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TEAMS CONTACT CENTER WHITEPAPER

Beyond Teams Integration

Why your contact center architecture matters

A contact center can integrate with Microsoft Teams without being built on the Teams calling foundation. That difference shapes handoffs, operations, support and what comes next.

A practical guide to what sits behind claims of Microsoft Teams integration.



Solution certified for Microsoft Teams

Unified, not just connected

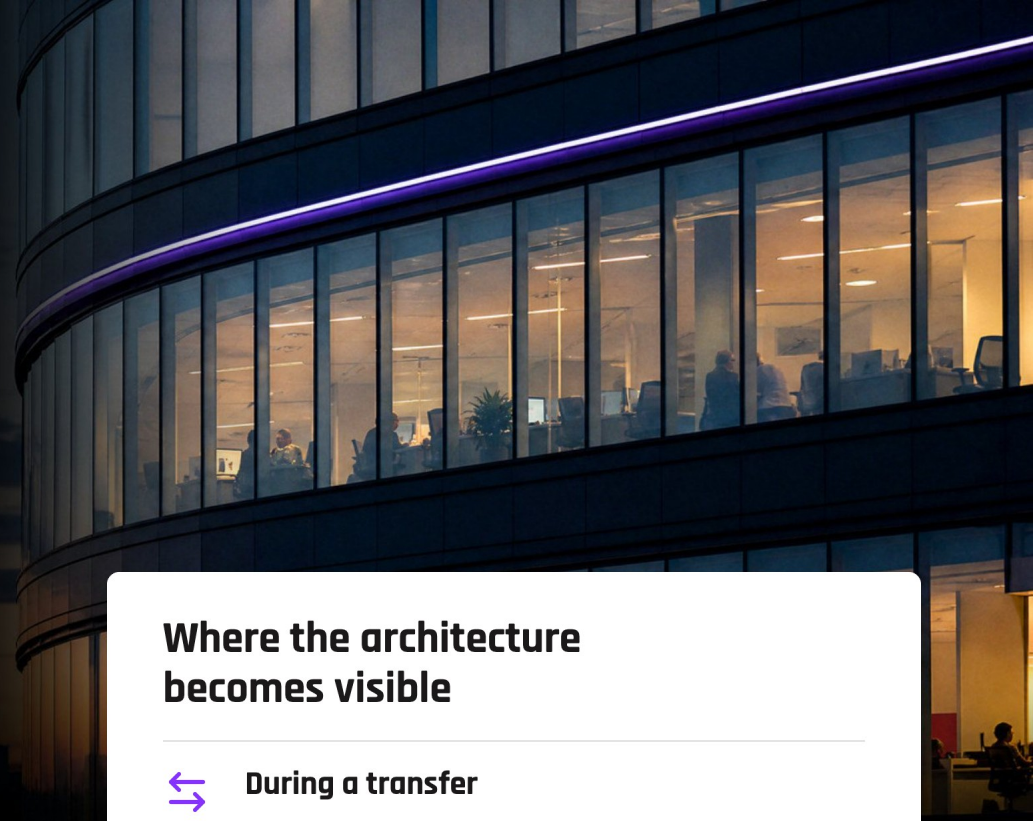
Two contact centers can work with Microsoft Teams yet integrate with it very differently.

A customer calls, reaches an agent and, when needed, is transferred to someone else in the business. On the surface, the experience looks connected. The difference appears when the call, customer context or responsibility for fixing a problem moves between platforms.

Some contact centers connect to Teams while keeping call control and media on a separate platform. Others are built on Microsoft's Unify integration model, with Teams Phone as the calling foundation. Both approaches can work. They do not create the same operational model.

> **Is Teams Phone the calling foundation, or does the contact center simply pass calls to and from it?**

A separate platform introduces another boundary to design, monitor and support. That extra boundary is what separates solutions that may appear equally integrated on the surface.



Where the architecture becomes visible

During a transfer

The call stays intact from agent to specialist.

During an incident

Support teams can see which platform owns a failed call, poor audio or lost context.

Across locations

Calling, PSTN, data and support stay consistent as the service expands.

As the service evolves

New AI, channels and workflows still rely on the same calling foundation.

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00 Where boundaries show up

The transfer is often the moment when the architecture stops being invisible.

A caller explains the issue to an AI Voice Agent or contact center agent, then moves to a subject-matter expert in Teams. On a shared Teams Phone foundation, the call stays on one media path. Across a platform boundary, multiple systems must stay synchronized. When they don't, the customer feels it first.

ARCHITECTURE CHOICE	OPERATIONAL EFFECT	BUSINESS IMPACT
One calling foundation	No media handoffs; fewer telephony components	✓ **Simpler implementation and support**
Aligned call state and context	Microsoft Teams Presence and customer context stay connected	✓ **Fewer failed transfers and repeat explanations**
Access by role	Each role uses the right interface	✓ **Expert access with less training**
One multi-location design	One calling and application model across locations	✓ **Consistent service quality at scale**
Validated integration	Integration tested against Microsoft requirements	✓ **Less technical risk during change**

The front office and back office test

Dedicated agents need queues, customer data and supervisor tools. Occasional users may only consult, receive a transfer or bring specialist knowledge. Each works in the interface suited to the role without becoming a full-time contact center agent.

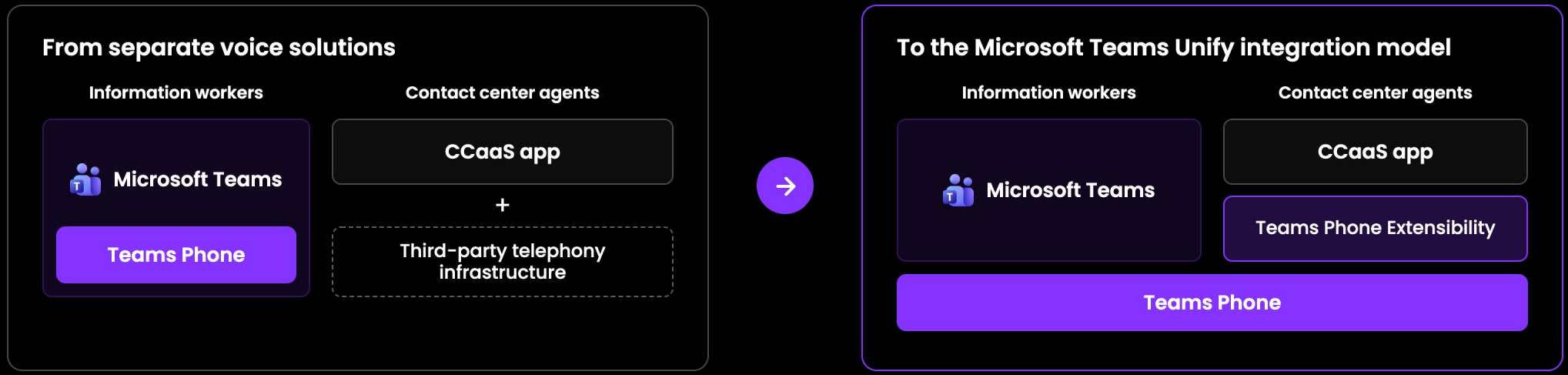
With deeper Teams integration, agents can see Microsoft Teams Presence, consult a specialist, transfer or conference without forcing everyone into the same interface.

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What Unify changes

Unify puts the contact center on Teams Phone itself.

Microsoft introduced the Unify model so certified Contact Center and Voice Agent applications can use Teams Phone capabilities directly. Instead of handing customer calls into a separate contact center media platform, a Unify solution builds on Teams Phone Extensibility and runs on Teams' own calling infrastructure.



Unify can reduce the number of telephony boundaries between Teams users and contact center agents.

Teams Phone

Microsoft's calling and PSTN foundation.

Teams Phone Extensibility

Teams Phone capabilities available to certified third-party applications.

Unify certification

Solution certified for Microsoft Teams

Certified by Microsoft under the Microsoft Teams Unify integration model for both Contact Center and AI-powered Voice Agents.

Solution certified for Microsoft Teams

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What certification proves

Microsoft's contact center certification program verifies quality, compatibility and reliability against the applicable integration requirements. This independent validation distinguishes a formally tested architecture from a broad claim of being Teams native.



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The business case for one foundation

Architecture affects adoption, productivity and the return on the Microsoft environment already in place.

One shared foundation for customer engagement

Bring communications and cloud capabilities together on Microsoft Azure.

Customer and agent experience

One consistent experience across voice, chat, email and AI agents.

↓

Shared communications layer

Teams Phone + Teams Phone Extensibility. One calling foundation with fewer integration points.

↓

Microsoft Cloud Foundation

Microsoft 365 | Microsoft Exchange | Work IQ | Microsoft Power Automate | Azure AI | Microsoft Foundry | Entra ID | Power BI

Business outcomes

✓ Deploy faster ✓ Reduce complexity ✓ Build with Microsoft AI

Extend the Microsoft investment

For businesses using Microsoft 365 and Teams Phone, the contact center is also an investment decision. Building on the existing communications foundation reduces duplicate infrastructure, shortens implementation and helps teams realize value sooner. IT can focus on workflows, integrations and service design instead of rebuilding the voice layer elsewhere.

Fit the experience to the role

Dedicated agents need complete contact center tools. Blended agents and subject-matter experts may only join a queue, consult or take a transfer. A role-based experience reduces training, limits context switching and makes expertise easier to reach.

Measure the operational effect

The value of a shared foundation appears in deployment time, transfer quality, first-contact resolution, repeat contacts, customer effort and administration. Together, these measures show whether it simplifies operations and improves the return on Microsoft investments.

One journey from AI to people

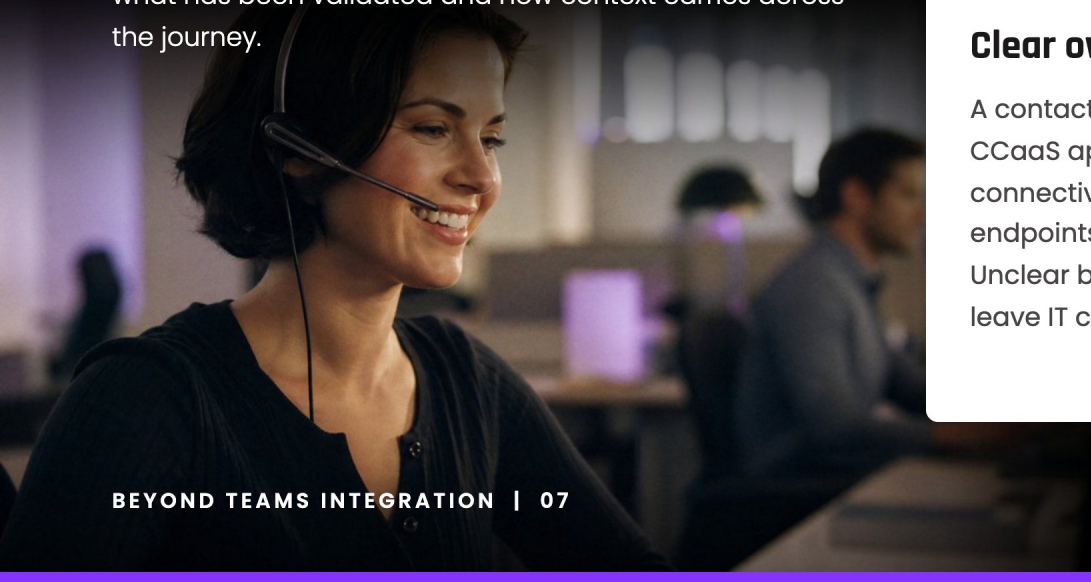
A connected journey keeps the experience intact as the conversation moves between AI and people.

AI has become the modern disguise for poor customer service. The front door sounds great until the customer asks for a live agent and gets a blind transfer at best. More often, they get nothing. It's the old IVR trap, only harder to spot. Microsoft Teams Presence shows who's available, and the person picking up receives the full context.

A handoff may move the call to a contact center agent, Teams user, Auto Attendant or Call Queue. The next person can continue the conversation without asking the customer to start again.

The Unify integration model provides a common Teams Phone foundation for AI-powered and human interactions.

Microsoft certifies Contact Center and Voice Agent integrations separately. The certification scope shows what has been validated and how context carries across the journey.



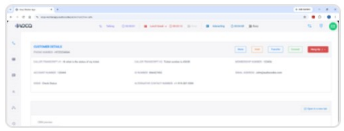
THE HANDOFF IS THE REAL TEST

A strong handoff carries the customer's story forward, so the conversation continues instead of restarting.

One foundation, three workspaces

Each role gets the right workspace: web, the Teams application or the standard Teams client. Routing and the Teams Phone call stay the same.

Voca Worker App



In-Teams Experience



Hybrid Worker Mode



Clear ownership when something fails

A contact center service spans the CCaaS application, Teams Phone, PSTN connectivity, the customer network, endpoints and business integrations. Unclear boundaries slow diagnosis and leave IT coordinating suppliers.

Clear ownership defines who manages support, where each service commitment begins and ends, and who coordinates incidents. One support entry point and a defined escalation path can reduce resolution time and operational effort.

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Questions before you choose

01

Where does the call go?

The answer reveals whether Teams Phone remains the calling foundation or calls and media move elsewhere.

02

What has Microsoft certified?

The certification scope identifies the integration model and the Contact Center or Voice Agent experiences Microsoft validated.

03

What happens during a transfer?

The information that follows the call determines whether the next person can continue without starting again.

04

Does each role have the right workspace?

Dedicated, blended and occasional agents use an experience suited to their role without fragmenting call control.

05

Who owns the service?

The support model defines accountability across the CCaaS provider, Microsoft, the carrier and the customer network.

06

How will success be measured?

Pre-deployment measures create a clear baseline for business and operational results.

THE CERTIFICATION BASELINE

With Teams Phone as the strategic voice platform, Microsoft certification provides the starting point for evaluating the contact center around it. The Unify integration model goes further, validating the contact center and the AI Voice Agents in front of it.

Start with the foundation

AudioCodes brings more than three decades of enterprise voice engineering to the contact center.

Voca CIC, AudioCodes' Teams based Cloud Contact Center, runs on Teams' own call control, so a customer's call and a colleague's call are the same Teams Phone call. It supports Skill-based and Microsoft Teams Presence-based routing across the web application, the dedicated Teams application and the standard Teams client. Voca CIC is certified for the Microsoft Teams Unify integration model for both Contact Center and Voice Agents.

More than 250 enterprise customers use Voca CIC. Every call retains Teams Phone's 99.999% voice availability across all three workspaces. Built-in Microsoft-certified compliance recording gives IT one less system to own.

AudioCodes delivers Voca CIC as a Managed Service, with one support and escalation path from implementation through ongoing operation.

Explore how Voca CIC can extend your Teams Phone environment into AI-powered customer engagement

LEARN MORE →

The widest Microsoft-certified portfolio

From the SBC to the AI agent in Teams.
Six certifications. One vendor.

Solution certified for Microsoft Teams

Session Border Controllers



IP Phones



Meeting Rooms



Compliance Recording

Interaction Insights

Teams Contact Center

voca

Teams Voice Agents

NEW

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AudioCodes turns every human and AI conversation into a strategic communications asset.

More than three decades of voice expertise and next-generation Voice AI services help enterprises connect, collaborate and improve employee and customer experiences.

Certified across Microsoft Teams, Cisco Webex, Zoom, Genesys and other leading UCaaS and CCaaS environments, AudioCodes provides the interoperability needed to connect communications platforms.

Voca CIC is available in more than 12 Microsoft Azure regions worldwide.

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