



Small and mid-sized business edition

POWER OF VOICE COMMUNICATION AT WORK

Research shows employees feel most connected through voice communication.

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Phone calls are alive and well

In an age of texts, emails, and instant message applications, you might think phone calls are dead and buried. Nothing could be further from the truth. Businesses of all sizes are relying more than ever on phones and voice communication to connect with employees, customers, vendors, and everyone in between.

Don't believe us? Check out these facts:

- **Voice-enabled devices are being used daily by consumers.** A majority (65%) of people between 25 and 49 claim to use voice-enabled communication devices like phones at least once per day to chat with others.¹ In addition, 61% of 25 to 64-year-olds say they'll use their voice devices more in the future.
- **Calls will influence over \$1 trillion in US consumer spending this year.**² Voice is expected to contribute \$40 billion to the global economy next year.

It's clear that phone calls are alive and well. They remain necessary components of all successful businesses. RingCentral recently collected additional data from a survey suggesting voice communication and related systems have not lost their value—quite the opposite! Take a look at what our survey found and what it means for your business today.

¹ [34 Voice Search Stats Marketers Need to Know in 2021, Invoca](#)

² [Call Commerce: A 1 Trillion Economic Engine, BIA Advisory Services](#)

VOICE COMMUNICATION IS NOT A THING OF THE PAST

- **76%** believe colleagues that use voice communication are more connected to each other.
- **43%** believe voice communication is the best communication mode to address loneliness at work.
- **68%** say yes to “connecting online through voice or video calls is as good as in-person for work-related tasks.”
- **69%** believe people that make phone or video calls have better personal relationships with coworkers.
- **57%** say voice calls through an app (like RingCentral), team messaging, video calls, and phone calls are the best ways to communicate to provide a way for multiple people to connect at the same time.

Key takeaways

- **Go all-in with voice communication.** With 76% of employees believing colleagues that use voice communication are more connected to each other, it’s time to double down on phone systems. Whether your team works in the office, remotely, or both, provide them with a top-of-the-line cloud phone system fully equipped with global calling, SMS, fax, voicemail, video meetings, and team messaging.
- **Find a phone system that connects with all your business apps.** Do you want to streamline workflows and make your life easier? Who doesn’t? Get a cloud phone system with an open platform so you can tightly integrate with your favorite apps, like Salesforce, Microsoft 365, and Google Cloud—no more jumping back and forth between apps.
- **Think of the long run.** Your business is likely to grow and expand over time. So, you’ll want a cloud phone system that can grow and expand with it. Get a cloud phone system that’s flexible enough to evolve with your business and can scale phone lines, users, and devices up or down in a matter of clicks.

WHY YOU NEED A COMPLETE CLOUD PHONE SYSTEM

- **68%** say they rely “much more” or “somewhat more” on business communications and collaboration tools since COVID.
- **51%** say business communication and collaboration tools have “greatly improved” or “somewhat improved” communication.
- **79%** currently use more than one communication and collaboration tool, and 50% would rather use just one tool.
- **83%** agree having access to a messaging platform, voice calling, and video meetings all in one app is ideal.

Key takeaways

- **Get one phone system for all your business communication needs.** Who says you need to have multiple vendors for all your communication needs? Find one vendor that can simplify all your communications into a single app that includes phone calls, video conferencing, fax, SMS, chat, and even a contact center. Not only will this route increase your return on investment (ROI) and reduce total cost of ownership (TCO), but with just one vendor and one app, you’ll also get just one bill—less paperwork is never a bad thing.
- **Don’t settle for anything less than #1.** Find an award-winning cloud phone system that’s easy to use, but powerful enough to grow with your business. A cloud phone system backed by awards and happy customers is always a good sign that you’re heading in the right direction. In fact, RingCentral was recently named a leader in the 2021 Gartner Magic Quadrant™ for Unified Communications as a Service (UCaaS).³
- **Choose a phone system that makes your small business look big.** You want your business to be all it can be. Just because you’re a small business doesn’t mean you need to limit yourself to a small and basic phone system. Take advantage of enterprise-grade capabilities so you can feel confident that you have the best cloud phone system. The best solutions are out there—you just need to use them.

³ A Leader in the 2021 Gartner Magic Quadrant for UCaaS. RingCentral

A PHONE SYSTEM THAT GOES WHEREVER YOU GO

- **75%** believe the freedom to work from anywhere is the norm for all relevant industries.

Key takeaways

- **Take your entire phone system with you wherever you go.** You should never have to adhere to your phone's location. Your phone should adhere to yours. You'll need a cloud phone system that works on any device so you can seamlessly switch between your phone, tablet, or laptop.
- **Never miss a call.** Make desk phones optional and have access to your business communications from mobile and desktop apps so that you never miss a call. With apps, you can stay connected 24/7 to employees, vendors, and customers, wherever you are.
- **Gain peace of mind with bulletproof reliability.** "No dropped calls" sounds nice right? Make it your reality by finding a cloud phone system with 99.999% uptime, which keeps your business connected during outages and disasters. Add an extra cherry on top with enterprise-grade security to protect your data and communications against fraud and abuse.



SUCCESS STORY: AXIAL

Curious how one business is finding success with a complete cloud phone system? Look at Axial. Founded in 2010, Axial is the network for professionals who run, advise, finance, and acquire private companies. The company realized its old phone system wasn't up to par anymore for its 98 employees. Its lack of flexibility and the extra bandwidth the dated system required to operate made Axial ditch their old phone system in favor of RingCentral, an award-winning cloud phone system that includes advanced phone features, video conferencing, and team messaging.



RingCentral provided Axial with the tools it needed to stay connected and up to date. For instance, RingCentral offered staff members a corporate extension directory. This meant no more switching between screens or flipping through Rolodexes to gather contact data. By not having to search for individual phone numbers, employees save time and are more efficient.

The sales team at Axial spends an average of 80% of their time on the phone, so good call quality and the ability to record calls are essential.⁴ Since switching to RingCentral, Kunkel and his colleagues have taken full advantage of several key features. Employees use the individual conference bridges as well as electronic faxing and Salesforce integration, and they enjoy additional flexibility with the RingCentral desktop and mobile apps.

“RingCentral has given us the freedom to untether ourselves from our desks. The RingCentral phone allows us to flip calls from our desk phones to our cell phones or simply use the softphone application. Now we can serve all our customers at any time, worldwide.”
– Jeff Kunkel, Junior Manager of IT and Operations at Axial

⁴ [Axial improves IT efficiency with RingCentral. RingCentral](#)

WHAT'S NEXT FOR YOUR BUSINESS?

A complete cloud phone system can help your business build meaningful relationships and stay connected 24/7. Whether these are employee-to-employee or employee-to-customer relationships, how we communicate keeps a business going. Re-evaluate your communications tech stack and find a complete cloud phone system to help grow your business.

Unsure where to start? We're here to help. With RingCentral, you can access a complete cloud phone system that includes phone calls, video conferencing, fax, SMS, team messaging, and contact center in a single app. RingCentral also offers tight integration with 250+ popular business apps and 6,000+ custom applications so you can easily customize your workflows.

Join more than 350,000 small and mid-sized businesses that trust RingCentral to keep their business connected at all times. RingCentral's small and medium business customers have achieved huge success, including (on average):

- **68%** increase in employee mobility
- **52%** increase in ROI
- **50%** increase in employee satisfaction
- **47%** increase in customer satisfaction
- **27%** increase in revenue growth
- **20%** decrease in hardware costs

Are you ready to upgrade to a complete cloud phone system? Say hello to growing your business with business.frontier.com/unified-communications

Methodology

- RingCentral and Ipsos surveyed the following:
 - 2,000 Americans, British, French, and Australians aged 21–65
 - 1,000 Germans aged 21–65
- Characteristics of survey respondents:
 - Small and mid-sized businesses with 1–399 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

⁵ [RingCentral 2021 customer success metrics](#). RingCentral