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The Bring Your Own Carrier Strategy

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Though Bring Your Own Carrier (or BYOC) is not a novel concept, it continues to grow in popularity as organizations of all sizes move to the cloud due to the explosion of cloud-based providers, including Zoom, Microsoft Teams and Cisco WebEx. For businesses with a hosted UCaaS (unified communications as a service), contact center solution or both, BYOC allows them to use their preferred voice carrier instead of the one their provider bundles with its communications platform. In essence, BYOC gives companies the freedom to choose the provider that best meets their specific needs regarding costs, reliability and services. While there are several reasons why organizations may want to explore a BYOC strategy, including a better customer experience through automation capabilities or the cost-saving benefits, one of the primary reason many companies should choose it is for disaster avoidance.



The risks of using one consolidated cloud vendor

Most businesses might not consider BYOC as an aspect of their business continuity or disaster avoidance strategy; it is mistakenly assumed to only add value through the convenience of keeping one's preferred voice carrier. Communication solutions continue to grow in complexity, increasing the likelihood of these systems breaking due to the greater variety of variables. Businesses bundling voice with hosted UCaaS or contact center solutions from one cloud provider are at the mercy of the reliability of that hosted provider's uptime. By relying on a single-source topology, companies risk losing the ability to talk to their customers should their provider experience service issues or an unexpected disruption resulting from weather, construction or cyberattack.

Depending on one consolidated vendor can be problematic, as demonstrated in late 2021 when apps, streaming services and Amazon itself relied on Amazon Web Services. AWS underwent server downtime, causing hundreds of digital services to experience technical problems for hours. The incidents didn't take incredibly long to resolve, but the reputation loss for each company using AWS was considerable. Without the power to communicate to customers, organizations face severe financial and reputational consequences. In fact, data from Gartner revealed that the cost of every [minute of downtime](#) is \$5,600 in regulatory fines, lost productivity and reduced revenue. Outages can also cause indirect costs, including the loss of future customers and decreased ability to recruit skilled employees, which aren't as easily calculated. As trends like remote work and virtualization place greater importance on a business's ability to maintain consistent communication with its customers, it is becoming increasingly more critical that brands have built-in agility through BYOC.

Keeping communications up and running

The most valuable benefit of BYOC is that companies don't have to depend on a single host phone service and voice connectivity provider. With a BYOC solution in place, companies can bolster their resiliency and keep communications up and running by taking their contact center or hosted enterprise calls and directing them dynamically to alternative forms of treatment. By having a backup voice solution at the ready, customers can still achieve their goals even if most of the business's system is offline. A typical BYOC strategy offers dynamic failover routing, which redirects voice calls to other locations and direct SIP trunking, which routes traffic directly to the provider. In addition to being able to leverage different failover scenarios, BYOC also permits backup SIP trunk paths, cloud-based IVRs that enable self-service and call redirection choices and network-based audio messaging. Companies can even route calls to users' smartphones with a BYOC strategy. And, once the hosted provider resolves their outage issue, BYOC helps businesses restore the original routing.

The advantages of having greater agility in the face of downtime are multifold. Industries like manufacturing budget for lost revenue, anticipating that downtime will inevitably occur. But by deploying voice redundancy at all levels of one's communication strategy via BYOC, companies can boost uptime, save money and reduce expenses. Moreover, BYOC helps organizations establish the redundancy essential to keeping mission-critical voice communications operating, which is significant today as customers have become accustomed to twenty-four-seven support from leading brands. Indeed, people have become [more demanding since the pandemic](#), preferring to perform communication tasks asynchronously; consumers don't want to talk to a call center agent if it isn't necessary. And while a BYOC approach is pivotal to disaster preparedness, businesses can make themselves even more resilient by combining it with workflow automation.

Automation for business continuity and CX

BYOC allows an organization to layer communications workflow automation on existing voice and hosted UCaaS and contact center solutions. Customers can then satisfy their service requests without involving contact center agents, which is particularly important when a company's communication capabilities are offline. This network-based overlay lets businesses build call handling options or workflows that automate communications across multiple channels,

empowering companies to send notifications, appointment reminders and payment requests to their customers on their preferred device even during an outage. These communications also provide self-service options, so customers can continue to engage with a business regardless of the status of the hosted provider. For example, customers can still view their account information or transaction history through AI-powered voice or SMS messaging without going through a live agent, who would be unavailable because the hosted provider is undergoing service issues.

When workflow automation pairs with a BYOC strategy, it supports disaster avoidance while simultaneously improving customer experience (CX), streamlining operations and communications quickly and easily. As described in the example above, customers can use self-service options to complete routine or simple tasks, freeing agents to focus on high-priority calls. Similarly, workflow automation lets agents focus on the more involved or complex interactions that require human-to-human communications. Take an insurance business, for instance: implementing communications workflow automation allows clients to activate their cards, access account information and make payments without ever talking to an agent. The customer is happy because they didn't need to speak with anyone, and the agent's time is also better spent as they can deal with more pressing issues that require human intervention. The more processes a business can automate, the more efficient, streamlined and agile they will be, especially during unplanned downtime. Additionally, beyond giving people the freedom of self-service options, BYOC increases uptime and minimizes frustrated customers, consistently maintaining CX.

No-code and low-code solutions

One efficient approach to enabling BYOC and communication workflow automations is through no-code or low-code solutions. A no-code failover treatment extends a customer's call to a hosted provider. If there is no response, it will immediately divert the caller to a network-based announcement informing the customer of an outage affecting service and advising them to try calling later. A low-code option can provide the same outage announcement, yet this method adds value to that no-code treatment, as it permits the customer's call to dynamically flow to an audio recording that lets the customer ask to get called back. This solution simultaneously captures the caller's phone number, including the date and time they called, and then sends that information via API to the enterprise. When the system gets restored, traffic gets routed back automatically. Moreover, that company now has a list of the people who tried to reach them during the outage event, allowing agents to call back and fulfill a missed sales opportunity or address an unsolved request.

Other use cases of no-code and low-code solutions include the ability to quickly build a workflow to automate outbound service notifications and add a pre-set message to advise customers in case of an emergency. Because of the minimal coding required to deploy these solutions, companies can swiftly adjust and update routing patterns, preventing revenue and productivity loss and maintaining a consistent CX across all locations. Furthermore, these solutions eliminate drawn-out development cycles, allowing businesses to resolve their pressing communication needs with few resources. From smart routing and easily configured automated messages to natural language processing and secure payment processing connectors, these no-code and low-code applications can integrate seamlessly with existing communication infrastructure while avoiding the typical rip-and-replace method. Most notably, these applications level the playing

field for small businesses that usually cannot implement such complex communication applications the instant an outage occurs due to a lack of IT personnel or insufficient resources.

BYOC and the cloud

During COVID, everyone who wasn't there already migrated to the cloud; subsequently, enterprises reported a [51 percent increase](#) in downtime. Organizations began to second-guess their decision. With BYOC and workflow automations that leverage no-code and low-code applications, however, the threat of an outage is much less severe. And for businesses upgrading from a legacy private branch exchange or unified communications environment to a cloud-based UCaaS or contact center, BYOC will add the greatest value to their new solutions. In addition to giving companies the agility to adapt quickly and provide the same level of service during downtime, BYOC goes beyond disaster avoidance, transforming flexibility in the cloud and allowing businesses to tailor their voice packages for their unique needs.