

The solution to modern business communications

Work as we know it is evolving, and UK businesses are undergoing significant change.

Digital capability affects people's lives, whether that's at work, at home or on the road. The way we communicate has changed significantly; 80% of adults use messaging apps on a daily basis. Social media has empowered consumers to influence how businesses talk to their customers, using an average of seven different channels to engage with brands.

Comfortable as we are with using messaging applications and video chat to communicate in our social lives and as customers, we expect a similar experience in the workplace. The smartphone industry boasts two billion users worldwide, enabling people to communicate across a variety of channels 'on the go'.

Last year, 83% of UK businesses had employees working remotely for more than two days a week. Events this year have crippled businesses that weren't able to meet the challenge posed by self-isolation, and the legacy of this experience will be reflected in our future expectations of flexible work arrangements.

Connectivity technology allows us to communicate instantly over the internet, which means workers don't need to be sitting next to one another in order to collaborate. Many roles such as web development, marketing and customer service can be conducted from anywhere via internet connection.

These conditions create a need for new tools that facilitate remote collaboration, and the B2B market has been flooded. While the tools are useful, it's difficult for humans to juggle multiple applications. Faced with so much fragmented communication, there needs to be systems in place to prevent employees getting overwhelmed.

For customer communication, this means resolving queries in a timely manner; for internal communication, it means collaborating effectively to keep a project on track. Some form of consolidation is needed to provide these solutions.

This is where unified communications as a service (UCaaS) comes in. UCaaS uses cloud capability to connect different communications systems and collaboration tools so employees can access them from anywhere at any time. Aggregating all tools and channels into one system means employees can work in a single pane without having to toggle between multiple applications.

Given cloud's capacity for scaling and establishing virtual connections, UCaaS is an ideal way to address the growing popularity of mobile communications. UCaaS bridges the physical gaps in a dispersed workforce, allowing people to work flexibly and be more productive. With UCaaS, no matter where you work, you can still access the same secure system.

The largest and most obvious benefits to businesses switching to UCaaS are:

- It's quick for IT to install and easy for everyone to start using

- UCaaS systems integrate with existing business applications, which improves process efficiency
- The cloud-based system allows employees to be productive from anywhere
- Business can save money on installation and maintenance costs, and by consolidating multiple overlapping vendor contracts into one single contract
- For growing businesses, UCaaS offers space to grow quickly and cheaply, through flexible control of channels and users

With the changing landscape of services, companies are predicting shifts in how they communicate based on what's available. For example, 24% of businesses surveyed recently in the UK predicted they would adopt team collaboration in the next two years, 27% said they would be adopting chatbots, and 29% said they would be adopting project management tools.

As using these tools becomes more popular over the next two years, we can see an across-the-board shift in how companies are talking internally and externally, with more of an emphasis on tools that make communication more efficient and more natural.

One of the consistent trends we see is the growth of flexible and remote working. Cloud services work hand-in-glove with remote working, allowing files, communications and business administration to be stored, accessed, and developed remotely.

While the shift to cloud continues, many businesses are cautious in their approach, preferring a staged migration over a sudden switch. Over half of businesses transitioning to cloud services anticipate a timeframe of two years to complete their migration, so we'll see cloud adoption rates steadily increase over that timeframe as more businesses begin their migration in order to retain their competitive advantage.

Helping companies with their digital transition, we've moved many communications stacks from on-site to the cloud, freeing up space and resources for businesses of all sizes, from one-man-bands to international media organisations. Our work with charities reflects this, covering small scale local initiatives all the way up to global organisations.

For example, [World Vision](#) switched from maintaining nine separate phone systems involving six different telco providers for twelve locations, to running a single bill for all communications functionality and saving over a million dollars' worth of capital expense.

Elsewhere, the Salvation Army abandoned its expensive and cumbersome on-site communications hardware to a cloud-based platform that saves time and money and improves its workforce engagement and productivity.

Hospice residence [Morning Light](#) expanded from its base in Indianapolis to take its service country-wide, keeping its team connected and available with RingCentral's web-based communications platform.

In the UK, Avril Chester, CEO of Cancer Central, uses the RingCentral platform to support the carers of cancer patients and keep her partners connected through video, phone calls and instant messaging.

If your business needs to cut costs and connect a workforce across multiple locations, you can easily accomplish this by leaving behind your legacy communications hardware and adopting unified communications as a service (UCaaS). For peace of mind and the best quality service guaranteed, it's worth choosing a market-leading provider.

Gartner's Magic Quadrant for UCaaS compares providers on their relative merit, giving an impartial perspective on the industry. You can [view Gartner's Magic Quadrant online](#).

RingCentral is offering not-for-profit businesses operating in areas hit by the Covid-19 virus free access to its unified communications tool for the next three months. To find out how you can make use of this offer, visit [our website](#).

For more information about how RingCentral can help your business get more for less, we're happy to take you through a [demo](#).