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# Stack8

UNIFIED COMMUNICATIONS SOLUTIONS

The Future of Business Communications  
Rethink Your Business Approach in 2021

# Taking the next crucial UC steps in the post-COVID business world

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Despite radical changes taking place across the business world—such as the need for rapid adoption of technology in nearly every sector and business size due to unprecedented times—one constant remains: the ability to seamlessly connect with people is still paramount for communication and collaboration for every organization.

That said, old school business phone systems have extended well beyond the receiver sitting on your desk. Modern business communications encompass messaging, video conferencing, and collaboration capabilities on a variety of devices—more about the totality of Unified Communications than the antiquated telephone. Voice continues to be a critical way for businesses to connect employees and customers, but savvy businesses know that they need much more to succeed.

# The need to Cut the Cord on Legacy Phones

How can businesses get all needed features—in addition to voice—in a way that makes sense for them? Instead of ungainly telephone equipment hosted at your business location or paying for a limited set of features from a landline provider, Unified Communications delivers all of the latest communications advancements over the Internet as an affordable, simple-to-manage service.

Cloud-based communications features can be accessed from smartphones, tablets, laptops and desktop computers, enabling employees to work efficiently from virtually anywhere. And, as desk and conference phones continue to become a far less important part of the equation, Unified Communications becomes the way to integrate all of your communications technology into one easy-to-use, easily accessible solution.

# When Connections Matter Most

Beyond simply making and receiving phone calls, Unified Communications has become a mission-critical way of providing advanced features like auto attendant, extension dialing, call recording, conference bridges, messaging and video conferencing—not to forget imperative business continuity functionality.

To stay competitive in today's hyper-connected world, businesses need every communication channel open to them. While it's true that voice communications have been the mainstay of business for decades, customers now expect to connect with businesses any hour of the day, seven days a week. Customers also want to communicate with businesses on their platform of choice, which could be a chat service, video call, or conversation over the phone. All of this means your business must be able to respond to customers around the clock on a number of platforms.

Changing your communications system can be daunting, but rather than thinking about new communication and collaboration features as adding complexity and costs, consider how these can help your business grow. Increasing your availability and presenting a more professional front translates into happier customers and more sales. Additionally, adopting new Unified Communications technology helps your employees be more productive and achieve higher employee retention. How much is boosting workforce efficiency, acquiring a new customer, or closing a sale worth to you?

# The Surprising Truth About Customer Experience & UC

As social media and online review websites have become exceedingly popular, customers are increasingly looking for a great overall experience from the companies they do business with. It's no longer enough to offer a competitive price or standout product. To truly excel, businesses must provide an exceptional customer experience from the moment a customer contacts them right up until the transaction is complete. Of course, the most successful businesses know how to stay engaged with customers long after the initial sale is over.

With Unified Communications, missed calls are a problem of the past. Simultaneous ringing ensures that your employees' devices alert them that a call is coming in when they are away from their desk. They can answer on any device and have a crystal-clear conversation, just as if they were speaking over a landline.

Cloud communications also offer analytics, which enterprises can use to track important metrics such as peak call times. Empowered with this data, businesses are equipped to meet increased call volume by scheduling more staff. What's more, the less time customers spend on hold, the higher their satisfaction rates.

Additionally, intelligent routing allows customers to choose which department or individual they would like to speak with, thus reducing the number of steps it takes to connect with the appropriate person who can resolve an issue or finalize a purchase.





# Taking Your Business Anywhere

In short, Unified Communications is critical to improve your operations and grow your business. From a practical standpoint, Unified Communications ensures your business can keep running and you can keep working, all the way from bad weather to a global pandemic.

Unified Communications lets you stay connected to colleagues and customers no matter where you are. You can make and take calls, hold meetings, share documents, and collaborate as if in person just as if you were in the office.

What value do you receive making your business available to customers anywhere, anytime? Customers have fundamentally changed the way they communicate and, to stay competitive, you need to change the way your business communicates.

# Collaboration for the Modern Workforce

It's not only your customers who are delighted when your business taps into the latest and greatest Unified Communications technology. The proliferation of mobile phones, messaging apps and collaboration platforms means that your employees expect access to this technology while they are working as well. Businesses that adopt new communication and collaboration solutions experience a rise in productivity and better business outcomes. That's because employees have the tools in place to do their best work.

Immediately seeing which team members are online and available to answer a question makes everyone more efficient. Chat capability that's integrated into your online company directory lets employees communicate via instant messaging so that decisions are faster and customer service improves. Video and audio conferencing enable you to meet with remote colleagues and customers worldwide while dramatically reducing your travel expenses.

By moving to Unified Communications, your business will have all of these collaborative features—and more.

