

## Ecosmob Announces Strategic Partnership with **Crexendo at UGM** 2023



### Latest Insight

WebRTC vs. Traditional  
Communication Protocols:  
A Comparative Analysis



### Buzz @Ecosmob

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### Industry Update

Microsoft Teams Launches 'Meet'  
for Better Organised Calls



### Brain Pick

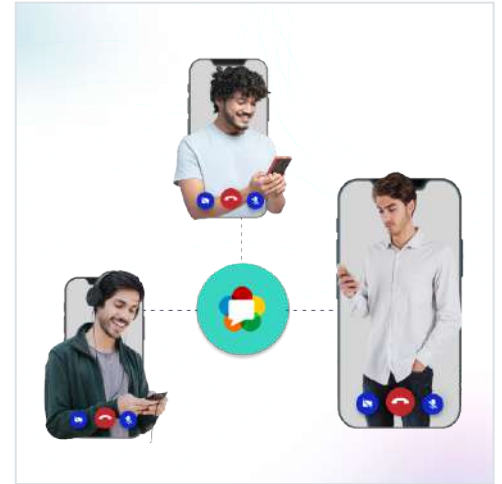
What Is Contact Center  
Transformation: Definition,  
Best Practices & Challenges

# NEWSLETTER

ISSUE:23

## WebRTC vs. Traditional Communication Protocols: A Comparative Analysis

We have all witnessed a significant shift ever since the advent of WebRTC. This powerful open-source project has redefined **real-time communication** over the web. As traditional communication protocols like SIP, RTP, and VoIP grapple with the innovations brought forth by WebRTC, it's crucial to dissect the comparative advantages and limitations of these technologies. Through this comparative analysis, let's explore the intricacies of **WebRTC** vs. traditional communication protocols. [Read more](#)



## Enhancing WebRTC Capabilities Through SDN (Software-Defined Networking)

The cornerstone of many modern digital technologies is effective communication. Among these, the WebRTC protocol garnered the most incredible attention. This protocol allows web browsers to have peer-to-peer real-time communication built right in. In this case, software-defined networking, or SDN for WebRTC applications, can be helpful. SDN solutions' impact on advancing the **WebRTC solution development** cannot be overstated. This blog post will examine how Software-Defined Networking (SDN) enhances WebRTC functionality. Before exploring how SDN enhances the capabilities of WebRTC, it is essential to highlight the importance of WebRTC. [Read more](#)



## Microsoft Teams Launches 'Meet' for Better Organised Calls

**Microsoft** Teams has launched a 'Meet' service for centralized calling and streamlined meeting catchup.

Meet offers users a unified place to view upcoming meetings and evaluate recent past meetings. It allows the rapid discovery of meeting content, including chats, files, agendas, shared documents, and meeting recaps.

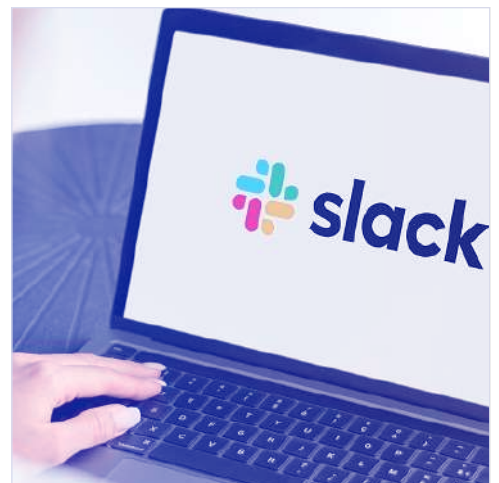
The decision to create a Meet view was inspired by the increasingly packed meeting calendars, the challenges of prioritizing those meetings, and the [Read more](#)



## How to Use the Slack Workflow Builder to Boost Productivity

The recently updated **Slack** Workflow builder promises companies an effective way to improve employee productivity and efficiency without the need for complex coding.

Designed to help organizations automate routine tasks and processes, this convenient toolkit has become extremely popular in recent years. According to Slack, nearly **1 million people** have used the solution to build workflows without code. Companies are designing simple workflows for everything from HR onboarding to creating status reports. [Read more](#)



## Industry's leading publications abuzz with Ecosmob

### **Ecosmob Announces Strategic Partnership with Crexendo at UGM 2023**

Ecosmob Technologies recently marked its presence as a sponsor at the User Group Meeting (UGM) 2023 in Scottsdale, Arizona, from October 16<sup>th</sup> to 19<sup>th</sup>. Organized by NetSapiens (A Crexendo Company), UGM 2023 is an annual tech symposium fostering learning, collaboration, and networking among crucial vendors and tech enthusiasts.

The event is a melting pot for discussing technical nuances, effective sales strategies, and community building on the NetSapiens platform, offering a unique platform for industry leaders and innovators.

At UGM 2023, Ecosmob announced a pivotal partnership with Crexendo, enhancing its strategic outreach and operational efficiency. [Read more](#)





## What Is Contact Center Transformation: Definition, Best Practices and Challenges

Demand for rapid transformation in the contact center and CX landscapes has accelerated recently. Today's companies can no longer afford to take a slow and steady approach to evolution at a time when **77% of brands** agree CX is a critical competitive differentiator.

To adhere to evolving customer expectations for agile, convenient, and personalized interactions, business leaders must be ready for significant transformation, particularly in the contact center. [Read more](#)



## Call Center Metrics: The Industry Standards

Contact center research firm ContactBabel has unveiled its latest market study: Exceeding UK Customer Expectations 2023-24. Released with **Enghouse Interactive**, the report captures how “hundreds” of UK-based contact centers match current customer expectations. Inside, there are many fascinating threads to pull at. Those include emerging trends in channel choice, customer complaints, and agent behaviors.

Yet, perhaps most eye-catching is its latest contact center metric data. Now, contact centers must be cautious when using these figures for benchmarking. After all, service operations [Read more](#)



Ecosmob Technologies heralds a new age of communication. We build smart IT solutions that are high-end and help businesses grow their customer base. Our machine learning solutions empower AI to mimic the way your customers interact with your business.

**VoIP, of course, is our forte.**

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