

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.¹ 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 year²

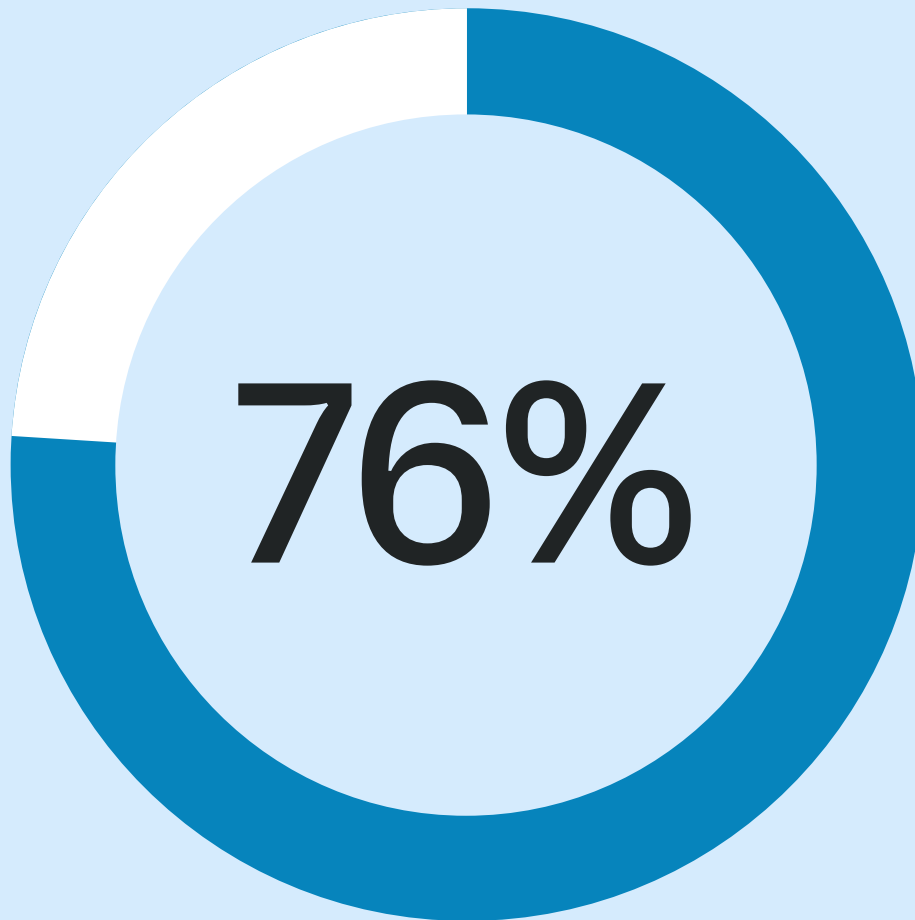
Voice is expected to contribute \$40 billion to the global economy next year.



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 coworkers



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 top-of-the-line 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 tightly integrate with your favorite apps, like Salesforce, Microsoft 365, and Google Cloud—no more jumping back and forth between apps.

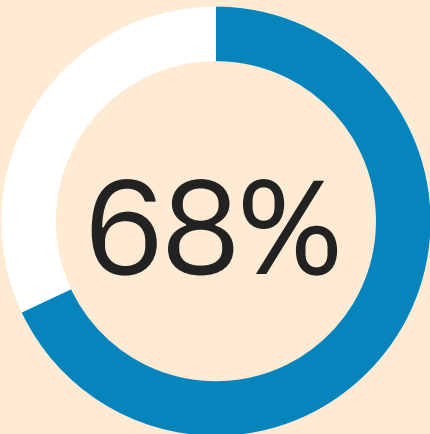


Think of the long run

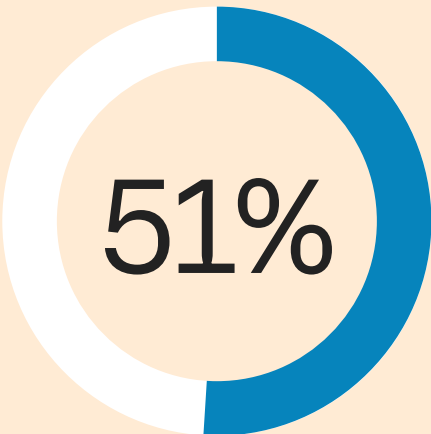
Your business is likely to grow and expand over time. So, you'll want a cloud phone system that can grow and expand with it. Get a cloud phone system that's flexible enough to evolve with your business and can scale phone lines, users, and devices, up or down in a matter of clicks.



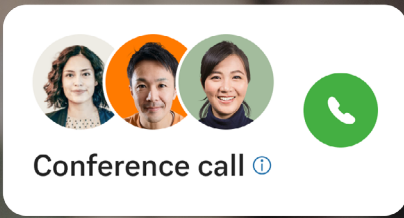
Why you need a complete cloud phone system



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



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



79%

currently use more than one communications and collaboration tool, and

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



Get one phone system for all your business communication needs

Who says you need to have multiple vendors for all your communication needs? Find one vendor that can simplify all your communications into 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) and reduce total cost of ownership (TCO), but with just one vendor and one app, you'll also get just one bill—less paperwork is never a bad thing.



Don't settle for anything less than #1

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).³



Choose a phone system that makes your business look big

You want your business to be all it can be. Take advantage of enterprise-grade capabilities so you can feel confident that you have the best cloud phone system. The best solutions are out there—you just need to use them.

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



Take your entire phone system with you wherever you go

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 call

Make desk phones optional and have 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.



Gain peace of mind with bulletproof reliability

No dropped calls sound nice right? Make it your reality by finding a cloud phone system with 99.999% uptime, which keeps your business connected during outages and disasters. Add an extra cherry on top with enterprise-grade security to protect your data and communications against fraud and abuse.

Success story



Curious how one business is finding success with a complete cloud phone system?

Founded National energy efficiency installer [Accredited Power Saver Co](#) ('Accredited Power') is Australia's largest residential LED installer with its head office and call centre in South Australia, and operations in New South Wales, Queensland and Victoria. In 2020 Accredited Power upgraded its existing on-premise phone system to the [RingCentral MVP platform](#) and RingCentral's Live Reports add-on feature for a dashboard of real-time performance data and call queues.

Apart from enabling employees to now work from anywhere, the new RingCentral solution has given Accredited Power the opportunity to try something new with its direct marketing. Whereas it had previously advertised national 1300 phone numbers in its pamphlets, they could now use local numbers, which meant the business was immediately saving up to \$6000 on its monthly phone bills. It also had a positive impact on the customer experience.

Accredited Power is now able to do live call transfers of inbound calls to its scheduling team in Melbourne to book in installations, with full visibility on the availability of staff ready to take the calls. That's improved the conversion rate on opportunities, reducing the time it used to take to ring back customers and dramatically improved the customer experience when they first call Accredited Power. Accredited Power's Finance Director & Company Secretary, Damian Broadbent, calculates that the RingCentral platform has resulted in a productivity improvement of 30-40%.

The RingCentral platform has been extended to include operations and users in California and New York, with extensive use made of instant messaging and video for one-on-one sessions and team meetings. A third-party company in Malaysia that audits all its LED installations under the State government schemes has also been set up on the RingCentral platform – so that the two teams can communicate easily and in real-time using video, voice, file sharing and team messaging. This allows any photos from installations, call recordings and other documentation to be shared in real-time between the businesses to quickly resolve any issues or questions that emerge through the audit process.

Now, Accredited Power is investigating integration opportunities with its CRM platform, looking forward to ongoing feature releases in RingCentral apps, and developing further insights into customer experience, sales opportunities and productivity improvements through the analytics and reporting capabilities of the solution.





Christa Evy

Sales Team

Do you have time for a call to review those numbers?

“ It was fantastic. The business continued on without missing a beat! Essentially the call centre was all together in the office one day, and the next day we all moved to our different homes – and from a customer perspective, it made no difference”

– Damian Broadbent, Finance Director & Company Secretary at Accredited Power.

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 we communicate keeps a business going. Re-evaluate your communications tech stack and find a complete cloud phone system to help grow your business.

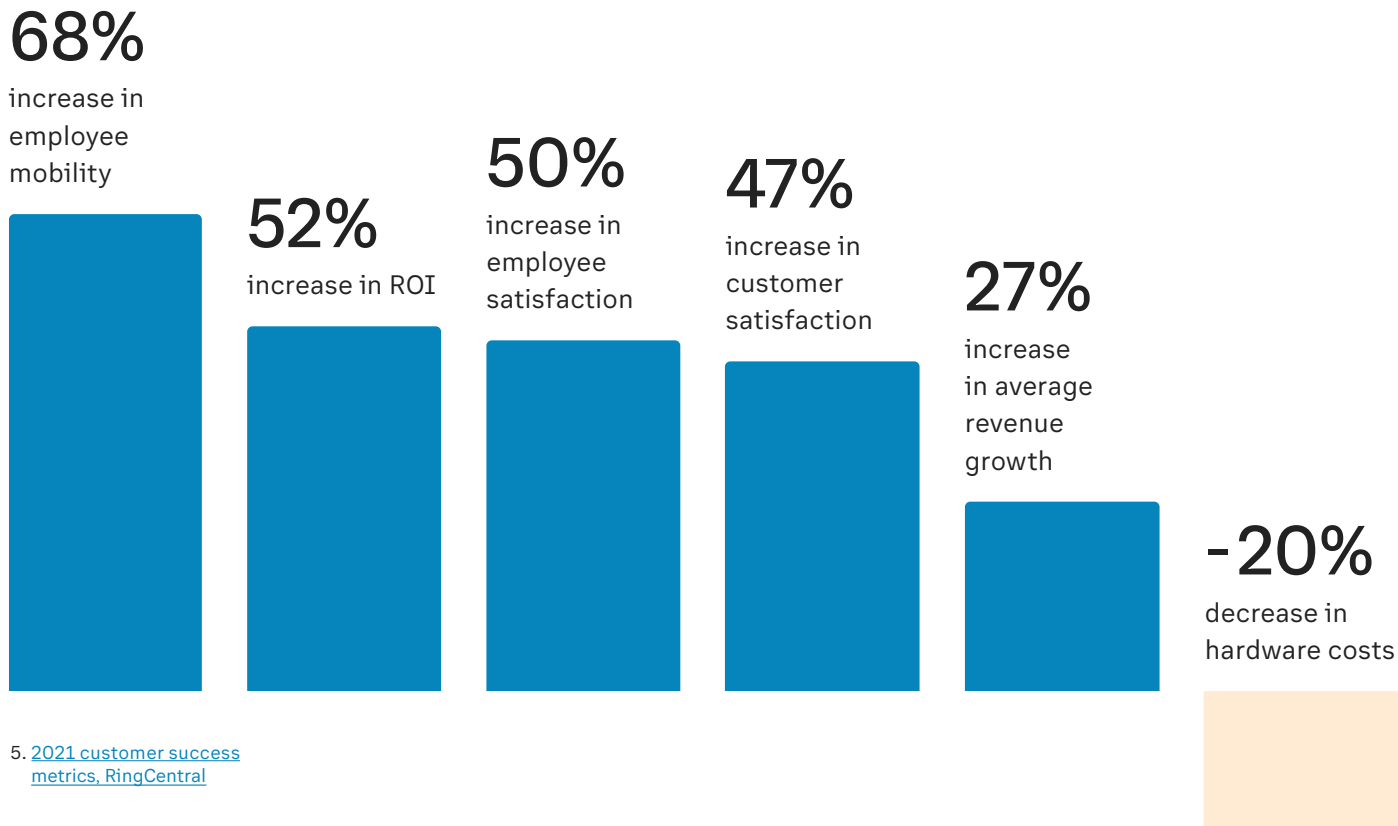
Unsure where to start? We're here to help. With RingCentral MVP, you can access a complete cloud phone system that includes phone calls, video conferencing, fax, team messaging, and contact centre in a single app. RingCentral also offers tight integration with 250+ popular business apps and 6,000+ custom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

The image displays a screenshot of the RingCentral mobile application interface. At the top, the header reads "RingCentral, Inc." with navigation arrows and a search bar. Below the header, a sidebar menu lists various call management options: CALL HISTORY (with a sub-menu for All calls, Missed calls, and Call recordings), VOICEMAIL (All voicemail), FAX (All faxes, Sent, Received, Failed), and a search icon. The main content area shows a list of "All calls" with entries for Inbound and Outbound calls, including call duration and status (e.g., "Missed call").

Overlaid on the bottom left is a "Conference call" overlay window. It features a header with a back arrow, a three-dot menu, and a timer showing "00:43". Below the header are two circular profile pictures of participants and the text "Conference call ⓘ". At the bottom, there are six circular control buttons: Mute, Keypad, Speaker, Add, Video, and More.

Two asterisks (*) are positioned in the upper left area of the background.

Join more than 350,000 businesses that trust RingCentral to keep their business connected at all times. RingCentral's business customers have achieved huge success, including (on average):⁵



Are you ready to upgrade to a complete cloud phone system? Say hello to growing your business 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:

- 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.com.au or call 1800 957 188.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Centre solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customise business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

RingCentral

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