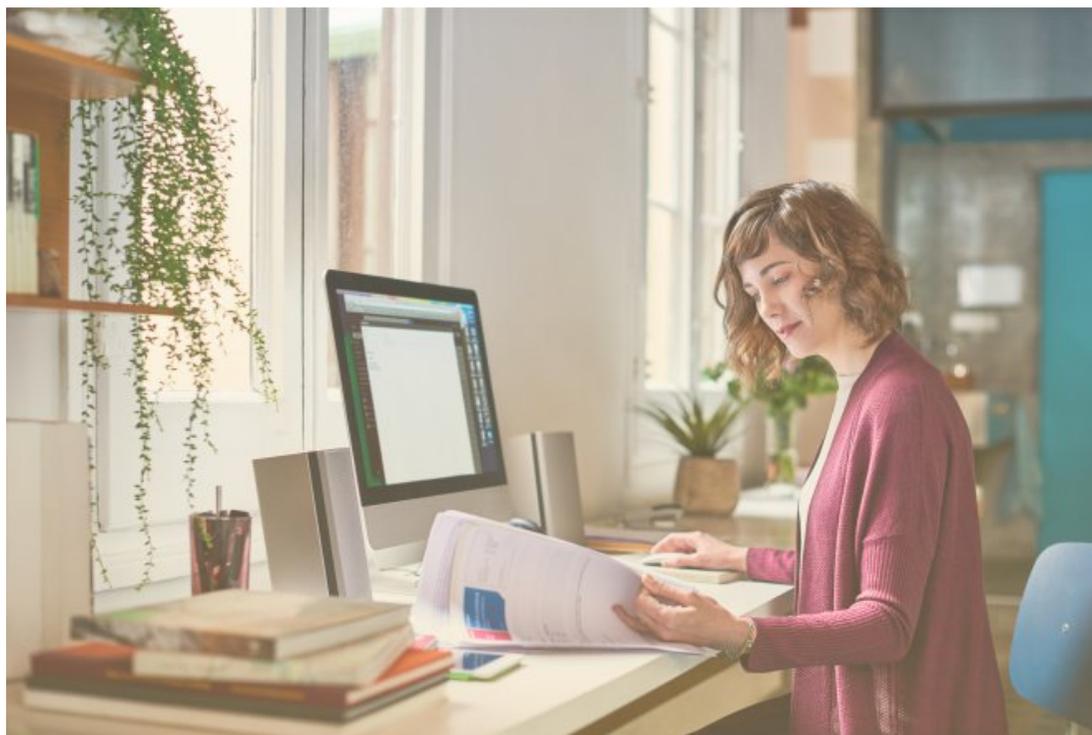


# 4 Benefits of UCaaS for Any Organization



By JEA YU - Contributor

Whether you lead an enterprise organization or a startup, unified communications can help you improve some of the most critical aspects of running your business, from boosting productivity to increasing your top and bottom line.



The benefits of UCaaS help organizations across industries improve their customer service and increase their bottom lines.

The embedded features of a unified communications-as-a-service (UCaaS) platform empower your workforce with the tools to streamline workflows and effectively collaborate with team members and clients. By harnessing the benefits of UCaaS, your organization can stay connected – and competitive.

## Understanding UCaaS

Traditionally, managing an in-house communications infrastructure meant buying, maintaining, and upgrading hardware and software – costly and inefficient processes that often required retraining tech support personnel.

UCaaS takes the investment and legwork out of building, servicing, and upgrading an in-house communications platform. It gives organizations a communications infrastructure that can handle capacity on demand with integrated voice, SMS, chat, video, real-time

analytics, and automation on a single platform accessible on any mobile device. With customizable application programming interfaces (APIs), workflows are enhanced with the seamless integration of popular business applications, including Salesforce, G-Suite, Zendesk, Oracle Netsuite, and Microsoft Dynamics. Integrating an omnichannel cloud contact center further provides your customers with round-the-clock accessibility and ensures their needs are met with relevant solutions.

Moreover, UCaaS frees up budgets to focus on operations rather than infrastructure. Here are some of the direct benefits of UCaaS for your organization.

## 1. Decrease Silos

The silo effect is a common phenomenon within organizations that have incompatible operating platforms and communication channels. The effort needed to sync and convert data can be overwhelming, and silos occur when teams use multiple disconnected tools to accomplish daily tasks. This can quickly turn into process bottlenecks that stifle work and communication flows.

UCaaS consolidates communications into a single source to enable collaboration and improve employee productivity. Unifying communications — such as chat, SMS, voice, and conferencing — and applications data with APIs enables teams to operate more smoothly. They can move from one channel of communication to the next without interruption, whether they're working from their office desktop or their mobile device.

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## 2. Spot Trends and Opportunities

Real-time analytics enable companies to use their communications data to spot trends, like when contact center volumes tend to spike, what times customer complaints occur the most, or where bottlenecks form.

When communication channels are connected through a UCaaS platform, teams can identify bottlenecks and alleviate friction points. Consider a midsized retail company that finds that customer calls are being misdirected to agents who are unable to assist. After being transferred to multiple reps, customers are hanging up and taking their business elsewhere. With UCaaS, this company can find a solution, like adding a virtual receptionist that can route calls directly to the specific department or individual and cut wait times. In this way, UCaaS enables this company and others to spot opportunities to improve efficiencies.



## 8 Reasons More Companies are Moving to the Cloud

Providing better customer service is only one reason why hotels and other businesses are moving to the cloud. Find out what the other seven reasons are.

### 3. Mobilize Your Workforce

With UCaaS, your employees can communicate not only through voice and SMS but also through interactive video. Video provides a whole new level of connectivity with on-demand video conferencing for a one-on-one training or a 300-person sales presentation from any mobile device. Sales reps visiting a client factory can connect directly with engineers through HD video to analyze parts and fittings on the spot. Home health caretakers can connect with medical staff to assess their clients' conditions.

Mobility also helps organizations attract talent with perks like telework opportunities that enhance work-life balance. Remote workers can transfer calls or send and receive SMS messages from their mobile device to their desk phone. And through mobile video conferencing, teams can collaborate from anywhere at any time. What's more, features like call transcription and integrated business apps like Bullhorn or Zendesk empower workers with the tools to stay connected, accountable, and productive.

### 4. Boost Revenue Growth

All of these benefits impact the organization financially. By providing intelligent and customized service through a UCaaS platform, your teams can better navigate customer engagements, focus on strategic initiatives, and close sales. Positive customer experiences foster trust and loyalty that can lead to revenue growth.

It's often taken for granted, but communication is the glue that bonds relationships. Ensuring smooth communications between employees and clients is essential for driving growth. And with a UCaaS platform, your organization will be well on its way toward the next level.