

# TANGO EXTEND

Engaging Frontline Workers  
with Effective Mobile  
Unified Communications:  
**30 Use Cases**



Tango Extend is the native mobile service for Microsoft Teams Phone. It allows you to use your fixed-line business phone number on your mobile phone, including personal BYOD phones.

## Use Cases

Field Service Workers.....5	Insurance and Claims Processing .....12
Community Healthcare and Elderly Care .....5	Energy and Utilities Management .....12
Logistics and Delivery Drivers .....6	Consulting and Professional Services.....13
Construction and Project Management .....6	Local Government and Public Administration ....13
Retail and Store Operations .....7	Financial Services and Financial Advisors.....14
Emergency and Security Services.....7	Transportation and Fleet Management.....14
Sales and Customer Relationship Management .....8	Marketing and Advertising .....15
Education and Learning .....8	Research and Data Collection .....15
Hospitality and Guest Services.....9	Human Resources and Employee Management .....16
Manufacturing and Supply Chain Management .....9	Legal Services.....16
IT Support Staff .....10	Freelancers and Independent Contractors.....17
Real Estate, Estate Agents, and Property Management .....10	Home Services and Repairs.....17
Event Planning and Coordination.....11	Corporate Research and Development.....18
Media and Journalism .....11	Architecture and Design.....18
	Mobile Beauty and Wellness Services .....19
	Public Relations and Media Relations .....19

Using Tango Extend with a fixed-line number connected to Teams Phone provides several benefits for businesses of all sizes:



### **1. Professional Image:**

Having a fixed-line business number gives a company a more established and professional image. It conveys stability and permanence, which can instill confidence in customers and clients. It is often associated with established businesses and can enhance the credibility and trustworthiness of a company. Making this fixed-line number usable on your mobile increases your work flexibility and enhances your productivity.

### **2. Familiarity and Recognition:**

- Fixed-line numbers with the business Identity are often well-known and recognized by customers in a particular local area or region.
- Local fixed-line numbers and identity can be advantageous for businesses that want to target customers within a particular region or emphasize their local presence.
- Local fixed-line numbers and identity provides a sense of familiarity and can make it easier for customers to recognize a business that offers services that are local to them.
- Some customers may feel more comfortable dealing with a local business, and a local fixed-line number and identity can help establish that local connection.

### **3. Call Routing and Handling:**

Fixed-line numbers that are provided to Teams Phone via Operator Connect or Direct Routing offer flexibility in call routing and handling. The ability to route mobile calls using Teams Phone enables streamlined communication, call tracking, and improved customer service, along with the ability to add services such as call recording.

#### **4. Control and Ownership:**

With Tango Extend businesses can establish a consistent brand identity by maintaining the same contact number over time, building trust and recognition among customers. Additionally, with Tango Extend and Teams Phone, businesses have more administrative control over the features and functionalities associated with their fixed-line numbers, allowing them to customize call handling, voicemail, and other communication settings to suit their specific needs, all with the convenience of using a mobile device.

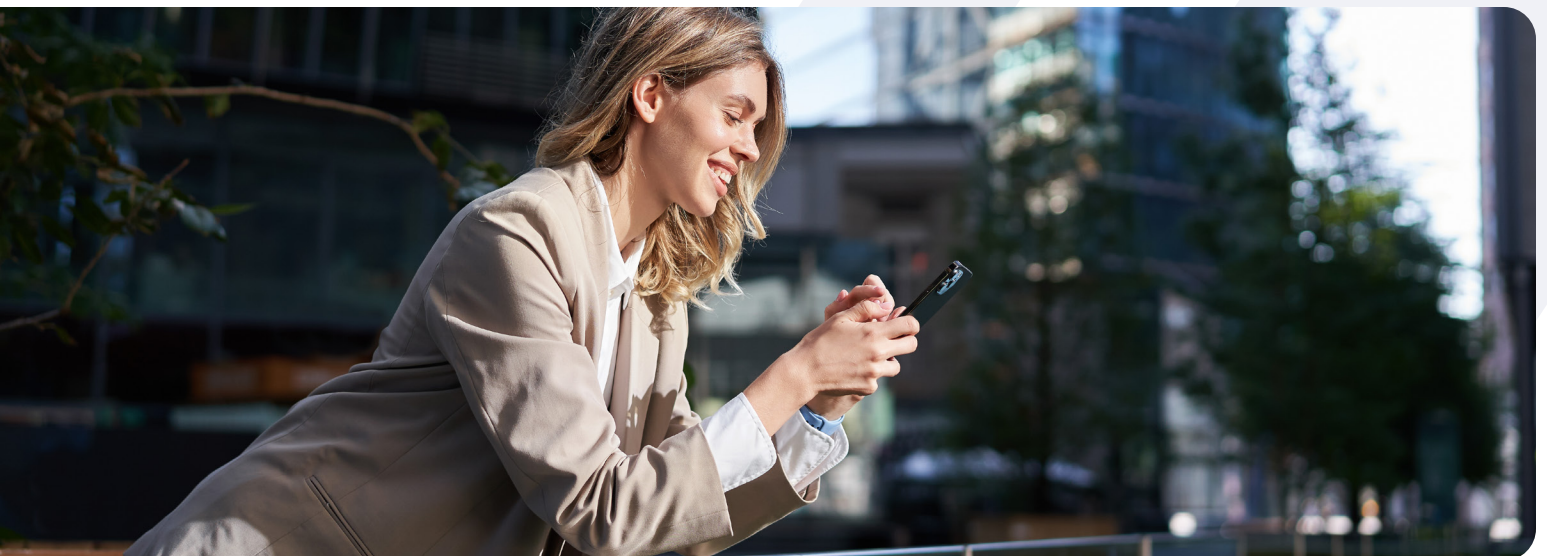
#### **5. Separation of Personal and Business Communication:**

Tango Extend provides the advantage of separating personal and business communication allowing individuals to maintain a clear distinction between their personal and professional contacts. This ensures privacy in their personal life, and professionalism in their business-related communications. By using the fixed-line number associated with their Teams phone account for business calls, employees can confidently manage their work-related conversations without mingling them with personal calls on their mobile devices. This separation not only enhances professionalism but also helps maintain a healthy work-life balance by allowing individuals to easily differentiate between personal and business matters.

#### **6. Regulatory Compliance:**

By integrating with Teams Phone, Tango Extend enables the seamless addition of call recording functionality to both incoming and outgoing calls on the subscriber's mobile device. This ensures that businesses and individuals can easily adhere to regulatory obligations and maintain accurate records of important conversations, providing a valuable tool for dispute resolution, legal compliance, and quality assurance.

In summary, mobile phones are the communication tool of preference and offer complete mobility and convenience. Utilizing a fixed-line business number on a mobile can provide a range of advantages in terms of branding, professionalism, call management, and customer perception.



Here we take a look at 30 frontline worker use cases that address communications and engagement issues through the deployment of Tango Extend:



## Field Service Workers

1

Tango Extend provides a dedicated and recognizable business number on a mobile device for professional communication, enhancing credibility and professionalism when field service workers interact with customers and suppliers. By having a distinct business contact number with UC features associated with their service, field workers can establish a strong professional identity and easily connect with their stakeholders. This improves the overall communication experience and fosters stronger relationships with customers and suppliers.



## Community Healthcare and Elderly Care

2

Tango Extend provides a reliable communication channel for home healthcare providers, ensuring seamless coordination with patients, families, and medical professionals. With Tango Extend, home healthcare providers have one contact number for effective communication, enabling efficient scheduling of visits, prompt response to patient inquiries, and coordination with other healthcare professionals involved in patient care. All calls to the healthcare professionals are routed to a central contact center, ensuring that they are answered in a timely and appropriate manner. The quality of care improves, patient outcomes are monitored, and centralized communications provides peace of mind to patients and their families. Tango Extend contributes to enhanced healthcare delivery, improved caregiver-patient relationships, and overall satisfaction in home healthcare and elderly care services.



## Logistics and Delivery Drivers

# 3

With Tango Extend, delivery and logistics workers can use a centralized and professional contact number when communicating with their customer services team, customers and work colleagues. When a customer is called about a package delivery by the driver, they will recognize the calling number as the company they originally called, instead of seeing an unknown mobile number. That way they avoid missed communications and wasted time. This streamlined communication approach enhances customer service and improves operational efficiency as drivers can easily coordinate with dispatchers, logistics managers, and other team members. By utilizing Tango Extend, logistics and delivery companies can optimize their communication processes, resulting in smoother operations and increased customer satisfaction.



## Construction and Project Management

# 4

Tango Extend offers project managers and construction workers a consistent and professional communications platform, improving project coordination and stakeholder interaction. By utilizing Tango Extend, construction teams can establish dedicated business contact numbers, allowing seamless communication among team members, subcontractors, suppliers, and clients. This ensures efficient information flow, timely updates, and effective collaboration throughout the project lifecycle. The reliable and professional communication facilitated by Tango Extend contributes to smoother construction processes, improved project management, and enhanced client satisfaction.



## Retail and Store Operations

# 5

Tango Extend enables retail businesses to establish a professional business contact point, enhancing customer service and improving various aspects of store operations. By using Tango Extend, retail stores can provide a central contact number for order and product inquiries, and customer service. This ensures that customers have a simple way to get assistance, make inquiries, or place orders, even when company representatives are away from the office or are deskless frontline workers. Tango Extend contributes to efficient customer service, faster query resolution, and improved customer satisfaction. Retail workers on the shop floor interacting with customers can be tied into the corporate communications platform, significantly enhancing communications efficiency so they can deliver a superior customer experience. It enables retail businesses to streamline their operations and optimize the customer shopping experience.



## Emergency and Security Services

# 6

Tango Extend provides reliable and accessible communications for emergency and security personnel during critical situations. By utilizing Tango Extend, emergency responders and security professionals can rely on a dedicated and dependable contact number that is usable on all their team members' mobile phones, allowing for seamless coordination, improved response times, and effective communication with dispatch centers, colleagues, and the public. This enhances overall emergency preparedness, flexibility and effectiveness during a crisis, strengthens security operations, and promotes public safety. Tango Extend contribute to swift and efficient emergency response efforts, enabling better outcomes in critical situations.



## Sales and Customer Relationship Management

# 7

With Tango Extend, sales staff on the go use the business line to call customers, even when they are on their personal mobiles. Customers will no longer be confused by calls coming from personal numbers. Businesses also can retain the contact information for customers if a salesperson leaves the company. The Tango Extend eSIM becomes the business line on a personal phone, so there is no need to provide each sales person with an expensive business smartphone. Teams UC features are enabled on the business number, so important functions such as call hold and transfer are supported. In addition, out of hours calls or calls to the sales person when on holiday can be dealt with professionally by other team members. This enables timely responses for sales inquiries, order processing, and customer support, leading to improved customer satisfaction and retention. Tango Extend coupled with Teams Phone provides the ideal reliable and professional communication platform empowering sales teams to more effectively engage with prospects and clients, ultimately driving business growth and enhancing the overall customer experience.



## Education and Learning

# 8

Tango Extend enables educational institutions to establish a dedicated communication channel for all stakeholders, ensuring reliable and consistent contact with students, parents, and staff. By utilizing Tango Extend, educational institutions can provide a single contact number for inquiries, announcements, and virtual classroom support. This enhances communications efficiency, enables timely updates, and facilitates seamless interaction between teachers, students, and parents, even when these stakeholders are on the go and away from their offices. Tango Extend encourages engagement, and facilitates effective collaboration within the educational community.



## Hospitality and Guest Services

# 9

Tango Extend enhances guest services in the hospitality industry by providing staff who are frequently on the go with a professional contact number for highly efficient and responsive communications. By using Tango Extend on mobile devices, coupled with Teams UC features, hotels and hospitality businesses can offer a dedicated line for inquiries, and concierge assistance. This ensures that guests can easily reach out for bookings, request information, or seek personalized assistance, without having to navigate a maze of contact numbers or departments. Tango Extend contributes to excellent customer service, enhancing guest satisfaction to ensure a positive experience throughout their stay.



## Manufacturing and Supply Chain Management

# 10

Tango Extend facilitates efficient communication within the manufacturing and supply chain industry, enabling consistent, simplified interaction with suppliers, partners, and internal stakeholders. By deploying Tango Extend to staff on what are often large sites, manufacturing companies can establish a dedicated mobile-enabled contact number for management, and logistics coordination. This streamlines communication channels, promotes effective collaboration, and enhances operational efficiency. Businesses can equip workers on the warehouse floor with inexpensive mobile phones tied into the broader corporate communications platform. That eliminates the need for costly and outdated DECT communications systems traditionally used in such environments. Tango Extend contributes to smoother manufacturing processes, optimized supply chain management, and improved overall productivity in the industry.



## IT Support Staff

# 11

Tango Extend provides one contact number for IT support services, simplifying the customer support process and facilitating timely issue resolution. This ensures that customers can easily reach out to IT support professionals for faster problem resolution, eliminating a chief cause of customer frustration and dissatisfaction. Tango Extend contributes to improved customer experiences and streamlined IT support processes.



## Real Estate, Estate Agents, and Property Management

# 12

Tango Extend fosters professional communication within the real estate industry, enabling dedicated channels for property inquiries, negotiations, and updates. By utilizing Tango Extend, real estate agents and property managers can provide a dedicated contact number for potential buyers, tenants, and property owners to reach out for inquiries, schedule viewings, negotiate terms, and receive updates on property listings. This enhances communications timeliness and contributes to seamless property transactions and improved customer experiences.



## Event Planning and Coordination

# 13

Organizing events necessitates constant communication – often on the move. Tango Extend facilitates simple to use, efficient communication among event organizers, vendors, and clients, ensuring seamless coordination and events which delight. By adopting Tango Extend, event planning professionals and their contractors can be equipped with a Teams business number on their mobile for inquiries, vendor coordination, and client communication. By adding call recording via Teams Phone, event coordinators can quickly check and confirm information to ensure detailed arrangements are being made to the client's specification. This enables smooth information flow, timely and accurate updates, and effective collaboration and problem solving throughout the event planning process. Tango Extend contributes to streamlined event coordination, enhanced client satisfaction, and successful event outcomes.



## Media and Journalism

# 14

Tango Extend provides journalists with a reliable means of mobile communication, facilitating interviews, gathering news updates, and maintaining contact with sources. By utilizing Tango Extend, journalists can use a Teams enabled contact number for communicating with interviewees, receiving news tips, and coordinating with their editorial team. This ensures timely and simplified communications, enabling journalists to stay connected and informed in their pursuit of news stories, even when away from the office. For a deadline-driven business like journalism, these benefits can become a major competitive advantage and support the timely dissemination of accurate information to the public.



## Insurance and Claims Processing

# 15

Insurance investigators are often mobile and moving from location to location. Tango Extend enhances communication with clients during the claim processes ensuring efficient claims handling and prompt customer assistance. By adopting Tango Extend, insurance companies can provide a shared or dedicated single number for policyholders to speak to claims processors. This enables streamlined communication channels, faster claims processing, and improved customer satisfaction. Tango Extend facilitates effective communication between insurance agents, claims adjusters, and policyholders, boosting faster resolution of insurance matters.



## Energy and Utilities Management

# 16

Tango Extend streamlines communication in energy and utilities management, facilitating quick reporting of maintenance issues, coordination of repairs, and operational updates from the field. By deploying Tango Extend, energy and utility companies can provide a single, consistent business contact number that can be used to contact customers by onsite staff and engineers. Customers who call back to that number can be routed via a central support desk or directly to the engineer. This enables efficient communication channels, allowing prompt resolution of maintenance issues, effective coordination of repairs, and timely updates on service restoration. Tango Extend enhanced customer satisfaction, improved operational efficiency, and streamlined management of energy and utility services.



## Consulting and Professional Services

# 17

Tango Extend establishes a professional contact point for consultants and professionals, enhancing communication with clients and delivering timely consultation, even when consultants are traveling or at client sites. By adopting Tango Extend, consulting firms and professionals can use a dedicated Teams contact number on their mobile phones for clients to engage with consultants, seek advice, schedule appointments, and discuss project details. This ensures highly efficient and reliable communication, prompt response times, and effective delivery of professional services. Tango Extend contributes to enhanced client satisfaction, better team engagement and collaboration, strengthened client relationships, and improved overall consulting experiences and outcomes.



## Local Government and Public Administration

# 18

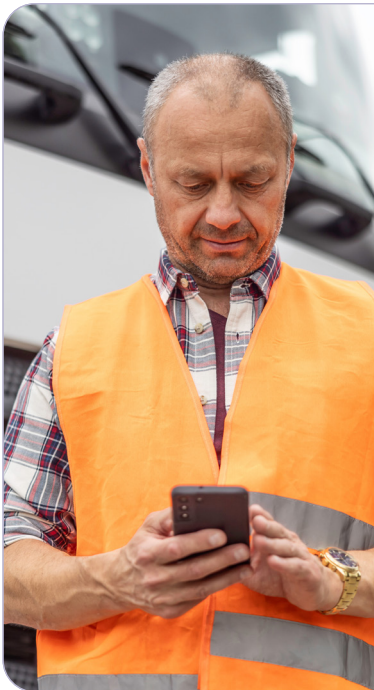
Tango Extend for Teams Phone facilitates internal communication, citizen interaction and community engagement. By deploying Tango Extend with an existing Microsoft Teams Tenant, government agencies and public administrators can be provided with a dedicated contact number for simplified communication within their departments, as well as with their constituents and the public at large, right on their mobile devices. This enables more effective information sharing from any location, enhanced citizen engagement, and timely dissemination of information vital to the public interest. Tango Extend contributes to improved government services, enhanced public participation, and strengthened emergency response capabilities.



## Financial Services and Financial Advisors

# 19

Tango Extend enhances communication with clients, providing secure, monitored, compliant, and trustworthy mobile communications for all financial services engagements. By utilizing Tango Extend, financial institutions and advisors can enjoy far better quality of communications compared to using a mobile app for their important business calls. With a dedicated Teams business number on their mobile phones, they will be able to immediately respond to clients who seek financial advice, or help conduct secure transactions wherever they are. This ensures seamless and confidential communication, enhancing client trust, and fostering a strong client-advisor relationship. Because the mobile calls are routed through the firm's central communications platform, calls can be captured and recorded for compliance with records retention regulations and company policies. Tango Extend contributes to the delivery of secure and reliable financial services, regulatory compliance, and enhanced overall client satisfaction.



## Transportation and Fleet Management

# 20

Tango Extend streamlines communication between fleet managers and drivers, facilitating smooth transportation operations and timely updates. By deploying Tango Extend, transportation companies and fleet managers can provide a dedicated business contact number for comprehensive communication with drivers, dispatchers, and logistics teams, including simplified communications with shipping clients and the public. This enables efficient coordination of routes, real-time updates on delivery statuses, and prompt response to unexpected situations. Tango Extend contributes to optimized fleet management, improved operational efficiency, and enhanced customer satisfaction.



## Marketing and Advertising

# 21

Tango Extend ensures professional communication channels for marketers and advertisers, enhancing collaboration, campaign management, and client interactions without the need for deskphones. By using Tango Extend, marketing and advertising professionals can have a single mobile touchpoint for communication with team members, freelancers and consultants, service providers, clients, and media partners. This enables efficient coordination of marketing campaigns, timely feedback on creative materials, and effective client consultation. Tango Extend contributes to simplified project management, improved client relationships, and enhanced overall marketing and advertising effectiveness.



## Research and Data Collection

# 22

: Tango Extend facilitates communication during research activities, enabling interviews, data gathering, and participant engagement to become more efficient. By utilizing Tango Extend, researchers and data collectors can maintain a single dedicated number for easier mobile communication with study participants, interviewees, and data sources. This ensures better scheduling of interviews, timely data collection, and simplified communication with research participants, resulting in higher response and engagement rates for polling and similar activities. Tango Extend contributes to enhanced research productivity, improved data quality, better user experience and streamlined research processes



## Human Resources and Employee Management

# 23

Tango Extend enhances communication between HR professionals and employees, boosting collaboration, delivery of guidance, and employee support. By adopting Tango Extend, HR departments can establish a single contact number for easy communication with employees, even when HR professionals are away from the office. This enables more efficient handling of employee needs across the spectrum of HR.



## Legal Services

# 24

Tango Extend provides a dedicated professional business number for each lawyer and legal professional, ensuring reliable mobile communication with clients, colleagues, and court officials. By deploying Tango Extend, law firms and legal professionals can use their numbers using the native phone dialer on their existing mobile devices. This offers a far more intuitive and simple user experience for making and receiving business calls, enabling efficient client consultations, case discussions, and coordination with court personnel. Even when legal professionals are on the go, Extend facilitates effective client representation, timely case management, and enhanced overall legal service compliance and delivery. Tango Extend contributes to improved client satisfaction, strengthened professional relationships, and optimized legal processes.



## Freelancers and Independent Contractors

# 25

Coupled with a Microsoft 360 account and Teams Phone license, Tango Extend allows self-employed professionals to present a consistent business number to their clients and customers, enhancing the professional appearance of the freelancer and the business that they run. That in turn builds trust with clients and improves overall client communication and engagement. Extend's simple configuration enables separation of personal from business use on a personal mobile device, turning the personal mobile into a powerful tool for freelance business success and saving the costs of a separate business mobile phone.



## Home Services and Repairs

# 26

Tango Extend offers the ability for home service and repair workers to present a centralized support number when calling clients and customers. By presenting this number, any client or customer calling that worker back can have their call handled via the Call Center, which is able to manage issues and reschedule appointments or bring in alternative resources. This continuity of communications results in seamless customer engagement and service for plumbers, electricians, repair personnel and contractors when scheduling service appointments and coordinating emergency repairs. Tango Extend contributes to improved customer satisfaction, enhanced service delivery, and strengthened customer-provider relationships.



## Corporate Research and Development

# 27

Utilizing Tango Extend streamlines communication within corporate research and development teams, facilitating collaboration, progress updates, and knowledge sharing even when team members are away from their desks or working from home. By utilizing Tango Extend, research and development teams can use one contact number for all communication, enabling effective coordination of projects, timely sharing of research findings, and collaboration on innovative ideas. This enhances team productivity, promotes information exchange, and accelerates the pace of research and development initiatives. Tango Extend contributes to improved collaboration, enhanced project outcomes, and optimized innovation processes.



## Architecture and Design

# 28

Tango Extend provides a dedicated business phone number for architects and designers, ensuring effective communication with clients, contractors, and suppliers throughout the project lifecycle, even when on a project site or away from the office. By utilizing Tango Extend, architects and designers can establish a professional single contact point for easier communication, enabling efficient collaboration, project updates, and coordination with various stakeholders. This enhances project management, strengthens client relationships, and streamlines communication for timely decision-making. Tango Extend contributes to improved project outcomes, enhanced design processes, higher client satisfaction, and successful project delivery.



## Mobile Beauty and Wellness Services

# 29

Tango Extend offers a dedicated line for beauty and wellness professionals, enhancing communication with clients for appointments, consultations, and inquiries. By using Tango Extend, mobile beauty and wellness service providers such as massage therapists, hair stylists and others can offer a Teams integrated fixed-line number on their mobile phone for their clients to call. This simplifies client interactions for setting appointments, providing personalized consultations, and addressing client inquiries regarding services and treatments. This enhances client convenience, builds trust with clients, and fosters effective communication in the beauty and wellness industry.



## Public Relations and Media Relations

# 30

Utilizing Tango Extend enhances communication with media outlets, journalists, and stakeholders, aiding timely and effective outreach, press releases, and media coordination. By leveraging Tango Extend, public relations professionals can provide a centralized fixed-line contact number for seamless communication, enabling efficient media relations, timely responses to inquiries, and coordination of press engagements. Tango Extend allows subscribers to be mobile while presenting a fixed and professional number for everybody to contact. This ensures strong relationships with media contacts, facilitates accurate and consistent messaging, and maximizes media coverage opportunities. Tango Extend contributes to improved public relations efforts, crisis communications responses, enhanced media visibility, and successful media campaigns.