

A blurred background image showing several people sitting at desks, using mobile devices like tablets and smartphones. The focus is on the hands and devices, with the people's faces out of focus.

# HOW UNIFIED COMMUNICATIONS TRANSFORMS THE WAY YOU DO BUSINESS

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Unified communications (UC) integrate communication technology platforms such as Voice over Internet Protocol (VoIP), video conferencing, instant messaging (IM), and voicemail. In short, it links voice, data, and mobile networks together.

It does not matter what your job function is or where you are located. UC is a powerful business tool that can be used in all industries.

If you are a sales professional, unified communications make file sharing, making phone calls, and locating customer information quicker than before. If you manage a call center, you can use presence-detection features to find the right person to handle the query. You can then use the instant messaging capability to contact that person without putting the customer on hold.



But, before venturing into the exciting world of UC, you first need to understand how it can affect your organization. Why should you abandon traditional communication and embrace a unified communications solution?

## TEAM COLLABORATION

Traditionally, businesses with distributed teams communicate by telephone. At times, members are required to travel to attend face-to-face meetings. With the internet, email became a valuable communication tool. Today, UC technologies combine communication and file sharing platforms for real-time team collaboration.

Efficient and effective teamworking has always been a major challenge to firms with decentralized manpower. By adopting cost-effective unified communications, organizations expedite transactions, obtain necessary information, and contact team members regardless of time and location.

## MOBILE SUPPORT

**“... mobility has helped businesses save about \$1,900 on furniture and space per employee over nine months!”**

34% of business executives are convinced that more than half of their company's **full-time employees would be working remotely by 2020**. This is according to a survey conducted at the 2014 Global Leadership Summit in London.

Additionally, **mobility is not just an option but a necessity**. Work-from-home employees are not only happier but are also more productive than office workers. Nicholas Bloom also shared in a Harvard Business Review interview that mobility has helped businesses save about **\$1,900** on furniture and space per employee over nine months! How crazy is that.

A mobile workforce would have been impossible during the 1970s and 1980s. Telecommuting is effective today because unified communications make it easy for remote employees to make business calls, send emails, and respond to instant

messages. With UC platforms, organizations can manage numerous contacts, multiple phone numbers, and voicemail storage from one central hub. For example, Information Technology Group's UC platform has a single number reach (SNR) functionality. Here, you are assigned a phone number. You can then choose which of your numbers will ring – home, work or mobile – when the number is dialed at specific hours.

Your emails and instant messages are also accessible from mobile devices, such as tablets and smartphones. If you miss an IM, you get an email notification stating the fact. This integrated function reduces the risk of missed deadlines and forgotten tasks.



## IMPROVED CUSTOMER SATISFACTION

With unified communications technology, your customer service representatives can quickly find the right person to resolve issues. No matter where that employee is, the agent can connect the customer right away. This way, call transfers are avoided and customers are not put on hold for long periods. This is crucial in business operations, since [75% of customers expect assistance within 5 minutes](#), according to McKinsey Digital Labs. The costs are high if a business fails to meet such expectations.

First, it ruins a brand's reputation. Customers can post a quick negative review online or vent their anger on social media for the whole world to read. According to a survey conducted by Dimensional Research and sponsored by Zendesk, **95% of customers share their bad experiences** with others.

Second, it leads to lost sales. 60% of customers decided against purchasing from a business due to poor service, according to a survey by American Express.

**“According to Microsoft, 20% of small and medium enterprises (SMEs) are cybercrime targets.”**

## SECURE COMMUNICATION

Communication between business partners and suppliers often contains sensitive or restricted information. Using traditional communication tools, these exchanges could easily be intercepted.

With us, you can connect and collaborate with business partners and suppliers securely. The unified communications platform protects your data against theft and interception. Moreover, we provide immediate support and maintenance so you can work with peace of mind.

It's not just large banks and government agencies being hacked. All businesses are at risk of data breaches. According to Microsoft, 20% of small and medium enterprises (SMEs) are cybercrime targets.

This is a compelling reason for all businesses to use unified communications solutions that encrypt information being exchanged across the network.

Forget the PBX system. Hosted, cloud-based Unified Communications as a Service (UCaaS) provides better, and more plentiful, benefits. With our UC solutions, you can enjoy secure communication, enhanced productivity, improved customer service, and a more mobile workforce at lower costs, with less maintenance.

Adopting UC is an excellent step for any business organization. Let our company provide you with unmatched customer service along with reliable unified communications solutions. Schedule a consultation with us today!

**Contact Us**

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