

Unified Communications (UC) solutions provide a rich platform for collaboration and integrations and a smarter way to interact seamlessly by bringing together physical and virtual experiences while simultaneously reducing costs and enabling flexible expansions across all verticals.



With global trends focused on “smart” services, automation, and enhanced customer experiences, manufacturing, retail and finance remain among the fastest growing segments of UCaaS adopters in the U.S. Learn more about the how customers in these spaces can benefit from adopting or upgrading to a new UCaaS solution.

UCaaS market to reach **\$31B** in total market worth by 2022.

- Research and Markets

## The Benefits of UCaaS by Industry



### Manufacturing

#### Asset Management

- > Integrates with QR code-scanning app providing
  - Machine info
  - Maintenance data
  - Warranty dates
  - Manufactured date
- > Sensors/Sensor-reading apps
  - Real-time alerts
  - Reporting & analytics

#### Quality Assurance

- > Video conferencing for:
  - Operational efficiency
  - Troubleshooting
- > CAD programming Integration
- > Monitor supply chain
  - Delay notifications
  - Identify potential problems
- > Improve Operations
  - Augment manpower with automation/AI, etc.
  - Analytics



### Retail

#### Customer Service

- > Seamless connection between brick & mortar stores, HQ, warehouse, etc.
- > IVR (interactive voice response)
  - > BOPIS (buy online, pick-up in store)
  - > BORIS (buy online, return in store)
  - > Analytics
    - Customer journey, etc.
  - > Track Install/delivery status

#### Growth

- > Simple & quick modifications for new/additional locations
- > Analytics
  - Issue resolution cycles
  - Staffing
  - Customer journey
  - Marketing messaging



### Finance

#### Regulatory Compliance

- > BSA (Banking Secrecy Act)
  - Secure data retention
- > Sarbanes-Oxley (SOX)
  - Compliant Omnichannel records

#### Communication Security

- > End-to-end security
- > Disaster avoidance/recovery
  - Minimize downtime
  - Business Continuity
- > Protect from insider incidents
  - Social engineering
  - System monitoring
  - Vishing
  - Unencrypted messaging

CHECK OUT THE CASE STUDIES





## Manufacturing

### A Materials Company

With more than 100 locations, field employees, office employees, and millions of dollars in equipment, a lucrative materials company had identified several issues that were costing them thousands of dollars in lost time, productivity and redundant systems.

They were spending an exorbitant amount of money not only on their outdated phone systems (and hardware) but also on repairs and maintenance costs for their equipment due to poor record keeping.

Their VP of Information Technology began researching ways to improve communication and productivity as well as reduce their equipment maintenance costs, with the understanding it was time to move their company to the cloud.

They identified a vendor who met their needs and installed a UCaaS solution that connected all locations—and field employees—under a single, cloud-based phone system.

Additionally, they affixed a QR Code sticker to each piece of machinery, which was integrated into a mobile app that allowed technicians to, with one scan, determine when the machine was last serviced as well as the make/model of part numbers. This reduced expenses related to performing maintenance too often or missing regular maintenance that often lead to costly repairs.

The materials company's transition to the cloud resulted in significant cost savings and increased operational efficiencies.



## Retail

### A Children's Retailer

A rapidly growing children's retailer was looking to add several brick & mortar stores across the country in addition to their current flagship location and online store. The company's aging phone system, which lacked many modern phone features, had become too difficult—and costly—to maintain, which led the owners to decide to move all of their communications to the cloud.

This project took on a life of its own, as their phone system was integral to their business model. They needed a system that would make their call center staff more efficient, enable their warehouse and back office to communicate seamlessly with each other, and allow their ever-growing number of physical stores to communicate with their various locations.

Features such as auto attendant and voicemail as well as integration with their CRM and order processing software were paramount to their vendor selection.

What was implemented connected all of their locations with a single phone system and also improved efficiency and productivity in their call center which resulted in higher customer satisfaction ratings and increased sales.

**Bonus:** The analytics provided offered them key insights that led to more efficient staffing, thus saving them money in overtime or paying for unnecessary temporary staff.



## Finance

### A Financial Lender

A nationwide lender providing financial solutions to small businesses across the country had a legacy telephony system that had become a major impediment to delivering the high-caliber service levels that were required; they were plagued with reliability issues and struggled to keep up with the volume of inbound calls.

In their decision to investigate a cloud offering, a list of requirements for their next communications solution was a future-proof system that consistently provided high call quality and reliability, including business continuity. Also on the list was the ability to integrate with their existing business applications, such as Zendesk and NetSuite as well as providing robust analytics and regulatory compliance.

Due to the level of specificity needed to meet all of their requirements, they executed an extensive competitive review. Upon identifying a provider they felt confident would meet their needs, they implemented their UCaaS solution across all 450 locations, connecting them with a single, consistently reliable provider, consolidating their billing, and enabling a full spectrum of never-before-seen analytics.

These benefits in addition to ensuring business continuity, regulatory compliance, seamless integrations and an improved customer experience made their cloud migration a resounding success.