

# UCaaS: The Future of Communications Is Here

As hybrid working becomes the norm, your customers need to be prepared – and communicating using multiple tools can be challenging for their employees.

In fact, too many calls and meetings prove to be disruptive for over 70% of employees.<sup>1</sup> The key for smoother communications is to shift to unified communications as a service (UCaaS).

Here's how Firefly's UCaaS solution can help.



|                                                                                                                   | Business Challenges                                                                                                                                                                                                                                                                                                                           | UCaaS Features                                                                                                                                                                                                                        | Benefits                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Cloud</b></p>           | <ul style="list-style-type: none"> <li>Fewer than 50% of companies<sup>1</sup> say they set the right guidelines for communications in the hybrid working model.</li> <li>Communication using multiple modes leads to silos and communication gaps.</li> <li>Some communication channels may not be available 24/7.</li> </ul>                | <ul style="list-style-type: none"> <li>All communication applications are hosted online.</li> <li>Employees have access to multiple collaboration tools through a single cloud communications platform.</li> </ul>                    | <ul style="list-style-type: none"> <li>24/7 availability from any location.</li> <li>The ability to access the platform from any device with an internet connection.</li> </ul>                      |
|  <p><b>Cost</b></p>            | <ul style="list-style-type: none"> <li>Poor communication costs an average of \$12,506/employee per year.<sup>2</sup></li> <li>2 in 5 business leaders have experienced growing communication costs in the last year.<sup>2</sup></li> <li>Deploying multiple tools requires multiple subscriptions and hardware, adding to costs.</li> </ul> | <ul style="list-style-type: none"> <li>Little to no infrastructure investment required, eliminating huge upfront costs.</li> <li>The provider handles maintenance and updates, freeing up time and saving money.</li> </ul>           | <ul style="list-style-type: none"> <li>Using a single provider reduces costs of services by 56%.<sup>3</sup></li> <li>Reduces contact center agent license cost by 22%.<sup>3</sup></li> </ul>       |
|  <p><b>User Experience</b></p> | <ul style="list-style-type: none"> <li>7.47 hours a week are lost to poor communication.<sup>2</sup></li> <li>Knowledge workers say that poor work communication increases their stress.<sup>2</sup></li> <li>25% of business leaders say poor communication leads to low customer satisfaction.<sup>2</sup></li> </ul>                       | <ul style="list-style-type: none"> <li>Reduced need to toggle from application to application.</li> <li>Employees can communicate through multiple modes.</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>End customer satisfaction ratings improve by 48%.<sup>3</sup></li> <li>84% of organizations noted increased employee productivity.<sup>4</sup></li> </ul>     |
|  <p><b>Mobility</b></p>        | <ul style="list-style-type: none"> <li>Without the right tools and applications, it's difficult to communicate in real time while working remotely.</li> <li>Technology gaps arise from a lack of a standardized communication platform.</li> <li>Different devices have inconsistent access to the phone system.</li> </ul>                  | <ul style="list-style-type: none"> <li>Mobile applications are supported on any device.</li> <li>Cloud-based communication means workers can be anywhere.</li> <li>Rest easy knowing the provider keeps the system secure.</li> </ul> | <ul style="list-style-type: none"> <li>Real-time communication from anywhere improves productivity.</li> <li>87% of team members feel more connected with video conferencing.<sup>5</sup></li> </ul> |

39.1% of businesses have already adopted UCaaS – your customers risk falling behind the curve if they don't.

**Get in touch with Firefly** to explore UCaaS solutions for your customers.



**Source:**

- [1] HubSpot 2022 Hybrid Work Report
- [2] Grammarly - The State Of Business Communication
- [3] Real-World Benefits of Integrated Cloud Unified Communications and Collaboration
- [4] 2021 State of Business Communications Report
- [5] Why Video Conferencing is Critical to Business Collaboration