

Communicate to --- collaborate

5 ways unified communications can
help your organization

“43.4 percent of businesses say improving business processes is their key reason to adopt unified communications.”

-IDC 2017 Enterprise Communications Survey¹

Communication is essential to everyday life. The process of sending and receiving information facilitates the spread of knowledge and forms valuable relationships between people. In today's digital age, communication can exist beyond traditional constructs: the convenience of mediums like email, instant messaging and social media have revolutionized communication, making it more effective, accessible and quicker than ever.

In the business world, reliable communications are essential for employees across departments to share files, information and messages for instant collaboration. New technologies like unified communications are bringing on-demand access to employees to easily and seamlessly communicate across any device regardless of location, boosting collaboration and driving productivity.

With unified communications, organizations can take collaboration to new heights, expanding the possibilities of how employees work together. The ability to integrate communications mediums and provide a consistent, unified user interface and experience better facilitates all types of communication, enabling users to communicate in an intuitive and flexible way.

1. Improve business processes with a solution that simplifies communications by combining voice, video and data into one easy-to-use system.

Every business, in every industry, experiences productivity bottlenecks that delay workflow processes. Whether it's a quality control manager who finds a defect that needs to be fixed, or a project manager who requires executive approval to move forward with signing a contract, delays in business processes have consequences that slow down an employee's ability to get the job done as efficiently as possible. For the organization, it can also mean dissatisfied customers and additional costs.

Unified communications is completely customizable to each organization's specific business processes and applications. Once fully integrated, a hosted solution helps reduce latency in business processes, enabling employees to communicate and collaborate easily and effectively.

2. Connect teams across your organization by breaking down organizational silos and giving employees the freedom to choose how they communicate.

In today's mobile world, employees, partners and clients can benefit from having communication capabilities that are available at any time, regardless of location and device. Enhanced communication capabilities make it easier for employees to collaborate and help break down silos between business units, departments and geographies.

With traditional phone systems, there are multiple barriers that prevent seamless collaboration. Among them is inconsistent connectivity and excessive complexity due to incompatibility of networks or lack of network access. However, with unified communications, it's possible to do away with these complexities that hinder performance and productivity by eliminating the need for device-specific solutions. Unified communications provides intuitive, on-demand access that fully integrates with mobile apps and offers advanced capabilities.

“Last year, 43 percent of employed Americans said they spent at least some time working remotely.”

-Gallup survey²

3. Help employees be more productive by delivering an integrated platform with rich collaboration features that can be used anywhere, anytime for faster communication.

Unified communications helps organizations take full advantage of their core assets: people, information and processes. Every minute is valuable when operating a business and features and capabilities like mobile integration, instant messaging and presence allow for faster and more seamless collaboration. When employees are tasked with juggling multiple disparate systems and apps, it's incredibly difficult to be productive. Even collaboration tools, if used in ineffective ways, can impede processes and be disastrous to productivity. A hosted solution gives employees the flexibility to talk using a medium best suited for the situation. A team project can be accelerated via video, while non-urgent matters can be handled via instant messaging, for example.

Unified communications also simplifies daily communications management because its infrastructure is managed and maintained in the provider's cloud, allowing IT teams to focus on higher-value initiatives. Included local support is another added benefit, freeing up IT teams from managing the intricacies of a phone system and responding to individual employee communication service requests. No matter the circumstance or issue, unified communications makes resolutions faster and more efficient.

4. Enable agility by seamlessly connecting a more mobile and flexible workforce with modernized functionality.

With unified communications, organizations are able to bring their communication tools together in one interface, connecting a more mobile and flexible workforce with modernized functionality and end user agility. Fortunately, unified communications is inherently flexible, eliminating the need for employees to be physically present as their desk in order to be reached. Employees can be reached via any connected device, whether they are working from the office, home or remotely.

The best part about unified communications technology is that there is no 'one size fits all' solution — it's customized for every company and its unique requirements and business goals. The solution seamlessly integrates with business processes to present a consistent unified user interface and user experience across multiple devices and mediums. Through integration with applications, communications are streamlined, reducing latency so employees are more responsive and efficient. In turn, workers can effortlessly exchange ideas and files to complete projects quicker, impacting the company's bottom line.

Unified communications gives employees access to communication channels from one easy-to-use application. Team projects can be accelerated via video chatting, while non-urgent matters can be handled via instant messaging. By using a versatile hosted solution, employees can seamlessly exchange information and provide feedback, transforming how they work together.

“The future of enterprise collaboration (EC) brings together easily accessible and usable tools along with machine learning to better guide workers and teams to the most optimal method of accomplishing their tasks.”

– The Path To Customer Obsession Is Paved With Enterprise Collaboration, Forrester Research, Inc.³

5. Boost collaboration and communication features and capabilities with a solution that supports multiple devices and adapts to differing and evolving work styles.

Unified communications fundamentally changes the way people work, enabling them to save time, be more responsive and find the appropriate resources quickly and easily. A key benefit is the ability to reach a person through the most appropriate method of communication. Users are notified immediately when issues arise and can easily collaborate to find a solution, resulting in faster resolutions.

Transforming the way work is done via methods like unified communications makes employees more effective, efficient and productive. Organizations that implement unified communications experience multiple benefits, including accelerated collaboration, leading to quicker decision making and greater access to resources

Fueled by technological innovation and an evolving workforce, always-on communication is the future of seamless collaboration and increased productivity.

[Learn more](#) about how to improve workforce efficiency to transform your business.

1. Costello, Richard. Lind, Amy. “U.S. Enterprise Communications Survey, 2017: Unified Communications and Collaboration.” www.idc.com. International Data Corporation (IDC). May 2017. (accessed June 18 2018).
2. “America’s Coming Workplace: Home Alone.” www.news.gallup.com. Gallup. March 15, 2017. <https://news.gallup.com/businessjournal/206033/america-coming-workplace-home-alone.aspx> (accessed June 18, 2018).
3. Schoeller, Art. “The Path to Customer Obsession Is Paved With Enterprise Collaboration. Vision: The Enterprise Collaboration Playbook.” February 8, 2018. www.forrester.com. Forrester Research, Inc. (accessed June 18, 2018).

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