

APEX DIGITAL SOLUTIONS

WEBINAR Q&A SUMMARY

Communication Chaos Is Slowing Your Organization Down

Questions & Answers from the Live Session

August 12, 2026

Session length: 55 minutes

PRESENTERS

Tom Egan | Chief Solutions Officer

Tommy Winkles | Account Executive

This document captures the questions submitted during the live Q&A portion of the webinar, along with the answers given by the Apex Digital Solutions team.

Responses have been lightly edited for clarity and readability.

Questions & Answers

QUESTION 1

Can we migrate in waves, or does it have to be all at once? Where should we start?

It depends on the size of your organization. A smaller organization could potentially do a “big bang” cutover, but for mid-sized and larger organizations we recommend migrating in waves. There are multiple ways to sequence a wave-based migration, and several variables determine which groups move first and how the rollout is approached.

QUESTION 2

What happens to our existing phone numbers?

All phone numbers can be ported to the new system under the Number Portability Act. As long as the porting dates are planned correctly, the numbers carry over to the new environment and the transition is seamless for both your end users and the customers calling in.

QUESTION 3

What does Teams Phone licensing look like on E3?

Within the Microsoft 365 suites, Microsoft 365 E5 is generally the only license that includes Teams Phone Standard. On E3, Teams Phone is a separate standalone license, and it typically also requires a calling plan or a subscription from a qualified operator. If you have detailed licensing questions, reach out to us. We are always happy to walk through it.

QUESTION 4

The FCC copper notice gives us about 180 days. What should we tackle first, and what can realistically be done in that window?

Start with a full inventory of everything you have, and get ahead of it. FCC filings are coming quickly. AT&T alone is closing roughly 500 wired data centers, so the change is coming whether or not you have a notice in hand. Begin with the inventory, then build a plan from there. Do not wait for the notice to arrive; the goal is to have a plan ready when it does.

QUESTION 5

You said AI should be built in, not bolted on. What does Copilot actually do on a call today?

Microsoft Copilot can transcribe calls, and when a call is transferred, the transcript of that first contact travels with it, which is critical for preserving context in the conversation. You also get the same capabilities that come with meetings, such as meeting recaps. A newer addition to Teams Phone through Copilot is live translation, released this quarter, with support for up to seven languages.

QUESTION 6

Can you rebuild our current auto attendants and call queues? After go-live, who owns changes to them: us or Apex Digital?

Yes. We can recreate call queues and auto attendants from prior systems, including older configurations that went by names like hunt groups. What we prefer to do is evaluate them first rather than copy them over as-is. Many auto attendants were built ten years ago and recorded by someone who is no longer with the organization, so there is real opportunity for optimization including using the new AI voices, which sound very close to a human voice and give you a consistent sound across every location and script.

As for ownership after cutover, that is the customer's call. At the end of a project the system transfers to operations, and those operations may be your own team or Apex Digital going forward. Many organizations view the phone system as legacy and would rather focus on strategic work than day-to-day maintenance. We are happy to meet you wherever you need us.

QUESTION 7

How do we get business calls off employees' personal cell phones without buying everyone a desk phone?

One option is to have employees use the Teams app on their existing mobile device. They can take the call on their own phone, but it is not tied to their private number. From there it becomes a matter of governance and executive sponsorship, driving the message that employees give out the company line rather than their personal number, and take the call on the same device they already carry. Forwarding to a personal line or ringing an additional device is a setting the employee or admin can control.

QUESTION 8

Under the managed service, what stays with our internal IT versus Apex Digital, and how do tier 2 and tier 3 escalations work?

Basic Microsoft 365 administration, which covers new users, moves, adds, changes, and licensing, stays with your organization. Under our managed service for Teams Phone, we handle the phone licensing itself, along with managing individual users, devices, and common area phones such as those on a manufacturing floor. Teams Rooms with an assigned phone number are covered as well. We also run call quality analytics and report that back to you.

Analog devices are another area where organizations lean on us. They are not fun to deal with. In manufacturing especially, you will find a paging system on an analog line that nobody fully understands and that has simply been working for years. Handling those “weird items” is part of the value we bring. Support is not limited to a flat tier 1/2/3 model either; we have different support levels for organizations with call centers or more advanced phone needs. You can find details at ApexDigital.com/phone.

QUESTION 9

How long does the initial assessment take, and what do you typically ask for?

The timeline depends on the organization. Five thousand phone lines across twenty carriers is a very different exercise from five hundred lines with one carrier and no analog. That said, we follow a structured approach to the questions we ask, and it starts with the inventory. We help facilitate finding what is actually out there. Telco is famous for hiding charges, and organizations routinely find they have been paying for lines that have had nothing connected to them for years. Surfacing that is part of the early phase.

QUESTION 10

How do you get reluctant or non-technical staff confident on Teams Phone from day one?

It depends on what they are reluctant about. Nearly everyone carries a smartphone, so showing someone that they can load the Teams app and answer a call exactly the way they answer their mobile phone tends to break down the barrier quickly. We see fewer users deeply attached to a physical handset than we used to, since headsets are far more common now, but IP phones are still available for reluctant users, and there are genuine use cases for them in common areas and on manufacturing floors.

QUESTION 11**The Teams application sometimes has glitchy features or audio issues. How does that compare with Teams Phone functionality?**

When we dig under the covers, those issues are usually a symptom of something else, such as the network, a device that is not Teams-certified, or poor-quality earbuds. We have the data to investigate, either at the individual user level or across a broader pattern such as a wireless network. That lets us pinpoint where the issue actually originates and what the remediation steps are. Teams Phone itself carries a 99.99% uptime figure, but networking and similar factors can still affect experience, which is exactly what an assessment is designed to surface.

QUESTION 12**How can organizations measure the business impact of communication breakdowns such as missed handoffs, duplicated work, or unclear ownership? Which metrics demonstrate that better communication is producing results?**

Baseline the metrics first. The ones named in the question, missed handoffs, duplicated work, and unclear ownership, are the right things to track. Once you begin modernizing the phone system and the broader environment, keep tracking those same metrics and watch the trend over time to confirm they are improving.

QUESTION 13**When different departments have adopted their own tools and workflows, what is the most effective way to create consistency without disrupting teams whose processes already work?**

It comes down to standardization backed by executive buy-in and sponsorship at the highest level, with a clear message that doing things the same or similar way helps the organization. The goal is building processes that align across teams, rather than letting one-off workarounds quietly become the official process.

QUESTION 14**Can Teams Phone tie into our CRM, or is a full contact center a separate conversation?**

Yes, it can tie in, and there are multiple ways to do it. Teams on its own can integrate through the Teams Queues app, which functions as a contact center "light." Beyond that, there are full contact center platforms that connect to CRM systems such as Salesforce or Dynamics. You can go either direction: directly within Teams, or with a full-fledged contact center.

Have a question we didn't get to?

Questions submitted during the session that were not answered live will be addressed in the post-event resources. Every registrant receives the recording, the slides, and a recap of the conversation. For licensing questions or to discuss an assessment for your organization, reach out to the Apex Digital Solutions team or visit ApexDigital.com/phone.