

AVOXI®

# Coding Beyond Tradition

Why low-code no-code  
applications are changing IT forever.





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## Introduction

# Going from Pro-Code to No-Code

IT leaders evaluating new communications software are always brought to the same fork in the road...

PATH  
01

Purchase from  
a ready-made vendor.

PATH  
02

Build your call system  
infrastructure from the ground up.

Now more than ever, the pressure is on for IT leaders to find efficient software solutions that are flexible, agile and scalable to keep pace with customer expectations. And simultaneously, reduce costs without compromising network reliability.

**Luckily, low-code no-code communications bridge this gap.**

CPaaS providers now offer a low-code no-code (LCNC) layer to their services - giving IT [ease and control of their communications technology](#) with the advanced features customer-facing teams need to hit their KPIs and provide incredible customer service.

The best part? Thanks to its extremely user-friendly interface, it requires little to no programming experience to implement, meaning no additional IT support costs are deducted from your budget.

If you're an IT leader who's ready to cut costs, improve efficiency and reduce implementation time, this eBook was made just for you.

**In the pages ahead we'll take  
a deep dive into LCNC as we outline:**

- The need driving low-code no-code apps.
- How it's accelerating IT + the benefits for your bottom line.
- The right questions for evaluating your coding requirements.

# What's Behind the Transformation?

As the person responsible for your organization's IT infrastructure, you've never been short of responsibility. But it goes without saying that in March of 2020, your job changed forever.

Overnight, the COVID-19 pandemic practically made your legacy on-premise phone system obsolete. This sent you scrambling to find a cloud-based solution that could allow your organization to function in a remote environment while maintaining customer satisfaction.

But as the old saying goes, "When it rains, it pours" and the pandemic was just the tip of the iceberg for what would follow. Shortly after shifting to a remote work environment, you were faced with new challenges such as:



**96%** of IT leaders say the pandemic has led to an increase in demand for new apps and processes as professional and personal lives migrated online.

SOURCE

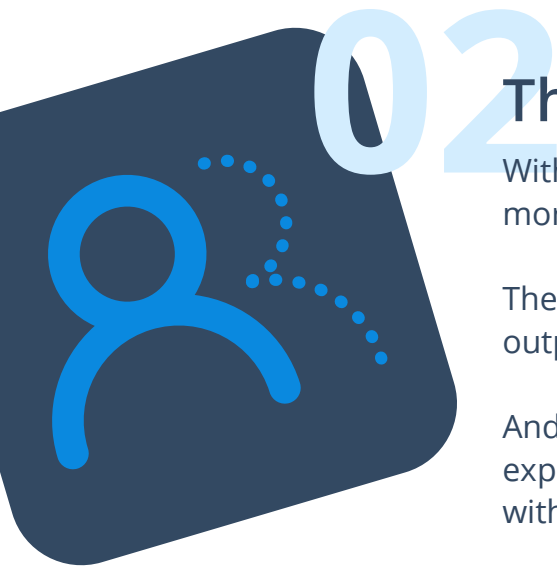


## Enhanced customer demand

Once office work went fully remote, customers and employees expected companies to keep up quickly and digital-led experiences soared.

With digital channel traffic also driving customer-brand interactions, IT was tasked with finding unified solutions that allowed customer-facing agents to provide support beyond the phone while also keeping track of agent performance and customer data in a centralized, compliant-friendly place.

Today, the consumer expectation for better, more enhanced communications with organizations, hasn't slowed down. As customer expectations continue to rise, so does the responsibility of building a streamlined global infrastructure that enables your teams to keep up and stay connected.



## The developer shortage

With a bigger workload comes the need for increased developer headcount to manage it. In fact, more than [35% of companies](#) are planning to hire 50+ software developers this year.

The problem is there aren't enough software developers to fill these roles. Job openings are far outpacing the number of qualified candidates, leading to massive recruiting bottlenecks.

And with IT growing increasingly crucial within organizations, the need for software developers is expected to [increase 22%](#) between 2022 and 2023...meaning this problem is only going to grow without more developers entering the field over the next few years.

Between enhanced customer expectations forcing your organization and its customer service teams to be everywhere at once, coupled with a thinly-stretched IT staff, low-code no-code solutions have become a secret weapon for businesses.

# How Low-Code No-Code is Accelerating IT

As your business communications adapt, it's critical for your department to focus their time and efforts on more strategic initiatives rather than mapping out call flows or configuring VoIP numbers on request. A [supermajority of IT leaders](#) believe LCNC applications would allow IT staff to focus on more complex initiatives.

You don't need to lean on developers to keep the layout of your phone system operational. LCNC is changing the game, transferring implementation power from IT to "citizen developers," allowing for benefits that include:



## Citizen Developer

A business user within the organization that generally has no formal IT or developer experience.

## Expert View

"Support for low-code no-code falls not on the shoulders of our team but on the service provider."

**Danylo Tolmachov** | Head of Software Engineering at Techstack LTD

"The people moving outside of that specialized IT group also changes what those tools have to look like. Now, we can't require a CS degree anymore and three years professional experience, we need to be looking at those tools that have what people refer to as the 'low-code no-code environment' or interface where it's much more drag-and-drop, much more self-explanatory and intuitive for the average office worker to be able to interact with. I think that's one of the big trends we'll see in 2022 and beyond is how do we continue to make these integrations - moving data from point A to point B. How do we make that simple, fast, and accurate?"

[A New Era in Communications: 6 Trends to Watch in 2022 Webinar](#)

**Randy Layman** | Chief Technology Officer at AVOXI

# 01 Improved agility

As a function of its intuitive UX, your citizen developers can quickly customize their call center workflow as required. What used to take months to deploy because of product backlog, now only takes weeks with LCNC applications. A few examples of agility in action:



## Business Number Management:

Phone number APIs provide quick access to global numbers and are managed from a single-source platform.



## Monitor Call Quality:

Proactively monitor and [improve call quality metrics](#) directly from the dashboard.



## Map Out Call Routing:

Easily create or make changes to IVR, queue selections, call forwarding and more with drag-and-drop and menu configuration across platforms.



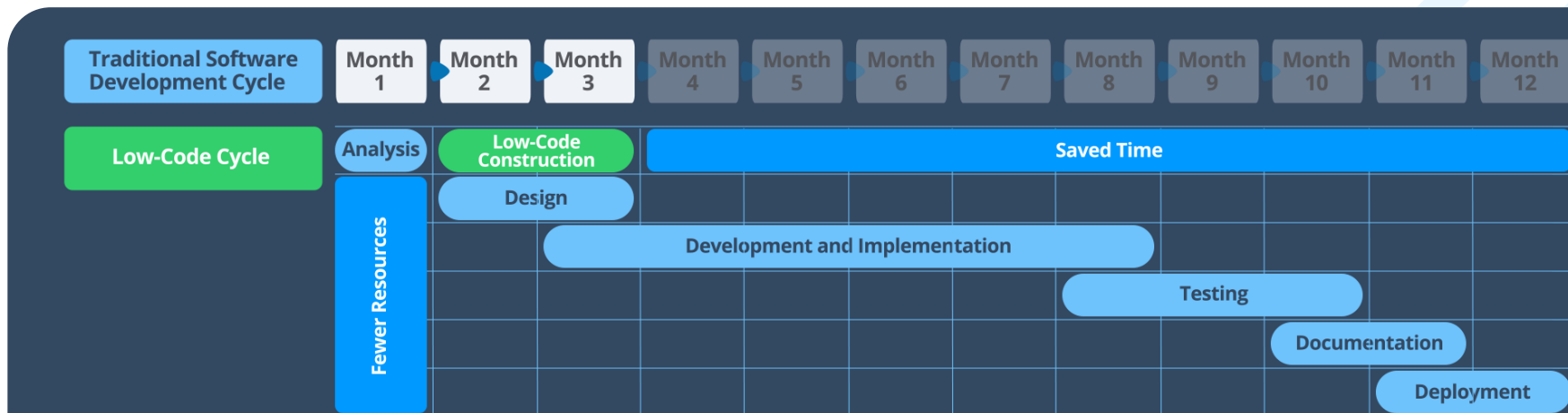
## Integrate Contact Center Tools:

Seamlessly connect business tools including CRM, Contact Center and PBX to automate call logging and drive personalized conversations in just a few clicks.



## Advanced Analytics & Reporting:

Set and monitor goals, sharing these actionable insights automatically with the broader teams through scheduled reporting for end-to-end visibility.



## Higher IT productivity at a lower infrastructure cost

LCNC enables pro-code teams to offload basic coding tasks onto the citizen developer so they can accomplish more for complex processes. This leads to several benefits in itself:

- More time back in the day to focus on strategy
- Reduced backlog of tickets
- Modernizing a legacy phone system
- Reduced infrastructure and maintenance costs
- UX customization with templates and component modules
- APIs for quick and reliant integrations



Cloud migration can save companies an [average of 15%](#) on all IT costs.



VoIP solutions [reduce calling rates by a quarter](#) of traditional telephony services.

**[Danylo Tolmachov](#)**, head of software engineering at Techstack Ltd., has low-code no-code success in testing and validation of hypotheses and ideas that can impact cost and help solve simple issues.

“We went with a low-code solution for a client that needed a back-office for managing a product database,” he says. “Building a separate site for their inventory actions wasn’t hard, but creating infrastructure around CI/CD processes, membership with permission system, testing and maintaining this at the end were not obvious subtasks that still needed to be implemented. A low-code tool allowed us to transfer the engineering team to more important and promising solutions to improve the existing platform. And again, further support for this area falls not on the shoulders of our team but on the service provider.”



# 03

## More efficient application governance

Your IT teams spend a significant amount of time on governance activities - business teams should do the same. A LCNC platform unifying your communications tech stack allows for more efficient application governance.

Having the ability to enforce complete organizational compliance is paramount. Thanks to CPaaS solutions that [prioritize VoIP security](#) and business continuity, automation controls backend updates for you, ensuring every connected application maintains full compliance standards under the following regulations:



**CCPA:** A state statute to protect digital consumer privacy for residents of California, USA.

**GDPR:** Regulation that enhances personal data and privacy protections of EU citizens for transactions within EU-member states.

**HIPAA:** US-based legislation to ensure patient health information (PHI) is protected from being disclosed without the patient's consent.

**PCI-DSS:** A requirement for all merchants and companies who accept, store, or transmit credit card information to protect cardholders from identity theft.

**POPIA:** South Africa data privacy law to regulate the process of citizens' personal information.

**STIR/SHAKEN:** US-based FCC security standard to reduce the number of robocalls made to US and Canadian recipients.

# 04 Better IT governance

Security and data protection is a shared responsibility between the provider and “fusion teams.” But, the appeal of scalable cloud technology is tempting for business users resulting in increased shadow IT activities. And when IT processes are challenged, [human error](#) can upend your network security.



## What are fusion teams?

A blended team of internal users, admins and security experts that manage the value and risk of technologies within the organization.

LCNC communications are built with tools that mitigate risk while supporting a highly agile and collaborative environment. With user role settings and number configuration management, you can better protect your network and reinforce the governance framework you have in place to keep your business objectives on the right track.

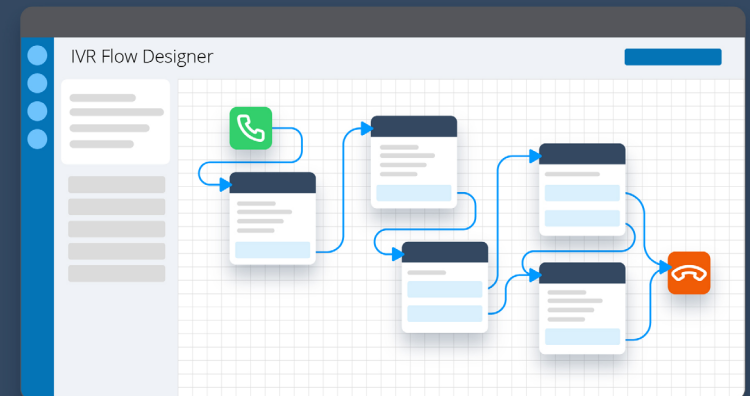


**Shadow IT** is the use of systems deployed by users outside of IT without their consent or knowledge.

## LCNC for Interactive Voice Response

### Component

### Drag-and-Drop



\*Set up your IVR system with intuitive component building or drag-and-drop. Either way, easily own and maintain the customer journey!



# Making the Most of Communications Management

Low-code no-code is expanding its way into the world of international communications. With the growing need for enterprises to stay connected, IT leaders are determined to find the best CPaaS platform with invigorating LCNC communications solutions.

Evaluating your coding needs is the first step to discovery. And to do this, asking yourself the following questions can help you better assess your business processes:

1. Does your company require complex tech stack implementation?
2. What level of flexibility do you need in your IVR or call flows?
3. Are you looking for a citizen developer to manage your platform?
4. How many users or teams will be on the platform?
5. Will this be integrated into your broader communications architecture?

How you answer these questions will help to curate a shortlist of providers that can solve for your high-, medium-, or low-tech expertise solution.

# About **AVOXI**<sup>®</sup>

AVOXI is a leading provider of [enterprise-grade cloud communications](#) with high-quality voice, messaging and contact center solutions. Built with features to accelerate growth, easily empower your remote IT and business teams with feature-rich technology that can support your phone strategy goals anytime, anywhere.

**170+ countries | 24/7 support | 50+ carriers | 4.2 Avg. global MOS**

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