

RingCentral

A phoney prediction

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



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An unrecognisable workplace

What does your “workplace” look like? A couple of years back, it probably looked like desks, meeting rooms and break areas. In other words, a run-of-the-mill office.

Today, you might work from home permanently or visit the office once or twice a week. You might even be in the office full-time, but with more flexibility than before. Whatever your current work situation, the pandemic redefined the “workplace” as we know it.

Remember how, in March 2020, we all had to quickly adapt to our “new” environments? That was two years ago. Crazy.

It was a shift that tested us all. One where workers, leaders and employers made tough decisions and dramatic changes to their work lives.

Throughout the change, something that remained the same for businesses was the need to connect employees, customers and partners.

When you think about how you or your employees connected during this time, it’s likely that instant messaging, email and video played a big part in that. But our latest research shows just how much businesses of all sizes depend on voice communication.



Voice still plays a big role in our day-to-day

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.

Voice-enabled devices are being used daily by consumers. The stats speak for themselves:

65%

The majority of people between 25 and 49 years old claim to use voice-enabled communication devices at least once a day to chat with others.¹

61%

of 25 to 64 year olds say they'll use their voice devices more in the future.



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.

¹34 Voice Search Stats Marketers Need to Know in 2021, Invoca

Voice as a means of connection

While video communications became hugely popular for teams during 2020/1 looking to connect face-to-face, voice calls also proved tremendously valuable throughout the pandemic. Our recent survey revealed that 64% of Brits believe they can successfully build personal relationships with co-workers without ever physically meeting them². Three quarters of these workers (77%) 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 work-related tasks.”



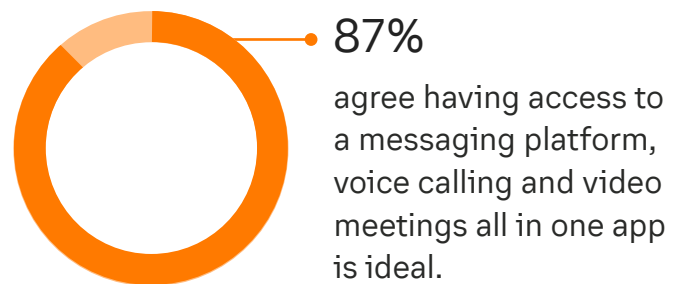
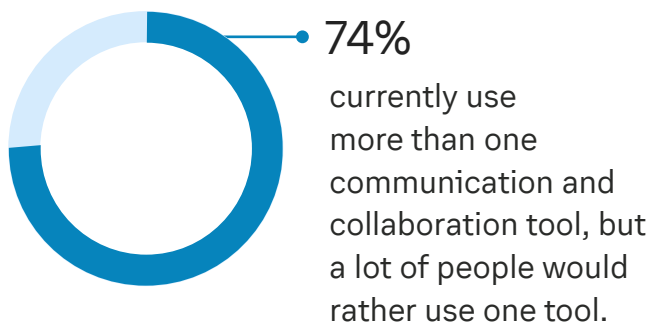
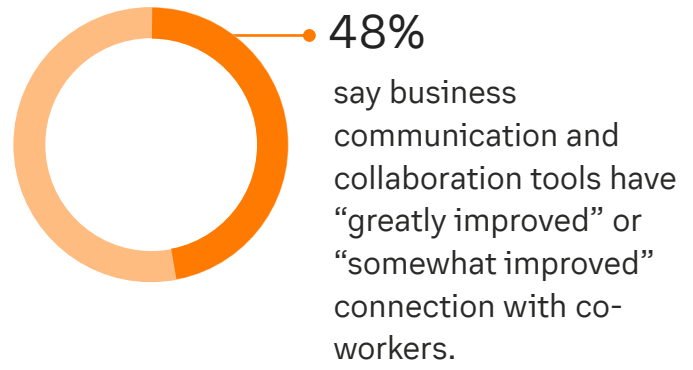
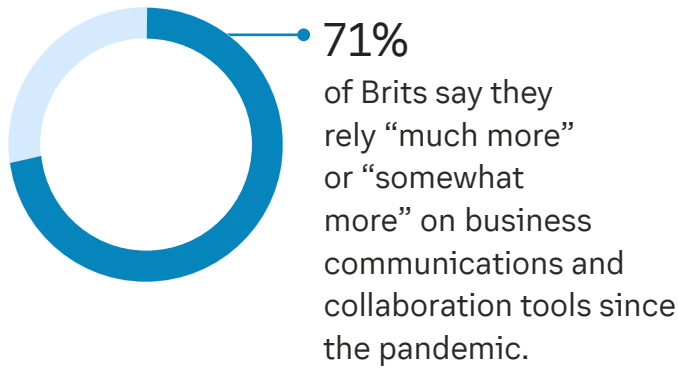
67% believe people who make phone or video calls have better personal relationships with co-workers.

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.

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 travels with you

78% of Brits believe the freedom to work from anywhere is the norm for all relevant industries.

78%



Key takeaways

Get set for hybrid working. It's clear how much the workplace has changed. Your employees need tools to help them work from anywhere. 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, Head of International Sales, RingCentral.

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.



Increased accessibility and productivity

Boosting the bottom line and achieving single vendor bliss

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

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

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.

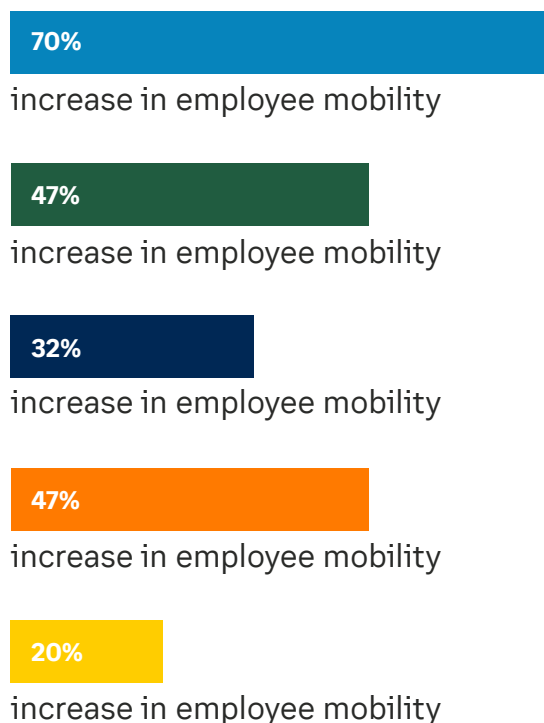
“The hours our partners save travelling between offices are hours they can now apply to billable client work. That’s going to boost our bottom line.”

– 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



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

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre 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.co.uk or call 0800 098 8136.