

# Unified communications for the modern construction business

The world of work is becoming more and more digital. Recent trends like the rise of remote working, the boom in tech-enabled solutions, and the increasing tech-literacy of businesses and consumers alike are all pushing companies in the construction industry to rethink their old ways of working and embrace the productive potential of digital tools.

Prosperity in this digital age doesn't simply come from automating the entire customer experience. Rather, it comes from embracing tools that introduce more simplicity, convenience, and consistency to the customer experience, all the while allowing that crucial human touch to help drive new and repeat client business.



76%

of customers expect companies to understand their needs and expectations.<sup>1</sup>

79%

of consumers say that the experience a company provides is as important as its products or services.<sup>2</sup>

67%

of customers will recommend you to their friends or colleagues following a great customer experience.<sup>3</sup>



Digital investment in the construction industry has more than doubled since the early 2010s.<sup>4</sup>

After a relatively slow start, more and more of America's 850,000+ construction companies are beginning to incorporate smart, new technologies in the workplace. And when it comes to staying connected, cloud communications opens up a unique opportunity to boost collaboration, delight customers, and grow your business.

Unified communications allows construction businesses to have more convenient interactions with their customers, business contacts, and project partners, improve internal record keeping and time tracking, and let teams collaborate seamlessly from any location.



## Customer engagement

Always handle customer communications professionally, simply, and securely—be it via video call, voice call, SMS, or fax.



## Cloud communications capacity

With an uptime that exceeds 99.999%, you'll never have to worry about dropping out of a crucial call.



## Integrations

Seamlessly link up your communications suite to a host of popular apps like DocuSign, Dropbox, Jira, and Salesforce.



## Mobility

Maintain your brand identity and boost your team's productivity with tools you can use at the project site, in the office, or while on the move.



## Team-oriented tools

Improve teamwork with an easy-to-use tool to store and share files, links, and customer details in real time.

“RingCentral has a variety of features that we absolutely love and use every single day... One of my absolute favorite features that RingCentral offers is call recording. If there's a problem, we can find it through call recording and prevent it from happening in the future.”

—Matt, Operations Supervisor, 5 Star Plumbing, Heating and Cooling



1. Customer Expectations Hit All-Time Highs  
2. New Rules of Customer Engagement: Key Findings from Global Research  
3. The business impact of customer service on customer lifetime value  
4. Seizing opportunity in today's construction technology ecosystem