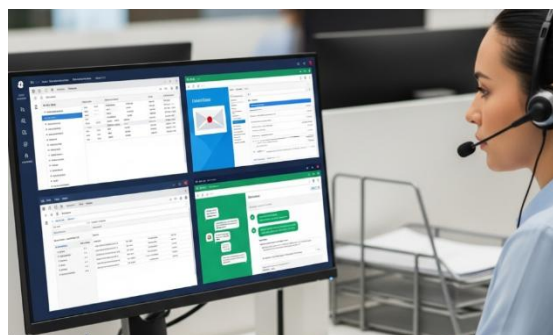
- **Increased complexity in management:** You will have to manage multiple contracts, billing cycles, and service-level agreements (SLAs) with different vendors.
- **Multiple support channels:** Your staff will need to navigate different support systems and processes for each vendor.

3. Financial and Operational Inefficiencies

- **Higher total cost of ownership (TCO):** The cumulative costs of maintenance and IT resources to manage different systems can be substantial.
- **Overlapping functionalities:** There may be overlapping features, leading to redundant spending and wasted resources.
- **Limited visibility and control:** Without a centralized platform, it's harder to get a holistic view of your performance.

4. Inconsistent User and Customer Experience

- **Fragmented user experience:** Employees may have to use different interfaces and tools for voice calls, video conferencing, and contact center.
- **Inconsistent customer service:** If agents have to switch between multiple systems it can lead to delays and poor customer experience.



Juggling Multiple Applications

5. Security and Compliance Risks

- **Varying security protocols:** Different vendors may have inconsistent security protocols and practices, which can create vulnerabilities and make it difficult to implement a unified security strategy.
- **Fragmented security management:** It's much harder to monitor and manage security across a multi-vendor environment, as each vendor may have its own security tools and reporting.

The Solution: Microsoft Teams + Native Teams Contact Center

Microsoft 365 has fundamentally changed how organizations acquire and use software. Instead of piecing together applications from multiple vendors, companies benefit from an ever-improving integrated suite of applications. And further extending its core capabilities, advanced solutions such as CoreEngage can be created natively within the Teams and Microsoft 365 ecosystem. Because it leverages your existing Microsoft Teams infrastructure, it can reduce complexity and associated costs.

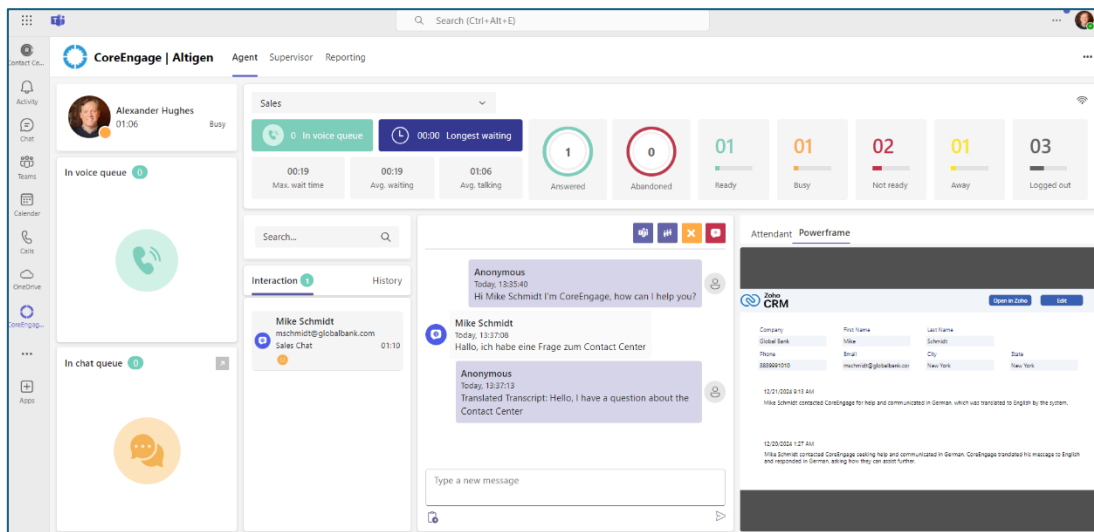
Native Teams vs. "Teams-Compatible" Contact Centers

Many contact centers seem to have the same features, but how they function varies greatly. If you are using Microsoft 365, a Teams based contact center can be a great option. However, while some platforms claim to "work" or "integrate" with Microsoft Teams, they may rely on rerouting or bridging traffic between their own platform and Teams. This approach creates multiple drawbacks:

Feature / Capability	CoreEngage (Native Teams)	"Teams Compatible"
User Interface	Fully embedded in Teams	Requires separate app; agents swivel-seat
Voice Integration	Teams is the phone system	Requires traffic bridging, more latency
Agent Experience	One interface for all channels	Disjointed UX, slower task switching
Infrastructure Complexity	Microsoft-native infrastructure	Additional middleware, gateways, configs
Licensing and Support	Simplified licensing	Layered licensing
Security and Compliance	Inherits Microsoft 365 compliance	May require separate audits and security reviews
Performance and Reliability	Built on Azure, Optimized QoS	May introduce additional points of failure

Introducing CoreEngage

CoreEngage is purpose-built to natively integrate customer engagement into Microsoft Teams. It provides a single, intelligent workspace for every interaction and extends your existing investment in Microsoft 365.



AI Enabled for Sentiment Analysis, Translation and Conversation Summary

Key Strengths:

- **Focus:** Strong emphasis on a seamless, unified experience within Teams.
- **Channels:** Omnichannel capabilities including voice, webchat, email, and social messaging like SMS and WhatsApp. All channels are managed directly within the Teams client.
- **AI:** Integrates with Microsoft's AI tools (e.g., Azure AI) for features like AI-powered call summaries, sentiment analysis, language translation and virtual agents.
- **Reporting:** Leverages Microsoft Power BI for advanced analytics, providing deep insights into agent performance and customer interactions.
- **CRM Integration:** Offers out-of-the-box and custom CRM integrations with platforms like Salesforce, ServiceNow, Dynamics 365, and others.
- **PSTN Voice Integration:** Teams is the phone system, so no need to transfer to and from other platforms

Supervisor Tools

CoreEngage makes it easy for supervisors to manage and optimize contact center operations. With real-time monitoring, agent management, and performance analytics they have the information they need, all within Teams.

The screenshot displays the CoreEngage Supervisor interface. At the top, there are tabs for 'Agent', 'Supervisor', and 'Reporting'. Below this is a summary table for 'Agents' with columns for 'Queue name', 'In chat queue', 'Longest waiting', and 'Handled'. A sub-table shows agent status counts: Ready (1), Not ready (7), Busy (2), Away (0), and Logged out (0).

The main section is titled 'Agents' and lists individual agents with columns for 'Agent name', 'State', 'Time in state', 'Queue', and 'Action'. A callout box labeled 'Agent Status' points to the state of Alexander Hughes (Busy), and another callout labeled 'Change Status' points to the action menu for the same agent. Other agents listed include Ava Collins, Benjamin Foster, Emily Parker, and Ethan Carter, all with 'Not ready' status.

At the bottom, there is a 'Live calls' section for 'Sales, Finance'. A callout box labeled 'Whisper, Coach & Barge In' points to a 'Monitor' button in the call details row. The call details table includes columns for 'Start', 'Name', 'Company', 'Phone number', 'State', 'Queue', 'Agent', and 'Duration'. A sample call is shown starting at 14:20:13, handled by Mike Plumer from Mike's Antique Farm Implements, with a duration of 00:38.

The Practical Application of AI

Many organizations are evaluating how they might utilize AI to improve their operations. The challenge is how and where to start. CoreEngage makes AI easy with “plug and play” options that leverage Microsoft AI. For more advanced requirements, Altigen’s skilled team of AI developers can create custom applications to enhance productivity across the organization. Here are some of the out of the box benefits of CoreEngage AI:

1. Agent Assistance and Productivity

- **Real-Time Summaries:** After an interaction, such as a call or a chat, AI automatically generates a concise summary. This saves agents a significant amount of time they would otherwise spend on after-call work.
- **Contextual Information:** AI helps provide customer context to agents. It can analyze past interactions from various channels (voice, chat, etc.) and present a summary of the customer's journey.
- **CRM Updates:** The AI can be used to automatically update the CRM with key information from a conversation, reducing time and improving accuracy.

2. Automated Quality Assurance

- AI can be used to score calls and alert managers for good and bad behavior. It's no longer necessary for a supervisor to listen to hours of recordings. Reports can also be automatically provided to management that summarize how the team is performing.

Title	Call Started	AI Flow ID	Call ID	Overall Sentim...	Narrative Summary	QA Form
Oliver Bennett	6/24/2025 11:58 AM	317	8535	Positive	Travis from ABC bank helped 2 get their balance and last transaction details. He also provided the hours of the branch on Main Street for future errands.	<p>Q: Did the agent greet the customer appropriately at the start of the interaction? (Yes/No) A: Yes Comment: The agent greeted the customer appropriately.</p> <p>Q: Did the agent introduce themselves and their role clearly? (Yes/No) A: Yes Comment: The agent introduced themselves as Travis from ABC bank.</p> <p>Q: Did the agent correctly understand the customer's issu...</p>
Ava Collins	7/10/2025 5:22 PM	323	8588	Negative	The customer and agent discussed the features of their system, specifically the active call	

Automated AI Evaluations of Customer Interactions

3. Customer Self-Service and Automation

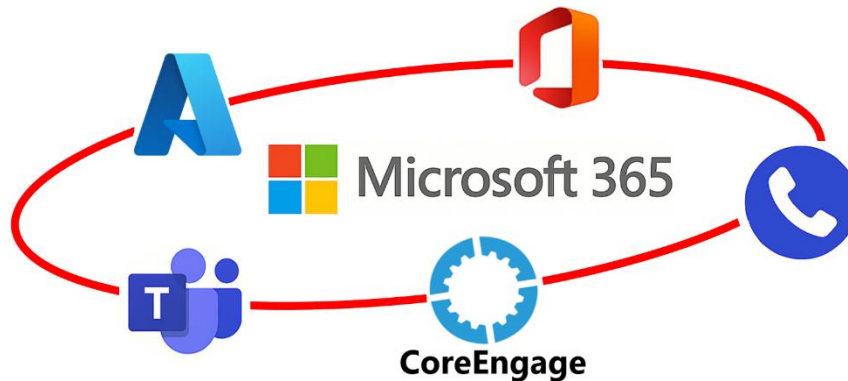
- AI-Powered Chatbots:** These can be simple Q&A bots that answer predefined questions or more advanced, AI-driven chatbots that understand and respond to a wider range of queries. 24/7 service, without needing to wait for an agent.
- Intelligent Routing:** When the chatbot can't resolve an issue, it can intelligently escalate the interaction to the most appropriate human agent.

4. Enhancing Communication and Language

- Real-Time Translation:** CoreEngage uses AI for real-time translation of text-based channels. This allows agents and customers to communicate in more than 100 languages.
- Sentiment Analysis:** Use AI to assess the tone of a conversation. Identify customers who are frustrated or happy, making it easy for supervisors to identify which interactions to evaluate.
- Text-to-Speech and Speech-to-Text:** Automate voice prompts and easily transcribe voice calls.

Return on Investment

Implementing a contact center is an investment that can have a significant impact on both customers and the organization. Utilizing a native Teams Contact Center such as CoreEngage can minimize risk and leverage the existing Microsoft 365 investment. Here are some of the benefits:



1. Cost Reduction and Operational Savings

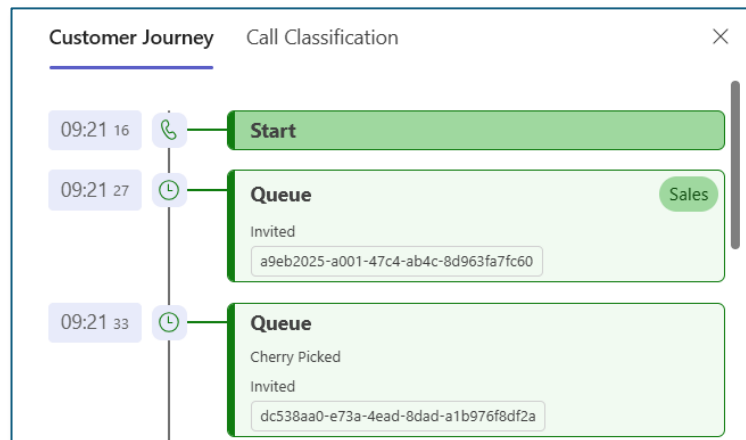
- **Reduced IT and Infrastructure Costs:** A native Teams contact center is a cloud-based solution that leverages your existing Microsoft 365 licensing.
- **Lower Telephony Costs:** By utilizing Teams for both internal and external communication, organizations can reduce or even eliminate some long-distance and inter-office calling charges.
- **Reduced Onboarding and Training Costs:** A Forrester study found that training time for new hires decreased by 75% in a Teams-based calling environment.

2. Enhanced Agent Productivity and Efficiency

- **Unified "Single Pane of Glass" Experience:** Agents won't need to switch between multiple applications which studies show can be a major source of lost productivity.
- **Seamless Collaboration:** CoreEngage agents can easily use Teams chat, video, or a quick call to resolve a complex customer issue in real time. This reduces average handle time (AHT) and improves first-contact resolution (FCR).
- **AI-Powered Automation:** AI features such as automated call summarization reduce after-call work, allowing agents to move on to the next customer more quickly. AI-powered chatbots can also handle basic inquiries, freeing up human agents for more important tasks.

3. Improved Customer Satisfaction and Business Outcomes

- **Faster and More Informed Service:** By providing agents with a unified view of the customer journey, a native Teams contact center like CoreEngage enables faster and more personalized service. This leads to higher customer satisfaction (CSAT) scores.



- **Reduced Customer Churn:** Companies that offer excellent customer service are more likely to retain customers.
- **Enhanced Omnichannel Experience:** With CoreEngage, the customer's history and context follow them, and this seamless journey leads to a better overall experience.

4. Increased Business Agility and Scalability

- **Rapid Deployment and Scalability:** As a cloud-based solution, a native Teams contact center can be deployed quickly without major capital investments.
- **Work Anywhere:** Teams is built for a work-from-anywhere environment. CoreEngage allows agents and supervisors to work remotely with the same functionality and collaborative tools as they would in a physical office.

Summary

Using Teams Phone and a native Teams contact center like CoreEngage is a natural progression for organizations that already use Microsoft 365. This combined solution makes the most of the Microsoft ecosystem and takes advantage of its built-in AI, business resiliency, security, and ever-evolving features.

Altigen's CoreEngage Contact Center builds on our decades of experience delivering usable solutions that deliver real return on investment.

Getting Started

Whether you're modernizing a legacy contact center or enhancing your Microsoft Teams deployment, **CoreEngage provides the native integration, scalability, and intelligence to future-proof your customer engagement.**

Schedule a free consultation with an Altigen expert to see how CoreEngage can help your business drive better outcomes—for your customers, your agents, and your bottom line. You can reach out to us at: sales@altigen.com

We also recommend reviewing the first white paper in this series: *Your Next Phone System is Already in Microsoft 365*, available at <https://altigen.com/your-next-phone-system-is-already-in-microsoft-365/>.

About the Authors

Joe Hamblin is Chief Digital Officer at Altigen Technologies, where he leads the company's next-generation AI product offerings. With over 30 years of experience in the technology industry, Joe previously served as Vice President of Enterprise Services at Sprint/T-Mobile. It was during this time that he began working in the Unified Communications space, going back to Microsoft Live Communications Server in the mid-2000s.

Partnering with Microsoft, Joe and his technical team were among the early adopters of Office Communications Server R1 & R2, as well as Lync, Skype for Business, and eventually Microsoft Teams. His unique blend of technical vision and enterprise execution gives him a forward-looking view into the future of workplace communication and collaboration.

Ben Fullman is a Senior Contact Center Engineer at Altigen Technologies. He is passionate about helping organizations rethink how they engage with their customers by deeply understanding their workflows and co-creating modern communication solutions. Ben thrives on collaborative design sessions and is most fulfilled when delivering outcomes that streamline operations and exceed client expectations.