

# 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.<sup>1</sup>

**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 also 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.

<sup>1</sup>[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 them<sup>2</sup>. 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:



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



63% strongly or somewhat agree that “connecting online through voice or video calls are as good as in-person for workrelated tasks.”



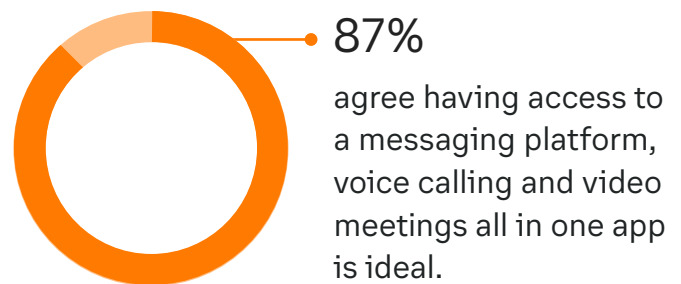
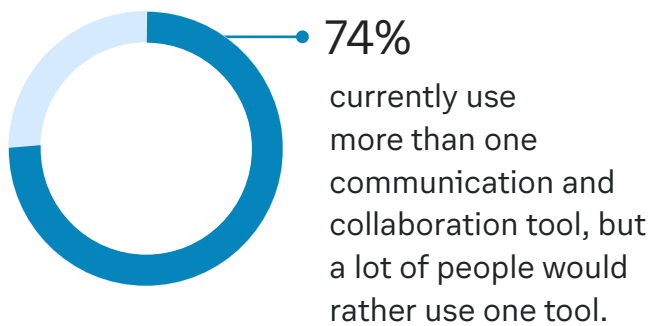
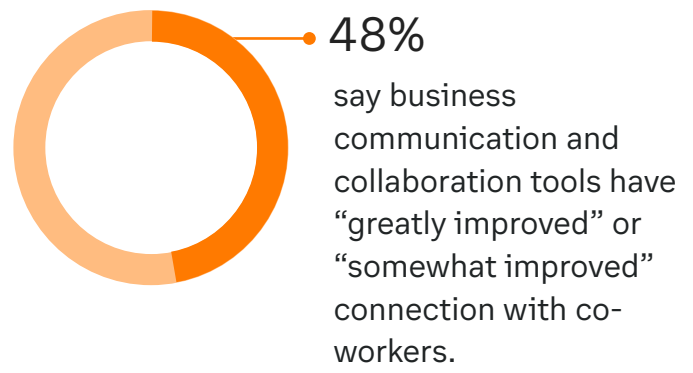
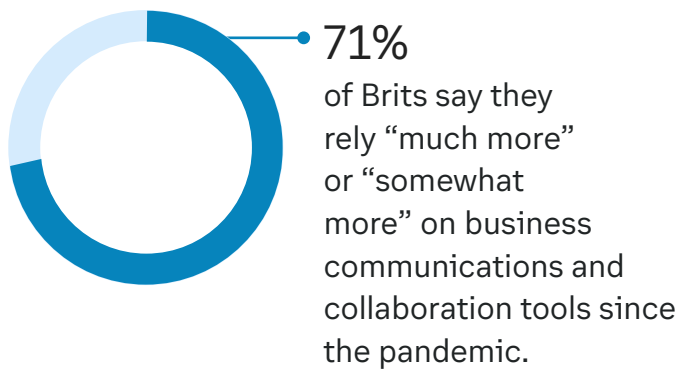
67% believe people who make phone or video calls have better personal relationships with co-workers.

## 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.

<sup>2</sup>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

47% of Brits are working hybrid, compared to 17% last year.<sup>3</sup>

32% of hybrid workers still use their phone to communicate with colleagues.



47%

## 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.”

– Steve Rafferty, VP, International, RingCentral.

<sup>3</sup>See Methodology

# Customer success spotlight: MacIntyre Hudson

Top UK accounting firm delivers  
outstanding client service



Changing times demanded  
better technology

MacIntyre Hudson takes a hands-on approach to service. Instead of spending all day behind their desks, the employees of MacIntyre Hudson regularly get out of the office to visit their firm's clients.

The organisation also prides itself on being highly accessible by phone. These financial professionals understand that their clients could need help at any time with a complex accounting or tax issue.

As its client base grew, MacIntyre Hudson recognised it was time to transition to a more agile and flexible company culture. This would allow staff to continue spending time in-person with clients and being available to clients by phone from anywhere – two highly important client-service objectives.

The previous on-premises phone infrastructure restricted accountants to making calls only from their desk phones. Staff became inaccessible as soon as they were outside the office.

“This led to embarrassing situations where we'd have to phone a client and ask to speak with one of our people who we knew was there,” recalls Andrew Carter, MacIntyre Hudson's IT Business Manager.

Due to growth through mergers and acquisitions, the firm lacked a central





## Increased accessibility and productivity

communications platform. Instead, it had a network of different solutions and telecom providers at its many locations.

There wasn't even a shared company directory for easy internal dialling. Callers would have to phone the office's main number and ask the front-desk staff to transfer them to the right person or department. That wasn't efficient, and it certainly wasn't a great client experience.

By switching to RingCentral's all-in-one cloud communications system, MacIntyre Hudson solved all issues caused by the previous network. Mobility was a big win: accountants could make and receive calls from anywhere on their laptops or mobile phones. That meant they could visit clients and not disappear off the face of the earth.

The simple functionality helps staff manage their own business communication workflows in real time. Forwarding calls to personal phones, routing calls to colleagues or updating voicemail greetings is now a piece of cake. "Because our old phone system was so complex, even simple adjustments like this required help from IT," says Andrew.

## Boosted the bottom line and achieving single vendor bliss

It's not just phone calls that got a lot easier; the firm also dove into RingCentral's Video.

Before RingCentral, there was no standard system for video calls. Staff used different apps and vendors to host video conferences while also paying another vendor for the audio conference bridge. This kind of complexity meant IT had to help with supposedly simple things like setting up meetings.

Now McIntyre Hudson has an easy-to-use video conferencing function, employees' don't need to travel for every meeting. Like the rest of us, they can open up their laptop from their sofa and join a video call with colleagues or clients.

Previously, a senior partner might have to travel across London to meet with partners in another office. Many of these meetings now happen virtually.

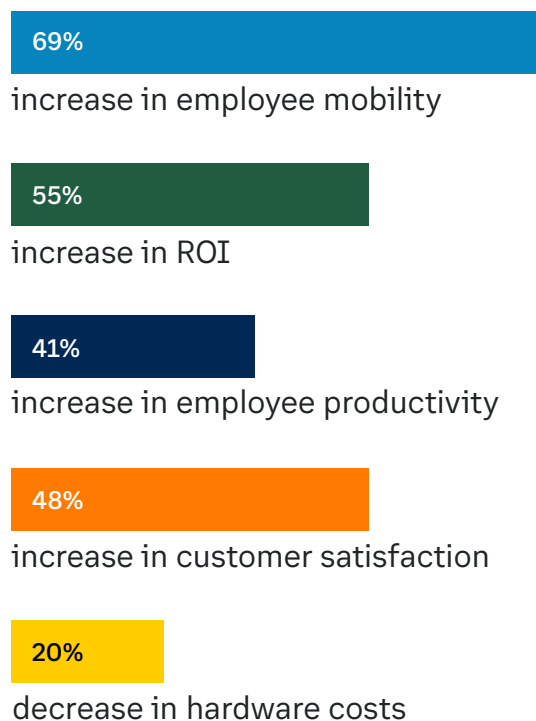
“The hours our partners save travelling between offices are hours they can now apply to billable client work. That’s going to boost our bottom line.”

– Andrew Carter, MacIntyre Hudson’s IT Business Manager.

# 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 UK, RingCentral and Ipsos surveyed the following:

- 2,000 British people aged 21–65

**Characteristics of survey respondents:**

- UK 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. For The Evolving Workplace study, Ipsos surveyed 1,002 U.K. residents aged 21-65 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 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/gb/en/](https://ringcentral.com/gb/en/) or call 0800 098 8136.