

# Power of voice communication at work

Research shows employees feel most connected through voice communication.



Are you available for a call? 😊



Evan Greenberg

00:03

Call in progress



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# Phone calls are **alive** and well

In an age of texts, emails and instant message applications, you might think phone calls are dead and buried. Nothing could be further from the truth. Businesses of all sizes are relying more than ever on phones and voice communication to connect with employees, customers, vendors and everyone in between.

## Don't believe us? Check out these facts:



### Voice-enabled devices are being used daily by consumers

A majority (65%) of people between 25 and 49 claim to use voice-enabled communication devices like phones at least once per day to chat with others.<sup>1</sup> In addition, 61% of 25 to 64-year-olds say they'll use their voice devices more in the future.



### Calls will influence over \$1 trillion in US consumer spending this year<sup>2</sup>

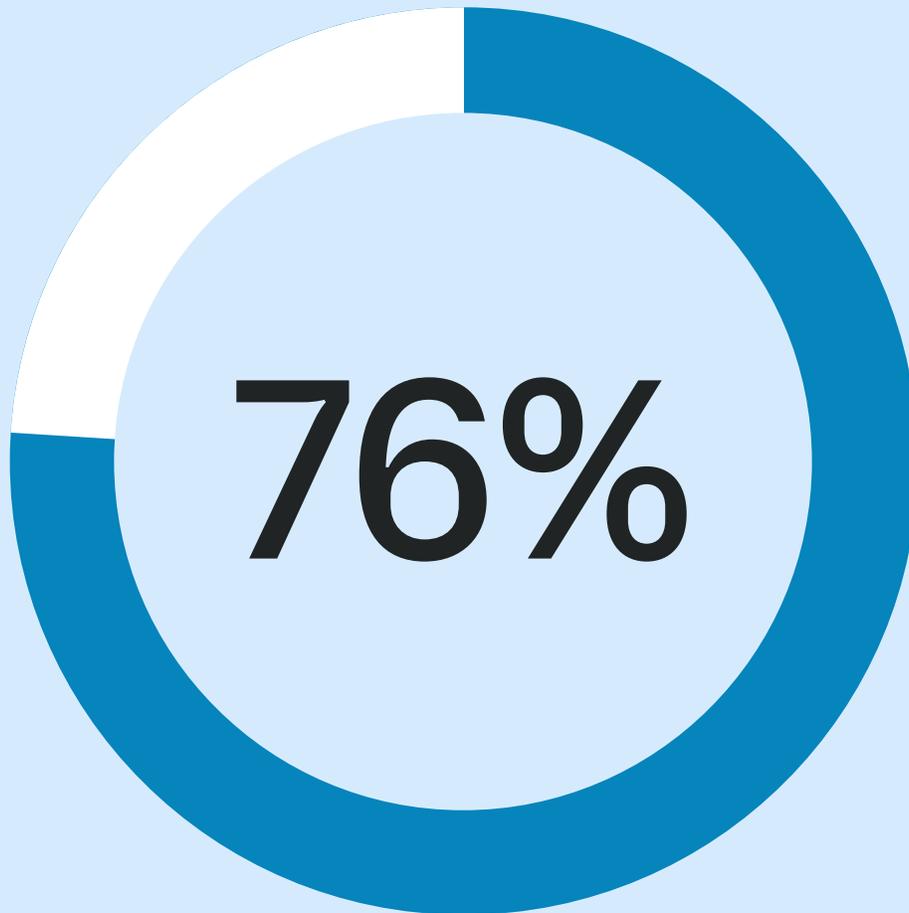
Voice is expected to contribute \$40 billion to the global economy next year.



It's clear that phone calls are alive and well. They remain necessary components of all successful businesses. RingCentral recently collected data from a survey suggesting voice communication and related systems have not lost their value – quite the opposite! Take a look at what our survey found and what it means for your business today.

1. [34 Voice Search Stats Marketers Need to Know in 2021, Invoca](#)
2. [Call Commerce: A 1 Trillion Economic Engine, BIA Advisory Services](#)

# Voice communication is not a thing of the past



believe colleagues that use  
voice communication are more  
connected to each other

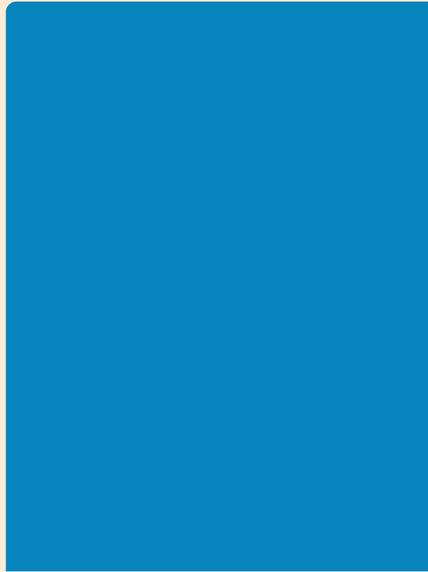
43%

believe voice communication is the best communication mode to address loneliness at work



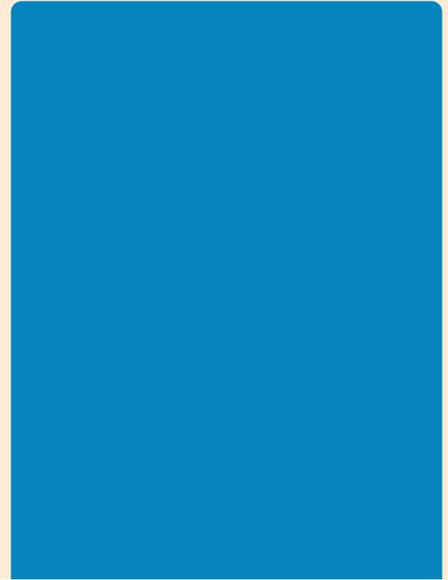
68%

say yes to “connecting online through voice or video calls are as good as in-person for work-related tasks”



69%

believe people that make phone or video calls have better personal relationships with co-workers



57%

say voice calls through an app (like [RingCentral](#)), team messaging, video calls and phone calls are the best ways to communicate to provide a way for multiple people to connect at the same time.

## Key takeaways



### Go all-in with voice communication

With 76% of employees believing colleagues that use voice communication are more connected to each other, it's time to double down on phone systems. Whether your team works in the office, remotely, or both, provide them with a cloud phone system fully equipped with global calling, fax, voicemail, video meetings and team messaging.



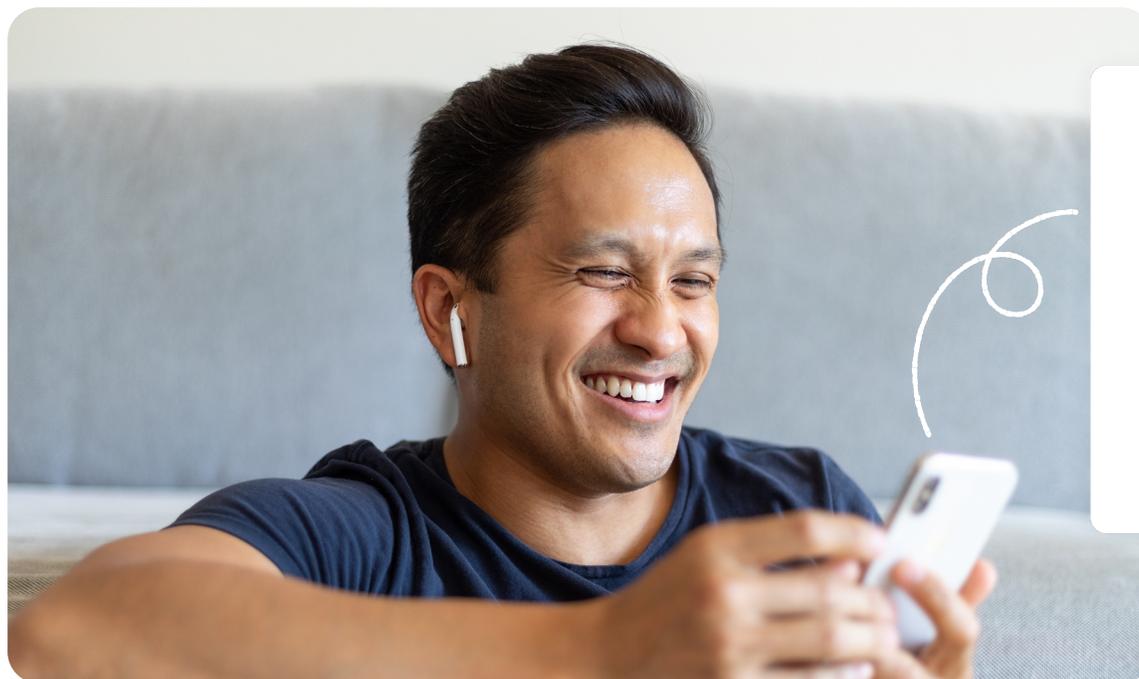
### Find a phone system that connects with all your business apps

Do you want to streamline workflows and make your life easier? Who doesn't. Get a cloud phone system with an open platform so you can call directly from your favorite apps, like Salesforce, Microsoft 365 and Google Cloud – no more jumping back and forth between apps.

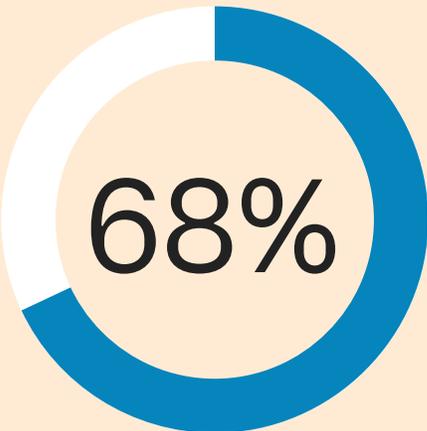


### Think of the long run

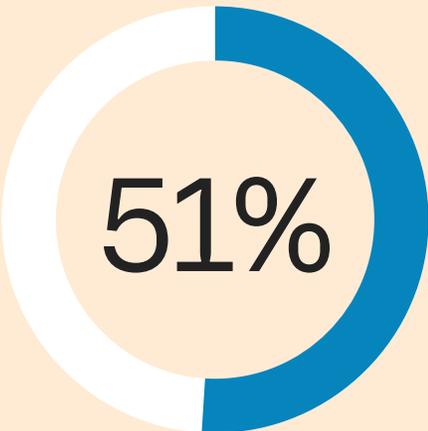
Your business is likely to grow and expand over time. So, you'll want a cloud phone system that keep up with you. Get a cloud phone system that's flexible enough to evolve with your business and can scale phone lines, users and devices, up or down in a matter of clicks.



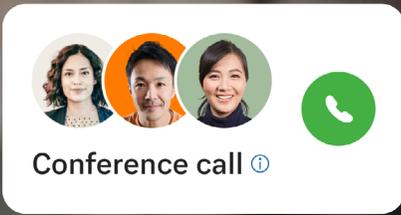
# Why you need a complete cloud phone system



say they rely “much more” or “somewhat more” on business communications and collaboration tools since COVID-19



say business communications and collaboration tools have “greatly improved” or “somewhat improved” communication



**79%**

currently use more than one communications and collaboration tool

**50%**

would rather use just one tool

**83%**

agree having access to a messaging platform, voice calling and video meetings all in one app is ideal

## Key takeaways



### **Make communications easier than Sunday morning**

Who says you need to have multiple vendors for all your communication needs? Make communications simpler with everything in a single app. That includes phone calls, video conferencing, fax, chat and even a contact centre. Not only will this route increase your return on investment (ROI), but with just one vendor and one app, you'll also get just one bill.



### **Don't settle for second best**

Find an award-winning cloud phone system that's easy to use, but powerful enough to grow with your business. A cloud phone system backed by awards and happy customers is always a good sign that you're heading in the right direction. In fact, RingCentral was recently named a leader in the 2021 Gartner Magic Quadrant™ for Unified Communications as a Service (UCaaS).<sup>3</sup>



### **Get a phone system that makes small look big**

Just because you're a small business, doesn't mean you need to limit yourself to a small and basic phone system. Take advantage of enterprise-grade capabilities so you can feel confident that you have the best cloud phone system.

3. [A Leader in the 2021 Gartner Magic Quadrant for UCaaS, RingCentral](#)

# A phone system that goes wherever you go



**75%** believe the freedom to work from anywhere is the norm for all relevant industries

## Key takeaways



### Work in the same place from wherever you are

You should never have to adhere to your phone's location. Your phone should adhere to *yours*. You'll need a cloud phone system that works on any device so you can seamlessly switch between your phone, tablet or laptop.



### Never miss a thing

Make desk phones optional and access to your business communications from mobile and desktop apps so that you never miss a call. With apps, you can stay connected 24/7 to employees, vendors and customers, wherever you are.



### Say goodbye to downtime and poor call quality

No use having a phone system if you can't rely on it all hours, it's about as useful as a chocolate teapot. Find a cloud phone system that keeps your business free from dropped calls and poor call quality.

# Success story

nakedwines

Curious how one business is finding success with a complete cloud phone system? Look at NakedWines.com.

Founded in 2008 in Norwich, England, NakedWines.com<sup>4</sup> is a customer-funded wine business changing the way wine is made and enjoyed. Their customers (who they call Angels) directly support independent winemakers in return for exclusive access to delicious handcrafted wines at insane prices.

When it opened an office in Napa, California, the company faced a challenge: it needed to establish a common phone system that worked across both offices (UK and Napa), with affordable internet calling between them. [RingCentral MVP™](#) allowed them to do exactly that.

While the growing business needed a phone system that was easy to manage across global locations, customer service was also front of mind.

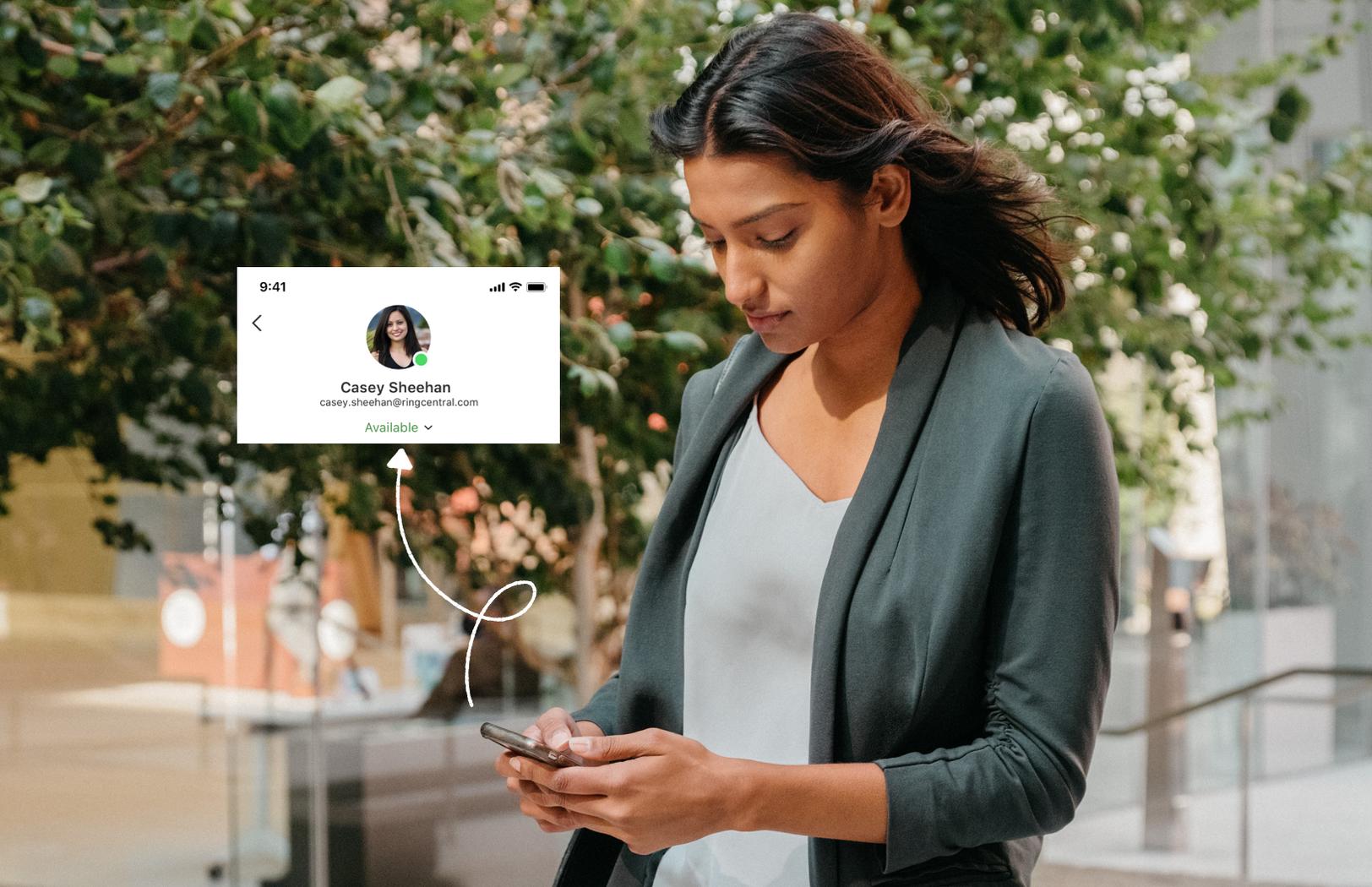
As investors, NakedWines.com customers expect prompt service when they call. NakedWines.com tailored its phone system to make sure they get that level of service. One of the most basic benefits comes from the design of phone queues, with a voice menu that encourages callers to categorise their type of enquiry. Visibility over customer queries and staff resources is also crucial to keeping customers happy.

That's exactly why NakedWines.com was after real-time data on the performance of call queues. RingCentral Live Reports now gives Mark Hansen, Customer Happiness Phone Team Manager at NakedWines.com, what he needs to rebalance staff members assigned to the four queues or pull in additional staff if necessary, "With Live Reports, I can monitor the traffic on queues and see who's holding, how many calls we have taken on a queue, how many agents we have available, how many missed calls, and what our service level is. I can slice and dice the data on those queues very finely and ensure we have the right number of staff available to service our customers."

Live Reports makes it easier for Hansen to spot emerging patterns in the call traffic and prevent problems, rather than waiting until the call queues are overloaded.



4. [Naked Wines case study](#)



“The scalability from a company standpoint – being able to grow and shrink as needed – has been huge for us. Adding a new extension is as simple as plugging a new phone into an internet socket, and moving operations is a breeze because everything is in the cloud.”

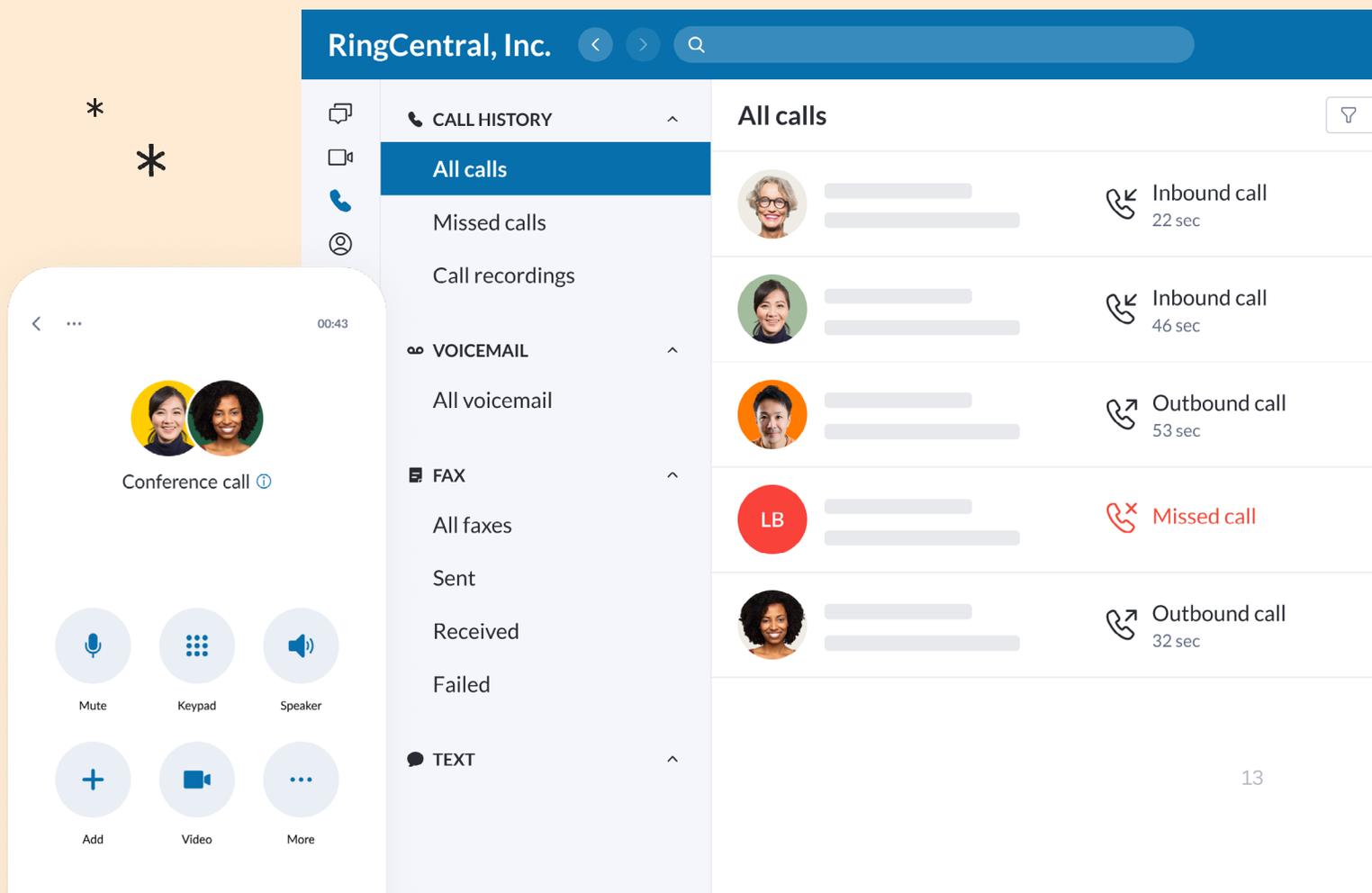
– Mark Hansen, Customer Happiness Phone Team Manager

# What's next for your business?

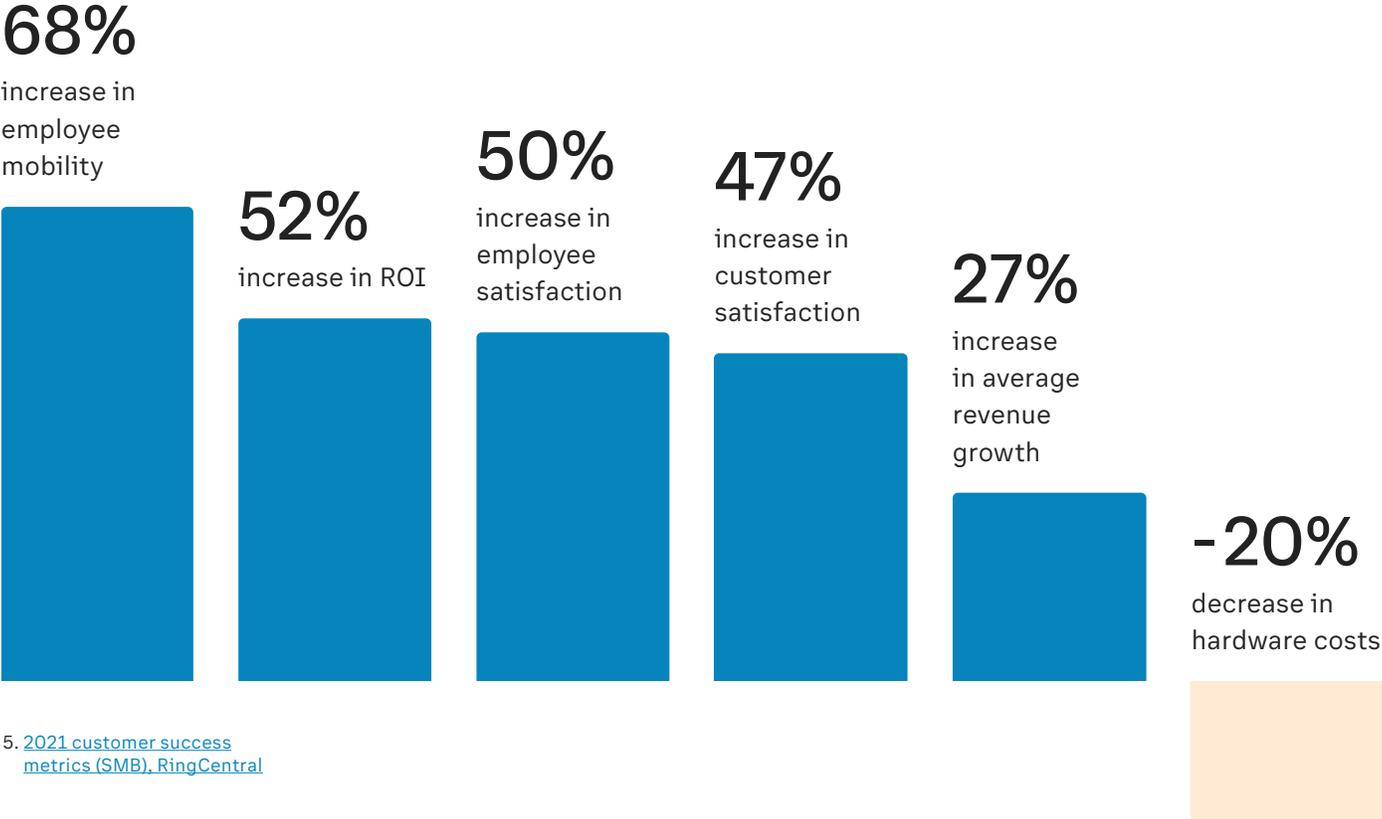
A complete cloud phone system can help your business build meaningful relationships and stay connected 24/7.

Whether these are employee-to-employee or employee-to-customer relationships, how you communicate keeps your business going. Re-evaluate your communications tech stack and find a complete cloud phone system to help grow your business.

Unsure where to start? We're here to help. With RingCentral MVP, you can access a complete cloud phone system that includes phone calls, video conferencing, fax, team messaging and contact centre in a single app. RingCentral also offers tight integration with 250+ popular business apps and 6,000+ custom applications so you can easily customise your workflows.



Join more than 350,000 small and mid-sized businesses that trust RingCentral to keep them connected at all times. RingCentral's small and medium business customers have achieved huge success, including (on average):<sup>5</sup>



5. [2021 customer success metrics \(SMB\), RingCentral](#)



Are you ready to upgrade to a complete cloud phone system? Give your business a growth spurt with [RingCentral MVP](#).

# Methodology



RingCentral and Ipsos surveyed the following:

- 2,000 Americans, British, French and Australians aged 21–65
- 1,000 Germans aged 21–65

Characteristics of survey respondents:

- Small and mid-sized businesses with 1–399 employees
- Employed full-time or employed part-time and worked two jobs before the onset of the COVID-19 pandemic
- Audience includes business decision makers, non-business decision makers, frontline workers and information workers

For more information, please contact a sales representative. Visit [ringcentral.co.uk](https://ringcentral.co.uk) or call 0800 098 8136.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP™ combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre™ gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

**RingCentral**

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