UC-One Leverages Apple CallKit

The UC-One experience enhanced

UC-One leverages the built-in native features of the iPhone

Consider what it's like not having the privilege of the native functions on your iPhone when you're using a UC app for business calling. For one, you can't take advantage of your iPhone's native in-call screen, contact list, or mute button. Those features and others have only been available for calls placed or received directly on your iPhone. So when you're on a business VoIP call, it requires a change in behavior to use the app's calling features, rather than the ones you're used to using on your iPhone. More touches, and more swipes.

For example, when your iPhone is locked, you can't answer a VoIP business call coming in through your UC app. Unlike calls coming directly into your iPhone, you must unlock the screen before you can answer the call, and risk missing that important call.

Another disadvantage is not having any control over new incoming native calls to your iPhone while you're on a business call. Say you're on a VoIP call with a client and a personal call rings in to your iPhone. The business call is automatically placed on hold without warning, and the personal call overrides it. How embarrassing is that?

Why a "native" smartphone experience matters

Mobile phones are an essential part of our work life, regardless of how big or small our business is. Research tells us we're spending 60% of our time away from our desk and half of us are using our smartphone as our primary device for work.

In most, if not all cases we're using the same phone for both personal and business use, which means switching between the Unified Communications (UC) apps we use for business communications, and the iPhone's native calling features for personal calling. This can get tricky and create a cumbersome and confusing user experience.

So it shouldn't come as a surprise to know that at Cisco we're excited about Apple's iOS 10 CallKit, because it has allowed us to deeply integrate our UC-One mobile apps with the iPhone, making the user experience more seamless and natural.

Why is this important?

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The enhanced UC-One mobile experience

The reason we need UC apps is so we can be more productive. So that we can work and collaborate more efficiently, and be responsive from anywhere at any time. They help us stay connected to people and information from our mobile devices.

But when an app makes us do things differently, when it requires us to change our behavior and makes it difficult or more time-consuming to do simple things, it reduces the chances of us wanting to use it.

One of the key benefits about Apple's iOS 10 CallKit integration with Cisco's UC-One mobile apps is that it enhances the user experience. UC-One features function more like the built-in native features on the iPhone that iPhone users are accustomed to. We're able to offer a more seamless and native user experience, which means people will want to use it – leading to higher user adoption, increased productivity, and a better return on your investment.

Key enhancements to UC-One mobile apps

Incoming calls answered from the lock screen

Incoming VoIP calls to UC-One display fully on the lock screen – the same way native calls display. Plus, UC-One calls can be answered with a single swipe. Prior to iOS 10, you had to unlock the screen before answering the VoIP call.

Integration with the native in-call phone user interface

VoIP calls are handled in the native in-call User Interface (UI) of your iPhone. Mute and speaker control of VoIP calls are available directly from the native in-call screen, and other calling features like transfer and conference are available via UC-One. Previously, you couldn't mute your VoIP call with the phone's mute button, or use any other native in-call features while on a VoIP call.

Call waiting for incoming native calls

If a native call is received on your iPhone while you're on a UC-One VoIP call, you can now prioritize any of the two calls. Previously, the native call would override the VoIP call and automatically put the VoIP call on hold. Now you can choose to accept the call and end the current call, accept the call and place the current call on hold, or decline the incoming call and send it to voicemail.

Integration with the native contacts

UC-One can be listed as a calling option with the contacts in your iPhone's native address book. This allows you to tap on a button or phone number in a contact profile to initiate a call directly with UC-One over your Wi-Fi, 2G, 3G, 4G or 5G network. Previously, you had to first launch the UC-One mobile app before placing the VoIP call.

For more information

Visit us at Cisco.com
https://www.cisco.com/c/en/us/products/
unified-communications/uc-one/index.html.

Why going native makes sense for UC-One

- **Easier and more intuitive apps.** People are more likely to use an app when it's easy and familiar. Intuitive apps also minimize the need for costly and disruptive end-user training.

- **Seamless and natural "native" experience.** Switching between business and personal calls is a more seamless experience, which means less inconvenience and improved communications.

- **Higher end-user adoption and satisfaction.** Increase user adoption while reducing communications costs by leveraging calls over Wi-Fi and other networks.

- **Increased productivity and responsiveness.** Your mobile workforce is more productive and responsive when they don't have to think about how to use their mobile phone for business.

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