

# 3 Reasons Your Business Needs Unified Communications to Improve Customer Satisfaction and Operational Efficiency

## What is UCaaS?

**Unified Communications as a Service** replaces traditional telecommunications technology with a cloud-based platform accessible by multiple devices and users.

 Desk phones

 Call centers

 Cellular phones

 Collaboration technology

## Improve Speed to Market

Businesses using cloud communications see a **47%** improvement in speed to market.<sup>1</sup>



Traditional services like e-mail make it harder to streamline operations, especially when information comes from disparate sources. UCaaS collects this information on a single platform that works on any device.

### Collaboration + Responsiveness = Efficiency

UCaaS drives fast, efficient employee communication with:

- Video conferencing
- Document sharing
- Click to communicate

## Enhance Employee Productivity

A cloud-based solution can reduce the time spent on inefficient communications - not to mention the frustration.

Cloud-based systems grant an extra **32 min** of average daily productivity per employee.<sup>2</sup>

Efficient unified messaging saves **43 min** a day on average- and **55 min** a day for mobile workforces.<sup>3</sup>



### Secure communication, anywhere

In addition to e-mail integration, UCaaS offers...

- Instant messaging
- Phone conferencing
- Video chat
- E-fax

## Increase Customer Satisfaction & Loyalty

UCaaS increases customers' access to company representatives, increasing satisfaction and loyalty up to **42%**.<sup>4</sup>

UCaaS enables service, sales and marketing teams to solve customer issues collaboratively.

UCaaS reduces dropped customer service tickets and improves responsiveness, giving customers more confidence that their issues will be handled quickly.

Only **12%** of organizations without a unified system say their customer communications are effective.<sup>4</sup>

U.S. Cellular can provide your business cloud-based communication solutions that can enhance your customer service - all backed on a network that works in the Middle of Anywhere. To learn more, call **1-866-616-5587** or visit [uscellular.com/business](http://uscellular.com/business).



#### Sources

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4) <https://www.cloudcomputing-news.net/news/2017/oct/02/how-unified-cloud-communications-can-benefit-productivity-and-customer-satisfaction/>

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