



# **Delivering a Better User Experience for Mobile UC**

Focus Group Findings on Keys to Success for Service Providers

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metaswitch

## Executive Summary

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Businesses of all sizes are embracing collaboration platforms to keep employees productive, especially as the workforce becomes more distributed. UCaaS is well-suited to address those needs, and a key success driver for service providers will be the ability to support smart phones, as they have become integral for everyday workflows.

Based to an independent study by J Arnold & Associates, this report summarizes findings about the role mobile devices play for workers, how service providers need to consider these when developing their value proposition for their customers, and the importance of user experience when using collaboration applications on mobile devices. This study included focus groups of business workers who had familiarity and interest in using collaboration applications on their mobile devices revealing what constitutes a good user experience. Upon evaluation of 3 mobile UC platforms, Metaswitch MaX UC was established as superior to two other leading mobile UCaaS offerings.



# Mobility Usage Profile

## How and Where Devices are Used for Work

Bring your own device (BYOD), is the norm. Staff would prefer to use their own personal device even in situations where it's offered by their employers. *"My business gave me a phone, but I don't use it — it's too clunky, and I just can't do anything with it."*

This is particularly true for the growing independent and gig-economy workforce. *"When you work for yourself, you pay for your own tools."*

Even in remote office settings, while more data-intensive work is done on PCs, calls and messaging is performed on one's mobile device, even if there is a fixed phone nearby.

When considering Unified Communications as a Service (UCaaS), it's important to recognize that managing both work and personal needs will be a key part of the user experience particularly as more work is done away from the office.

## Which Applications are Used

Participants were asked about collaboration applications as an open-ended question. Microsoft Teams was most frequently mentioned as well as point solutions like Zoom, WhatsApp, and Google. However, the UCaaS concept for mobility was not well-established for end users as there were no mentions of the participant employee's mobile service provider or enterprise PBX vendor. This represents both a marketing-communications failing by UCaaS providers as well as a tension between employees and their IT departments with whom there is sometimes a strained relationship. *"Their (IT) apps never work – if it does, they'll take it away and go with a cheaper option."*

## Challenges of Mobile Working

The use of one's personal identity for business, especially given the ubiquity of BYOD is an important challenge for the mobile user experience.



***"My office line is routed to my mobile, so I have to answer every call. Would be a bonus if I knew which incoming calls are for work, especially after hours."***

These challenges are not insolvable with most mobile UC platforms, but while some participants invested in OTT options to get an additional identity, most had not, so this is a capability that needs to be more prominently featured.

## Robocalls

This proved an important problem by the focus group participants and yielded the most emotional of all responses. *"I get a ton of spam (calls), so am not inclined to pick up calls from unknown numbers, but it could be from a customer."*

Aside from the overall nuisance robocalls have become, they are impinging on workflows, especially around keeping in touch with customers. Clearly, there is a need for more intelligent call screening which would be a value driver for mobile UCaaS.

### Setting Expectations for Mobile Collaboration

UCaaS providers need to come in at the right level to resonate with end users and not overwhelm users with too many features or too much complexity. Mobile UCaaS is a new concept and their current experiences have not been very intuitive. *“I use different apps for different things .... I’ve got so many; I can’t even think.”* The implication is that mobile UCaaS offerings should have a manageable set of apps that are intuitive, easy-to-use and seamlessly connected. Otherwise, mobile workers find and use apps in an ad-hoc fashion and will never get to the integrated experience UCaaS providers aim to deliver.

### A Better Mobile Collaboration Experience

Participants were asked to identify features and capabilities that would make for a better UX. These are summarized below:

- **Integrated Client**
- **Multiple Identities**
- **Native Dialer** – convenience of one-button calling, *“simpler is better”*
- **Robocall Blocking**
- **Consistent UX** for apps across Android and Apple phones
- **Battery Conservation**



# Mobile UX Ratings

Participants were led through a utilizing five mobile UCaaS capabilities for three offerings pre-loaded on a common device and mobile operating system. These three offerings included Metaswitch MaX UC and two market leading providers. The five applications and rating attributes are summarized as follows:

## 1. Receiving a Call

- Ease of use
- Caller ID details clearly displayed
- Call identified as being a business call

## 2. Making a call

- Ease of use
- Caller ID clearly displayed – business
- Ease of finding call history log

## 3. Merging an Incoming Call

- Ability to view incoming call detail
- Ease of use to merge calls

## 4. Presence and adding team members to a call

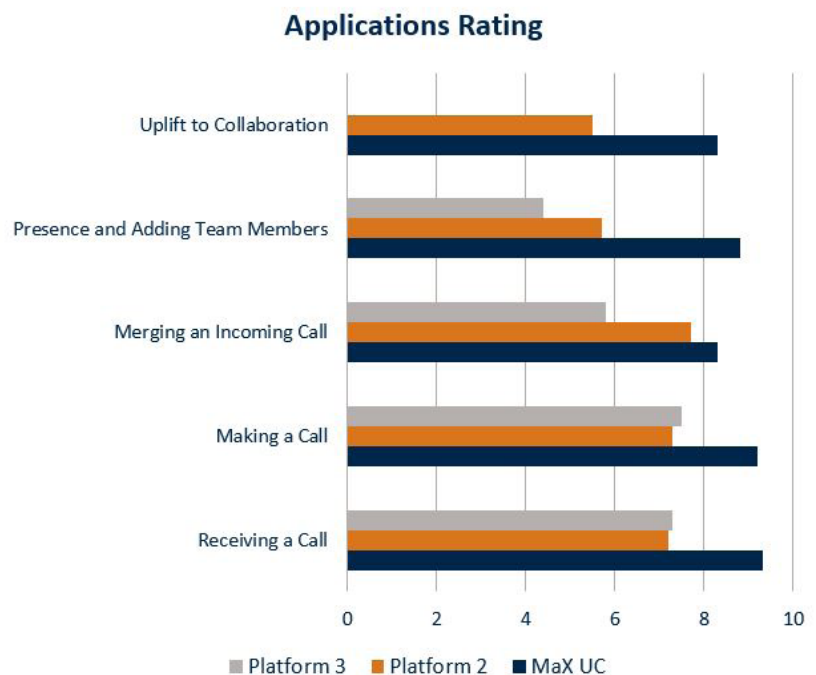
- Ability to see contact's presence status
- Ease of use adding team member to call

## 5. Uplifting to collaborate

- Ease of uplifting a call to a meeting
- Ease of use for file sharing
- Ability to send a document/image

## Application Ratings

These applications were rated on a 10-point scale, where 1=Poor and 10=Excellent, with the average rating out of 10 shown below. For Uplift to collaboration, platform 3 was unable to fully function the full test, so was not ranked. Metaswitch MaX UC rates higher than the other platforms in every instance, often by a wide margin. MaX UC was the clear leader across all five applications providing further support for MaX UC providing the best overall mobile UC user experience.



## Mobile UX Discussion

Following the tests, there was a group discussion about overall impressions and why there was a clear preference of MaX UC.

- **Call Indicator:** *“I loved the blue indicator that came up saying it was a business call”*
- **Pop-up Menu:** *“I like how it shows the features for you to click on – don’t have to go to a separate app to join a meeting”*
- **Menu Navigation:** *“Having a menu that expanded – that was pretty cool”*
- **One-touch Feature:** *“It’s all there – I don’t like multi-steps – with this, easier to merge people into your call with one step”*
- **Native Integration of Apps:** *“I don’t have to open another app to do something, like share a file or switch to video or add a user in”*
- **Making Groups:** the ability to choose favorite contacts and put them into groups
- **Viewing Team Members:** *“I really loved the visual part of this feature with a drop-down box showing your team members on the side”*
- **Touch Screen Interface:** *“Very convenient – makes things easier to do on the go”*

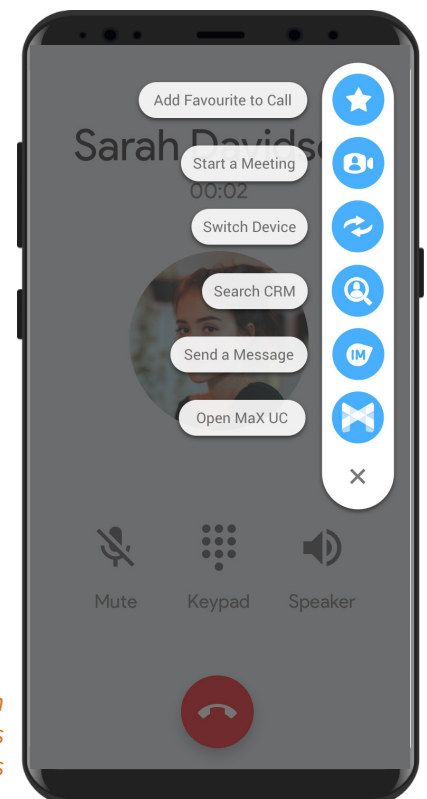
***“Overall, #1 (MaX UC) was the most consistently user-friendly. It was easy to make a business call, or switch from voice to video without exiting the app or sending an invite.”***

## About Metaswitch MaX UC

MaX UC is a UC&C solution designed to deliver a seamless user experience, especially for the growing remote and mobile workforce. It combines the native dialer experience of the smartphone with network-based voice services, UC and collaboration features. MaX UC is easily deployed in operator networks and enabling them to offer mobile native unified communications to the lucrative business market segment.

User experience is central to service adoption. A perfect union of QoS-enabled, network-based multi-identity capabilities, the purity of the native dialer on any smartphone, simple onboarding and a comprehensive suite of PBX and UC features is the basis of the MaX mobile-native UC experience.

For more information visit: <https://www.metaswitch.com/products/applications/max>



*MaX UC overlay on native dialer was rated highly by users*



## Conclusion

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This study established the importance of mobility in two ways. First is the undeniable fact that work is increasingly being done in mobile settings – both inside and outside the office. Second is that there are a wide range of challenges with the current mobile experience – UX – and these represent real impediments to worker productivity.

The UX testing of three mobile UC platforms suggests that UCaaS can be a great offering for service providers, but if the mobile UX is poor, businesses will not get wide enough adoption to generate a good ROI. The research clearly shows that MaX UC outperforms two leading UCaaS platforms, and given the importance of UX for mobile collaboration, providers should consider these findings primary when evaluating their deployment approach.