

# UCaaS Guide

# Platforms Upgrade

## 7 Advantages of Implementing Visual Workflow Automation



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# Intro

All thanks to the global trend towards cloud services, UCaaS providers are now simplifying the way various businesses manage their communications.

Undoubtedly, as a UCaaS provider, you understand how important it is for your customers to interface with your platform so they can build communication applications quickly and integrate them seamlessly with their systems.

Often, this involves IT stuff, where your customers need to learn your platform's APIs, develop, deploy, and maintain communication applications on their side.

Unfortunately, this extra overhead is not efficient, wastes their IT resources time, and can even be a barrier for them to start considering your platform in the first place.

But what if I told you that there's a way you can make that happen without having to put your customers through unnecessary stress?

Well, all you have to do is to offer them a visual communication application drag & drop builder, which won't only speed up the development of their applications but also provides them with a serverless, scalable, and "much easier to maintain" platform.

Moreover, integrating their systems becomes a matter of connecting visual boxes without the complexities of dealing with API integrations, authentication, maintaining state, error handling, and retries.

As a UCaaS vendor, if you're yet to start providing a visual studio for building communication applications for your customers, then you're missing a lot.

That said, in this post, I'll share with you a few advantages attached to upgrading your UCaaS platform using visual workflow automation solutions.

**Are you ready to begin?**

**Let's do this!** 

# What Is Visual Workflow Automation?

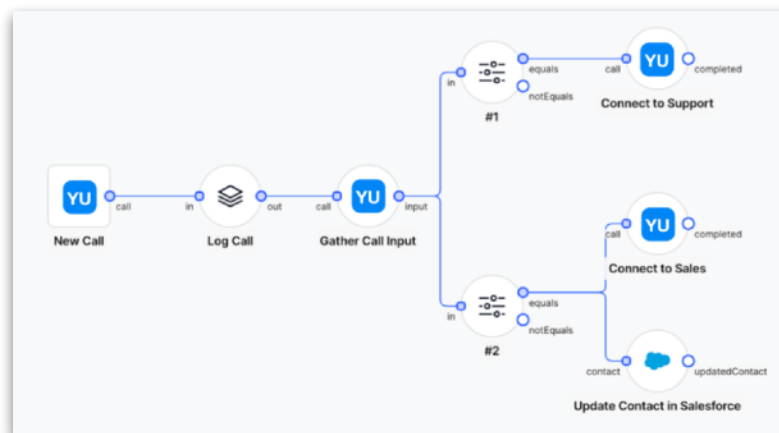
In business management, a visual workflow encompasses several operations, including developing processes, which offer a 360-degree view of all the steps involved in a specific UCaaS task.

In straightforward terms, visual workflow management can be likened to how flowcharts work. As in flowcharts, visual workflow automation defines flows of information, including logic and repetitions.

**Anyone who can understand flowcharts can create automated workflows.**

Furthermore, visual workflow automation works so well for many organizations because of several reasons. One of them is that it helps to remove complexity in processes.

Apart from that, it's also easy to implement and offers top-level visualization of business operations.



## Upgrading UCaaS Platform With Visual Workflow Automation:

### Who Needs It?

Here's a quick question; which organizations will benefit from the implementation of UC visual workflow automation?

To answer the question, I'll say every enterprise, especially those with complex requirements, will benefit a lot from the solutions that visual workflow automation offers.

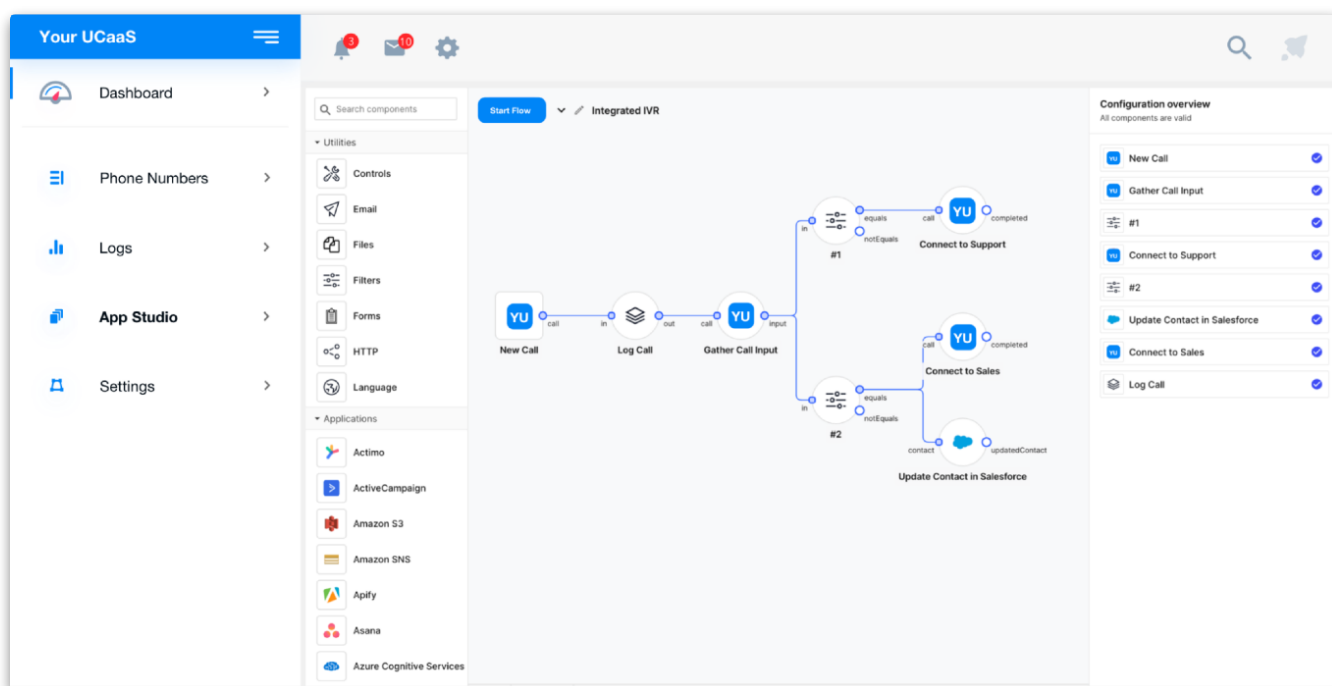
Your customers will also benefit a lot from these tools if they run an organization that needs to develop flexible and rapid communication solutions and workflows that meet their business needs.

# 7 Benefits Of Implementing Visual Workflow Automation With Your UCaaS Platform

As a UCaaS provider, you must be wondering why it's essential for you to [upgrade your platform with visual workflow automation](#).

By upgrading your platform with the right visual App Studio solution, you'll provide your customers with quick access to build, deploy and maintain scalable communication applications with ease.

Let's have a look at the rest of the benefits below.



# 1. Enables customers to build communication applications quickly

As a UCaaS provider, you certainly know how your customers interact with your unified communications system interface.

They use your APIs, so they can create communication apps and connect them seamlessly with their platforms to add custom business logic - this process isn't always easy, as it is time-consuming and error-prone for their IT staff.

Interestingly, a compelling visual workflow automation solution will provide you with an easy-to-use visual drag & drop interface. With this tool, you'll be able to empower your customers to build applications quickly.

Furthermore, a visual workflow automation solution offers a ready-to-use library of components. Your customers can always combine them to produce different call flows, IVRs, or omnichannel notification systems. They can also utilize the elements to integrate their back-office apps, including CRM & Databases.

Bottom line, by upgrading your UCaaS platform with visual workflow automation, you'll enable your users to get the most out of your products. And with that, they'll also be able to build engaging experiences for their end-users in minutes.



## 2. Fast updates from your customers' side

There's no denying that every use case needs regular updates to be able to meet your customer's ever-changing requirements.

With a visual app studio, such as Appmixer, your customers will get to update and add more functionalities to their apps quickly. Of course, they will be able to do all of that without code changes and re-deployments.



## 3. Enables your customers' non-IT staff to collaborate on app building

As earlier mentioned, with a visual workflow automation app builder, your customers do not need to have prior knowledge of coding. It also means that they do not need to know about your APIs.

The visual app studio will provide your customers with predefined and user-friendly building blocks, which they can directly work with, to create and customize communication applications. It's pretty simple, and the advantage of that is it helps to free up IT resources. That's not all: it also improves the efficiency of your customers' staff, enhancing the productivity of their organizations as a whole.



## 4. Better insights into how various tasks work

Another benefit attached to implementing visual workflow automation with your UCaaS platform is that it adds visualization to your customers processes.

### **And what does that mean for your customers?**

By having their communication flows, such as voice, SMS, conversational bots, and notification flows, represented visually with precise data flows defined, your customers' employees will get engaged across the board.

Furthermore, their product, project, support, and IT teams will understand precisely how the communication apps work.

What's even more interesting is that the non-IT teams can even go ahead and make changes without involving the IT staff.

The benefit of that is, it helps to enormously shorten the customers' release cycles, enabling them to engage with their end-users quickly.





## 5. Scalability and growth

Undoubtedly, your cloud communication API is highly scalable. But here's a quick question; how do you ensure that your customers also build scalable applications that interact perfectly with your API?

With an app studio and automation engine built-in to your unified communications as a service platform, your customers won't need to worry about scalability and deployments.

**That's so because their custom apps will run seamlessly on your scalable platform.**

Bottom line, with the help of the right automation engine, like Appmixer, it would be a serverless experience for your customers to get their job done quickly and scale automatically.



## 6. Seamless integration with cloud apps

By implementing visual workflow automation with your UCaaS system, another thing that's in it for your clients is that they'll get to seamlessly integrate with the cloud applications they're already using for their business operations.

Speaking of communication flows, your customers do not only deal with your API, logic, and scheduling utilities; they also want a solution that'll enable them to integrate either their internal systems or third-party cloud applications such as CRMs, Analytics, AI components, Databases, E-commerce, Social platforms, Payment systems, and many others.

As such, by providing your customers with a suitable tool, you'll get to empower them to deliver quickly, freeing up their resources on their core business.

The right tool should allow your clients to define communication use cases - visually. Also, it should enable them to interface with the systems and products they're already using.

Most importantly, the tool should deliver all the functions mentioned above without having your customers going through the complexity of dealing with API integrations, state management, error handling, retries, and many more.



## 7. Extensible solution

An effective visual workflow automation solution, such as Appmixer, makes it easy to extend the library of building blocks in a way that meets the specific needs of your customers.

Furthermore, with the custom utilities, schedulers, connectors to either your own or third-party cloud apps, the possibilities are endless.

Interestingly, you'll be able to decide on what building blocks and their configuration details you want to deliver to your customers - everything all depends on your imagination and business needs.



# Wrapping up

Now that you've gotten to see the many benefits attached to implementing visual workflow automation with your UCaaS platform, here's a quick question:

## How do you find the right partner for the best integration solution?

First, let's have a look at some of the UCaaS industry leaders that have implemented their own visual communication app studio in their products.

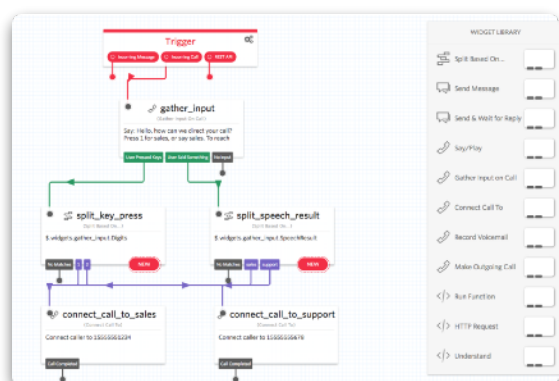


## 1. Twilio Studio

Twilio Studio is a service that lets people easily add audio, video, and text communication features to their systems. The platform provides a visual interface that helps to design, deploy, and scale customer communications.

The exciting thing about the Twilio Studio, a platform designed for use by cross-functional teams, is that anyone, including developers and non-developers, can use it to quickly and easily create/modify their communication flows.

As far as Twilio's communication flows are concerned, they get triggered via inbound SMS, inbound voice calls, and Webhooks. End-users design a flow by connecting widgets or building blocks. Furthermore, the widgets perform a host of activities, including handling incoming actions, responding accordingly, sending messages, routing the users to another part of the flow, and capturing information.

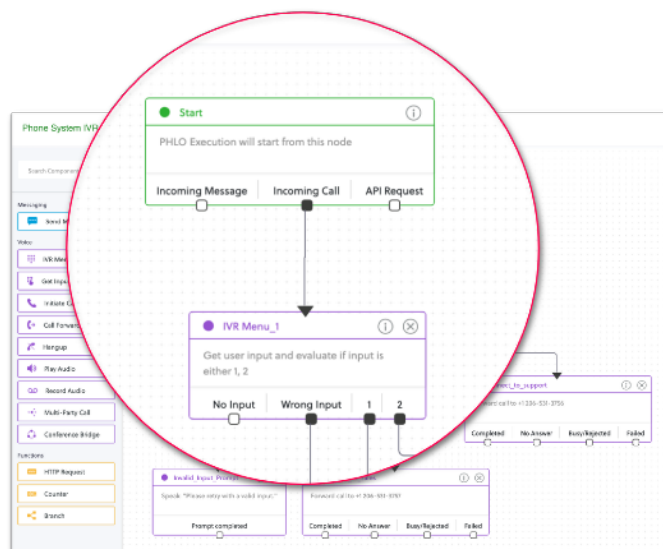


While all of that is great, the only problem is that Twilio Studio does not provide a library of widgets that enables users to connect third-party cloud applications seamlessly.

## 2. Plivo PHLO

Plivo PHLO is a visual and drag-and-drop workflow builder studio, which uses the Plivo cloud communications platform to think, build, collaborate & deploy communication applications visually.

Like Twilio Studio, Plivo's communication flows can be triggered by incoming SMS, call, or API requests. Furthermore, the Plivo PHLO builder does not allow the user to connect their third-party applications seamlessly.



## Appmixer is the right partner for visual workflow automation solution -

### Here's Why

Appmixer provides an embeddable, white-label, workflow automation runtime with a drag & drop studio, which you can embed in your product.

The essence of that is it allows your customers to build cloud communication applications easily, quickly, and in a serverless fashion.

Moreover, with this solution, your clients will be able to integrate third-party cloud applications and APIs within their communication flows.

Appmixer was designed from the ground up to be flexible and customizable, including the possibility to add your own, totally custom building blocks that can represent different utilities or connectors to either your internal APIs or any other 3rd party cloud applications.

**Nothing beats sleeping well,  
knowing that you're  
delighting your customers  
by making it easy for them  
to access your products.**

Schedule a demo with us to see how your platform  
can uniquely benefit from this upgrade.

[Get a demo](#)

Or contact us: [info@appmixer.com](mailto:info@appmixer.com)  
[appmixer.com](https://appmixer.com)

Let us help you grow your UCaaS product.



# About the Author



**David Durman**

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David Durman is the CEO @client IO, the vendor behind Appmixer Embedded iPaaS and Rappid, HTML 5 diagramming framework. He has been developing software since he was 13 years old. Following his MSc. degree in artificial intelligence and modelling and simulation, Durman held multiple leading jobs in the Software R&D and founded client IO—a company specializing in visual and workflow automation technology to help people be more creative and productive. He is also a passionate cider maker.



