# Case Study: Cloud Telephony Solutions

## Problem
A small business faced an overhaul of its aging phone system and adapting to new work-location models.

## Solution
The company selected AT&T to migrate its phone system to the cloud, using Webex Calling.

### Solution Details
- **Customer Care Team**: Help receptionists deliver customer care with advanced call routing features to ensure calls are answered and routed correctly, improving call quality with greater control over connectivity or mobile device to be more productive.
- **Security**: Help protect your business from threat with Webex Calling from a desktop or mobile device.
- **Operational Efficiency**: Optimize network performance by linking equipment on a subscription mode.
- **Convenience**: Get a single solution for international calling, domestic local and toll calling, a toll-free number, and an international calling plan.
- **Flexibility**: Use Webex Calling from a desktop or mobile device to call from their own devices.
- **Meetings and Webex Teams**: Integrate with other collaboration tools such as Webex for richer interactions.

### Benefits
- **90%**: Reduction in phone costs for surveyed businesses that switched to cloud phone services.
- **59%**: Reduction in phone costs for surveyed businesses that switched to cloud phone services.
- **90%**: Connect with your team even in varying workplace situations.
- **52%**: Average lifespan of legacy telephony equipment.
- **7-10 years**: Average lifespan of legacy telephony equipment.
- **80%**: Customer satisfaction supporting compliance and as well as state and local regulations.
- **90%**: Accurate answering of customer calls.

### Outcomes
- **Employee Satisfaction**: Improved routing to reduce caller queue wait times and increase customer satisfaction.
- **Operational Efficiency**: 90% of IT leaders will permanently change the way they work.
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**We’re here for you**

Forbes: **Enhanced productivity use cloud services report**

Cisco: “What can Cisco Webex Calling do for my small business?”

Nextiva, “30+ VoIP Statistics for Growing Businesses”

IDC: From Rigid to Resilient Organizations: Enabling the Future of Work; July 2020

Ibid: Permanent change of business leaders indicate

Future of Work; July 2020

Cisco Webex Calling

AT&T Business is here to help small businesses continue volunteering their time...