

A phoney prediction

Assumptions that voice is dead are wrong:
Here's why it's crucial for your business

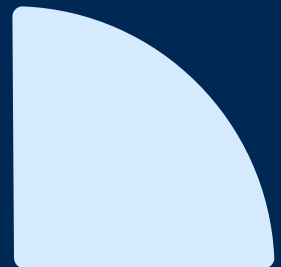


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Workplaces have changed for good

What does a typical "workplace" look like today?
The truth is, there's no longer a 'normal' place of work.

Each organisation has its way of working. For some, it's entirely remote. For others, it's a mix of a run-of-the-mill office and home working. The list goes on.

While business setups and working practices may differ, one thing that remains constant is how employees communicate and collaborate.

Employees, customers and partners continue to connect through chat, email, video and voice communication. The headline-grabbing rise of video conferencing may have fooled you into thinking that the humble phone call was dead. But voice is very much alive and well, and we'll share the findings to prove it.



Voice communication reigns supreme

With video meetings dominating headlines over the past couple of years, voice communication hasn't been front of mind. But that doesn't mean it's less important for businesses. In fact, it's the opposite.

98%

of employees believe phones are critically important to customer engagement and revenue generation.¹

92%

consider voice as their main communication channel.



These findings tell us that phone calls are still a core part of how we communicate. RingCentral recently looked deeper into the role of voice communication and related systems in businesses of all sizes. The following gives insights into what the data reveals, and what that means for your organisation.

¹[90% of Business Leaders Prefer Phone Over Other Communication Tools](#)

Voice helps people truly connect

While video conferencing became hugely popular over the past few years, voice is still hugely valuable. Our recent survey revealed that 77% of workers believe they can successfully build personal relationships with co-workers without ever physically meeting them². More than three quarters of these workers (82%) believe people who use voice communication will be more connected to one another.

Here's a breakdown of the ways employees use voice calling at work:



Workers believe voice is the best communication mode after face-to-face to address loneliness at work.



76% strongly or somewhat agree that “connecting online through voice or video calls are as good as in-person for work-related tasks.”



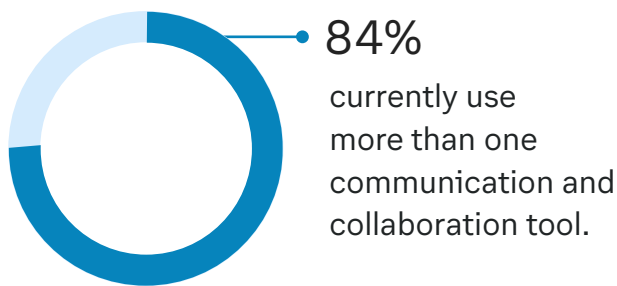
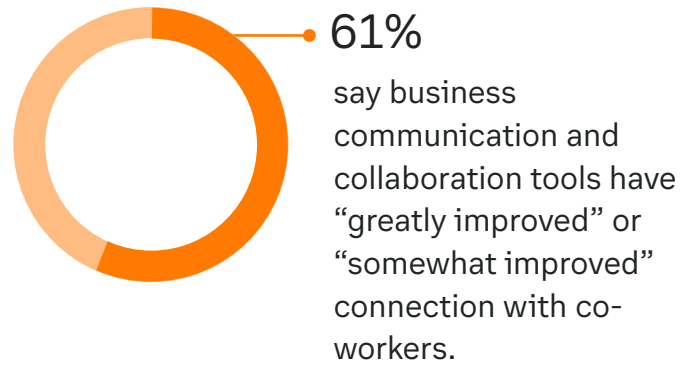
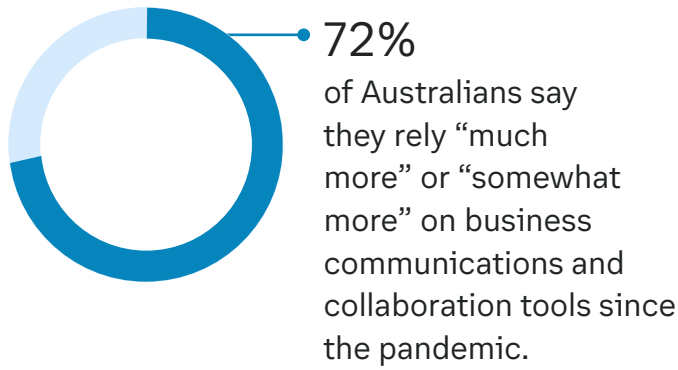
74% believe people who make phone or video calls have better personal relationships with co-workers.

Key takeaways

Take voice to the next level. Given the importance of the phone in keeping workers connected, it's a good time to see if your phone system is all it could be. Are you getting the insights you need on call volumes? Does your current system cover all bases when it comes to call privacy? If not, it's worth taking a look at other options.

² See Methodology

Bring voice together with messaging and video



Key takeaways



Find a phone system that connects with existing business apps and services. Endless switching between apps can lead to employees wasting around 32 days per year. This can become a huge productivity problem. It’ll make life easier when your phone system integrates with everything else your business uses.

A phone system that supports hybrid working

60% of employees worldwide are working hybrid.

47% of Australians say one of the top benefits of this way of working is having a better work life balance.³



60%

Key takeaways

Get set for hybrid working. It's clear how much the workplace has changed. Your employees need tools to help them collaborate, regardless of location. Find a system that enables them to chat, meet, take calls and switch between all their devices.

Stay connected, always. It almost goes without saying that you need a phone solution you can trust and never drops calls. This is only possible with a cloud phone system that guarantees 99.999% uptime, which keeps your business connected during outages and disasters, wherever your employees are.

“Foundational, quality telephony should be a key priority for businesses. Especially as they increasingly look to combine collaboration, instant messaging, VoIP and video calling into one platform. It's important to seek out the well-established UCaaS providers that offer at least 99.999% high-availability uptime. That's the equivalent of just 26 seconds of downtime each month.”

– Peter Hughes, Regional Vice President of Sales, RingCentral.

³See Methodology

Customer success spotlight: Community First Credit Union

Credit union enhances “people helping people” model



Community First Credit Union’s ageing on-premise hardware-based telephony system for all 150 staff across its head office, contact centre and 14 stores in New South Wales and Queensland was very inflexible and offered only basic voice functionality.

The system also required desk phones to be plugged into the corporate network and was only accessible from Community First’s physical locations.

Lockdown forced quick action

When Sydney first went into COVID-19 lockdown in March 2020, Community First had to move quickly.

“We found ourselves between a rock and a hard place. Our contact centre agents were stuck in the office because their phones were bound to their desk. We needed to very quickly find a solution that would offer us a greater level of flexibility for staffing, to reduce the potential impact in business continuity to members. If we started to have cases in the office, we essentially would have had to shut down our contact centre, which would have been a significant issue for us,” said Benjamin Irons, Head of Direct Channels, Community First Credit Union.

Community First has a very strong customer intimacy focus, with its model of “people helping people” standing the test of time – so the organisation took the opportunity not



Pilot proves a success

Improving the customer and staff experience

just to look at how it could get closer to the customer through the contact centre, but also to find a solution that involved the entire organisation.

In addition to allowing staff to work from different locations, Community First wanted a phone system that would support its flexible work policies, particularly catering for staff returning from maternity leave, and balancing work and family.

After choosing the RingCentral platform, Community First ran a three-month UCaaS trial for its Green Loans team based in a regional location.

“We learnt very quickly the benefit of flexibility with RingCentral because the team was able to work from home whilst the rest of the staff was stuck in the office,” said Irons.

“We also found different ways to connect with customers that we didn't have before.”

While Community First had been using a stand-alone video conferencing application and was heavily reliant on email for internal communication, Irons highlighted RingCentral Team Messaging as a revelation.

“Having a more informal internal messaging service, I was actually surprised how quickly it was adopted by some teams in the business. Even before we formally rolled it out, they'd already worked it out and were using it quite heavily,” he said.

Running both the RingCentral Contact Centre agent screen and the RingCentral app, Community First's contact centre can swap instant messages, transfer and receive calls with anyone in the organisation. And, rather than just having extensions in each of the

stores, now those numbers are associated with an individual and their availability status.

Ultimately, improving the customer experience has been the biggest benefit from the RingCentral Contact Centre deployment.

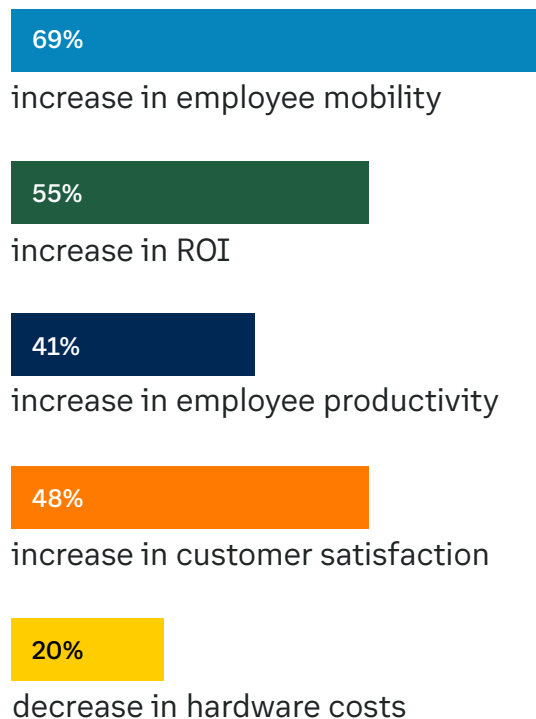
“Our differentiator against the big four banks isn’t our products, it’s our people. Some of our members have banked with us for 60 years, and they only want to talk to a very particular set of staff. The fact that one of our stores can now service all of that member’s needs instead of having to pass them on for some transactions has been a big value add for us.”

– Benjamin Irons, Head of Direct Channels, Community First Credit Union.

Don't put voice on hold

In a world where your employees and customers depend on voice communication to go about daily tasks and build relationships, a complete cloud phone system will cover all bases.

Join over 400,000 businesses worldwide that trust RingCentral to keep their business connected at all times. [RingCentral's customers have gained tremendously from their investment](#), including (on average):



Want to get started?

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

Methodology

2. For the Return to Work study in the Australia RingCentral and Ipsos surveyed the following:

- 2,000 Australian people aged 21–65

Characteristics of survey respondents:

- Australian businesses of all sizes, all the way up to 5000+ 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



3. RingCentral and Ipsos surveyed 5,009 full-time workers aged 21-65 across five markets.

All respondents are currently full-time workers (defined as working full-time, having 2 part-time jobs, or being full-time self employed).

Surveys were conducted in the United States, the United Kingdom, Australia, France, and Germany from 9/30/22 to 10/11/22 .

About RingCentral

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.

For more information, please contact a sales representative.
Visit ringcentral.com/au/en or call 1800 957 188.