

How To Make UCaaS Work For You in 2021

During the COVID-19 pandemic, organizations equipped with the latest communication and collaboration technologies are better positioned to stay relevant and productive. Meanwhile, a study found that 70% of respondents considered communication inefficiency a challenge to getting things done.

No wonder communication spending accounts for over one-third of many companies' IT budgets, with a large portion allocated to Unified Communications (UC) platforms. In fact, at 13.7% CAGR, the Unified Communications as a Service (UCaaS) market size is projected to cross \$6,301 million by 2025.

Not to mention, UC capabilities -- which integrates voice calls, video conferencing, file sharing, messaging, screen sharing, and more -- have become a key component of any digital transformation strategy designed to increase cost-efficiency, boost productivity, and improve customer experience.

The Benefits of Using UCaaS

UCaaS streamlines the management and implementation of UC features so organizations can access the many essential functions quickly with minimal upfront investment. Here are some key advantages of using UCaaS:

- **Reduced costs:** a UCaaS provider hosts the equipment so you don't have to purchase expensive hardware or hire a large IT team to handle installation and maintenance.
- **Access to new features:** UCaaS vendors are always upgrading their platforms with new functionalities and users can access the latest technologies without extra costs.
- **Increased productivity:** you can consolidate all communication and collaboration tools into a single interface to streamline workflows so employees don't waste time on switching platforms.
- **Flexibility and scalability:** you can add or subtract the number of users and adjust access to various features based on your needs so you don't have to pay for capabilities that you don't use.
- **Security and reliability:** with dedicated teams of security experts, UCaaS providers offer the latest protection against cyberattacks, as well as a comprehensive backup and recovery plan

8 Tips to Evaluate UCaaS Providers

When selecting a UCaaS provider, here are some key trends and capabilities you should consider to make sure your vendor is able to handle your needs now and in the future:

1 Remote Working

Many employees will continue working from home for the foreseeable future so your UCaaS platform should align with your organizational structure to facilitate effective remote collaboration. You can use a customizable platform that allows you to choose the exact features based on your business model and your team's needs so employees can collaborate seamlessly.

2 Artificial Intelligence

UCaaS platforms are using AI to process massive amounts of data for patterns and trends so users can derive timely insights that inform accurate data-driven decisions. For instance, AI can be used to analyze customer interactions, guide reps on how to resolve customer issues, escalate a call when necessary, and show reps relevant product recommendations in real-time.

3 Sentiment Analysis

Some UCaaS platforms offer AI-driven sentiment analysis technologies to help companies automatically comb through a large number of text or voice communications, such as reviews, phone calls, online videos, and social media mentions. You can identify how customers feel toward your brand, products, or services so you can make real-time adjustments to improve results.

4 Interactive Voice Response (IVR)

A UCaaS platform with AI-driven IVR technologies can automatically segment callers to reduce wait time and route inquiries to the right agents to improve resolution rates. IVR can also enhance the delivery of self-service solutions (e.g., automated tutorials or troubleshooting) -- which is preferred by many consumers -- to streamline the customer experience.

5 Automate Business Processes

Many UC platforms offer features that simplify or automate repetitive tasks to streamline business processes and free up employees so they can focus on high-value activities. Automation also prevents bottlenecks and minimizes errors and delays, which are common when employees have to switch from one tool to another or manually transfer data among platforms.

6 Cybersecurity

Cybersecurity and the high cost of data breaches are main concerns in today's digitalized business environment yet it's increasingly challenging to handle all the moving parts in-house. You should use a reputable UCaaS provider that has the latest security measures in place to ensure that your business-critical data is protected at all times.

7 Regulatory Compliance

With the increasing amount of sensitive information exchanged over digital channels, it's important to stay compliant with industry regulations (e.g., HIPAA, PCI-DSS) so you can effectively protect your customer data and avoid hefty penalties. Many UCaaS platforms are designed to adhere to common standards and some use AI to identify words or topics that could violate regulations.

8 Bundled Solutions

A growing number of IT leaders prefer bundled solutions thanks to simpler implementation, easier management, better visibility, enhanced security, and better integration. A fully managed service also provides 24/7 monitoring and a single point of contact so you don't have to spend time and resources managing multiple vendors.

The Best UCaaS Solution For Your Business

With so many UCaaS providers on the market, it can be rather overwhelming to make your selection. Working with an experienced IT partner can save you a lot of time, money, and headache by ensuring that you're investing in a solution that meets your needs.

Here at BlueSky, we start by learning about your business structure and objectives. Since we aren't affiliated with any platform, we provide unbiased evaluations on various technologies to guide your decision process. We can also help you source the most appropriate supplier and implement the selected solution to make sure it works for your organization.

Learn more and see how we can help you find the best UCaaS solution for your business.

**Schedule a UCaaS
Tools Review**