



MODERNIZING UNIFIED COMMUNICATIONS

Data collected from August 31 - September 30, 2021
Respondents: 100 technology decision-makers



MODERNIZING UNIFIED COMMUNICATIONS

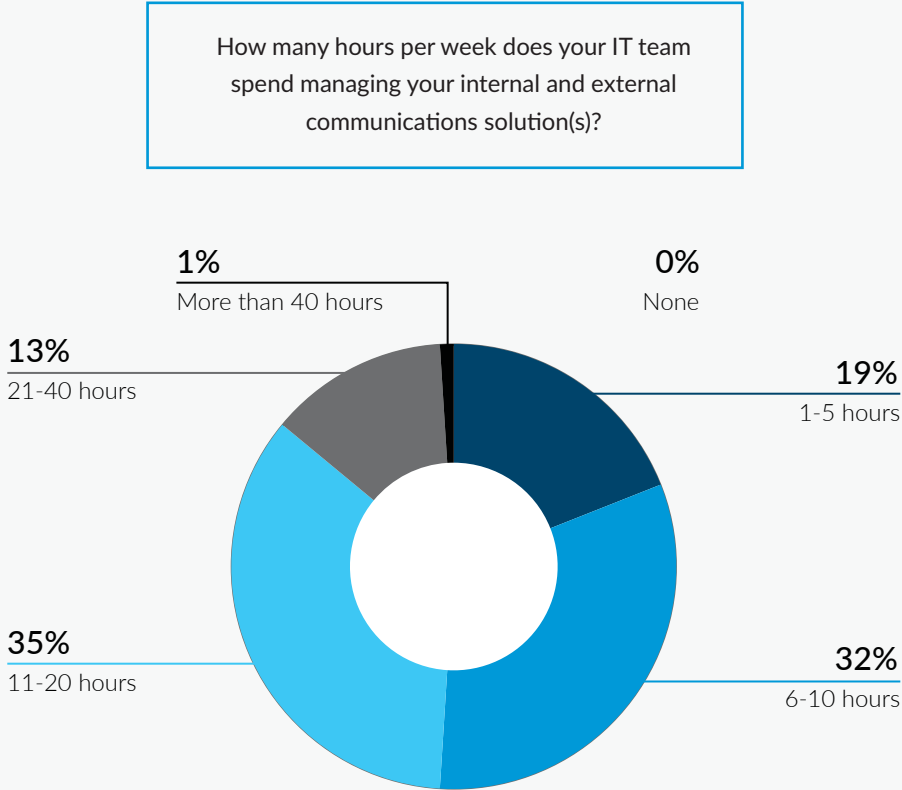
Prioritizing the customer experience has become the new normal for modern business, and customers want to access resources whenever—and however—they can. Leveraging cloud-based communication services can allow this access as people can connect and engage on any device, from anywhere, at any time. Modernizing unified communications and contact centers can both simplify and amplify productivity to accelerate business success.

With a continued focus on prioritizing the customer experience, how are decision-makers leveraging communication solutions to improve the end-user experience?

Pulse and InterVision surveyed 100 technology decision-makers to find out what communication services they are using, or plan to use, and how remote work has impacted contact center decisions.

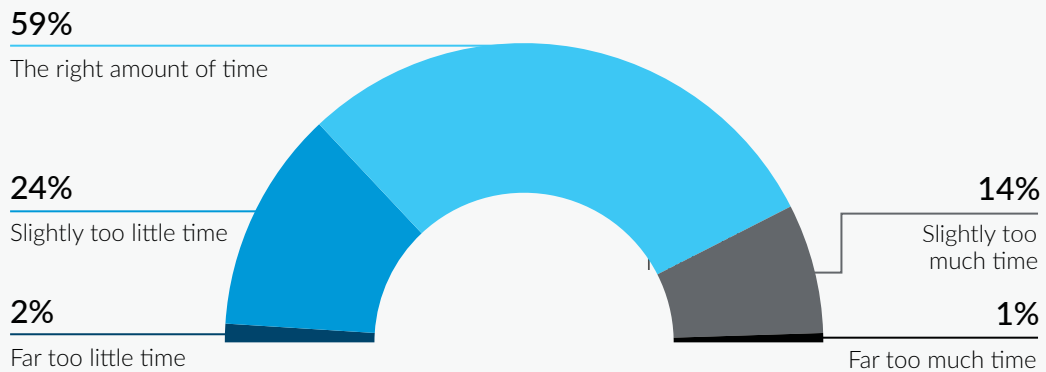
Most IT teams are spending 6-20 hours per week managing their communication solutions and up to 40% of their annual IT budgets on those solutions

Over two-thirds (67%) of respondents say their IT team spends between 6-20 hours managing their internal and external communications solutions.



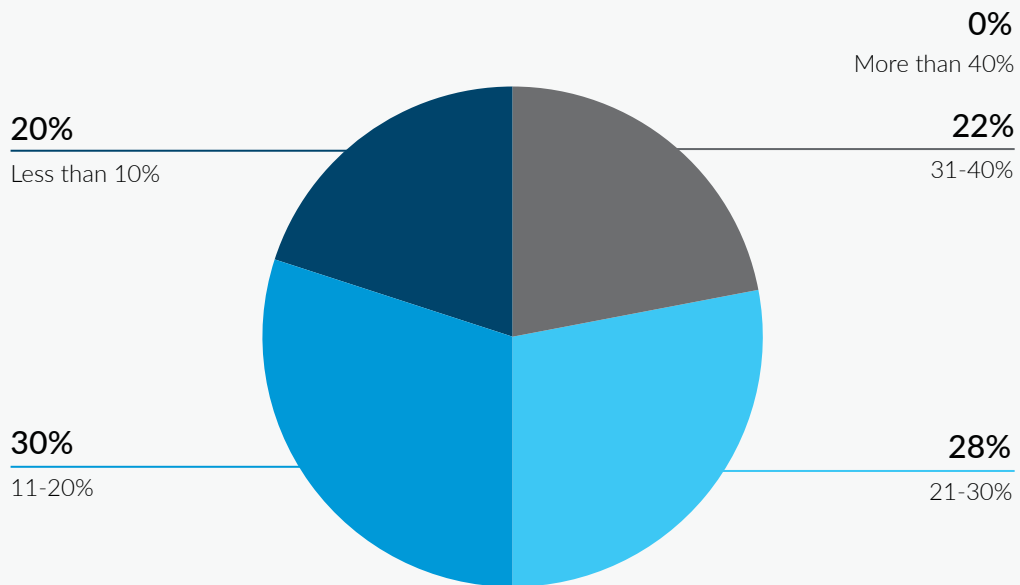
More than half (59%) say their IT teams are spending the right amount of time managing their communications solutions on a weekly basis.

Given your current investments in internal and external communications, how would you rate the amount of time your IT team spends managing your comms solution on a weekly basis?



58% of decision-makers report between 11-30% of their organization's annual IT budget is spent on multiple different communications services.

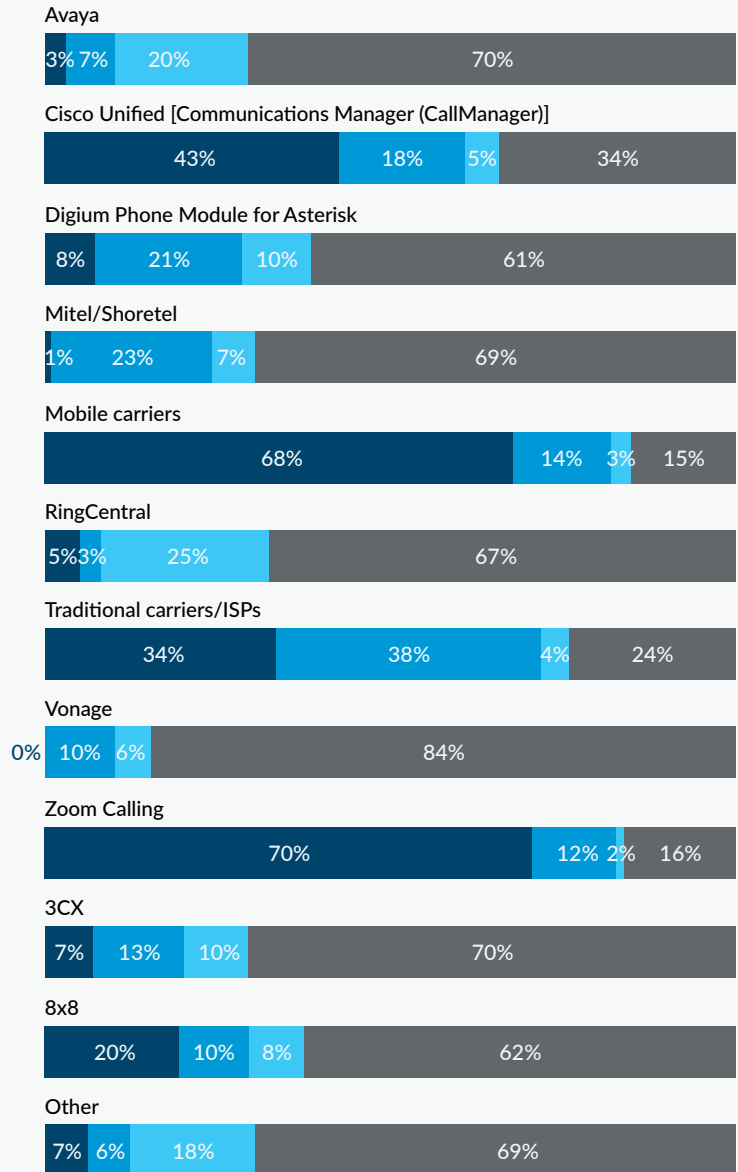
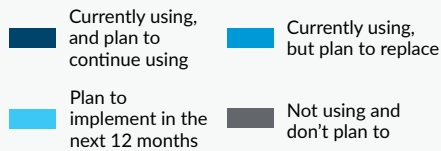
How much of your annual IT budget is spent on multiple different comms services (for example, using both on-prem and off-prem comms solutions)?



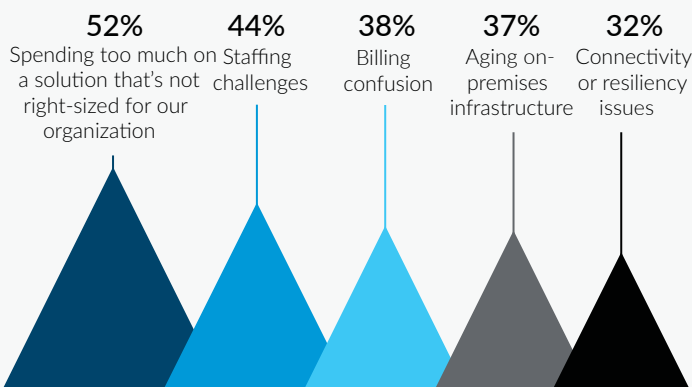
Most want to continue using the key players in voice and internal platforms and prefer using best-in-class solutions to manage communication services, but their existing solutions come with challenges

When it comes to voice platforms, most decision-makers are currently using and plan to continue using Cisco Unified (43%), Zoom Calling (70%), and mobile carriers (68%), and mobile carriers (68%).

Which voice platforms are you currently leveraging or planning to leverage in the next 12 months?



With their existing voice solution, 52% of decision-makers say they are spending too much on a solution that is not right-sized for their organization. Many are experiencing challenges with staffing (44%), billing confusion (38%), and aging on-premises infrastructure (37%).

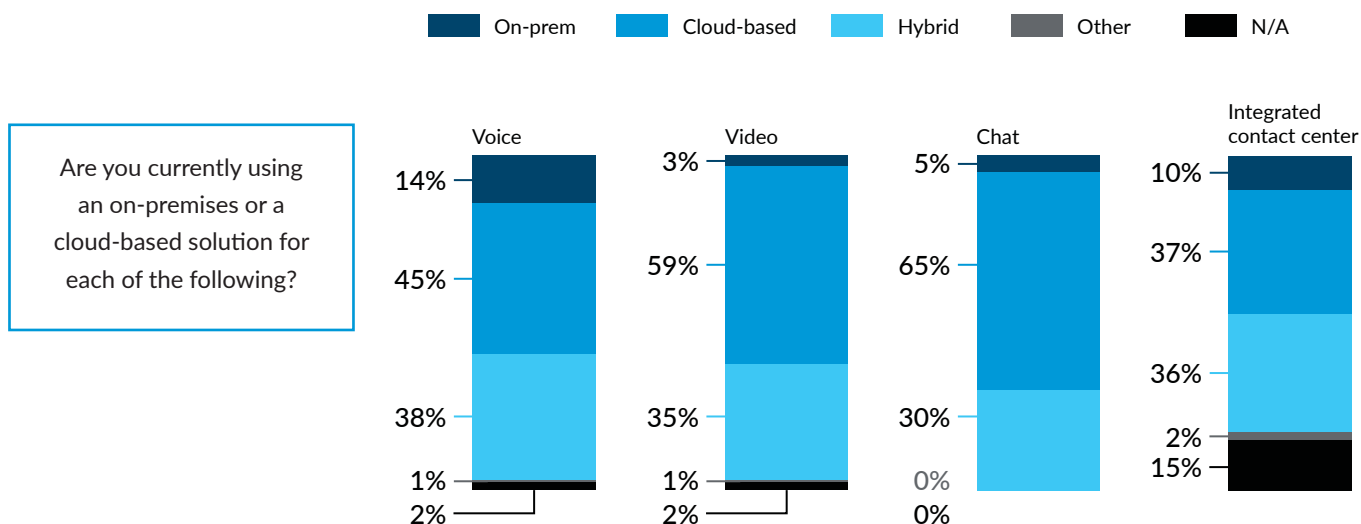


What challenges are you experiencing with your existing voice solutions?

Third party not meeting expectations **27%**, Insufficient technology for organizational needs **20%**, Budget constraints **13%**, Decreasing relevance in an increasingly mobile/remote workplace **11%**, Other **2%**

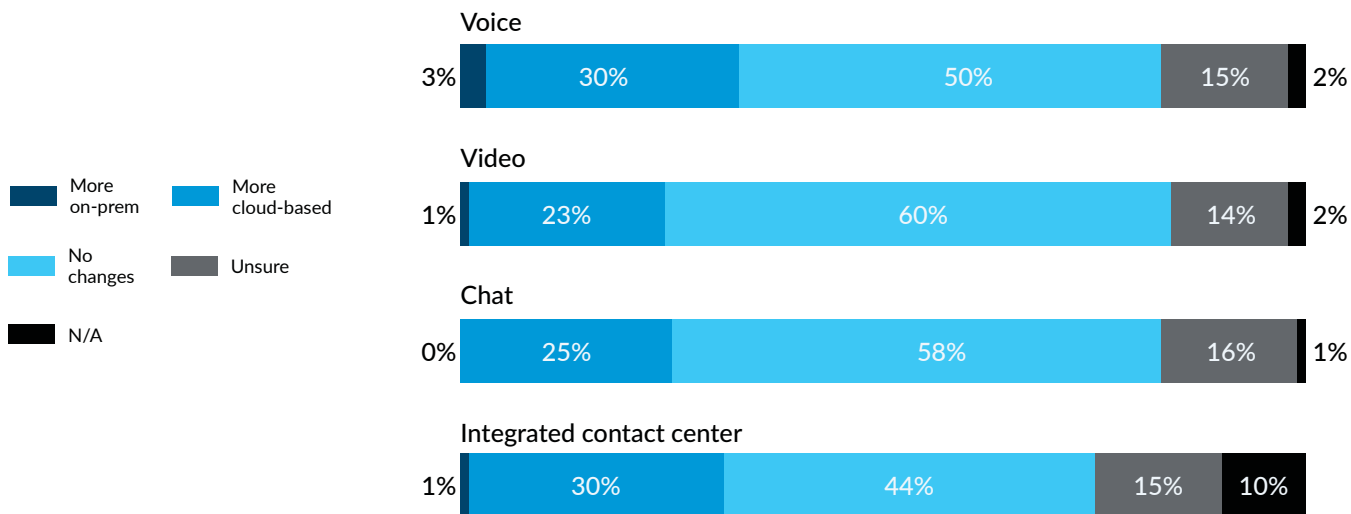
Decision-makers are increasingly using cloud-based solutions for their communication services

Currently, most decision-makers say they are using cloud-based solutions for voice (45%), video (59%), and chat (65%) communication services.



Although most respondents do not anticipate making any changes to their communications infrastructure over the next 12 months, the ones who do mostly anticipate migrating more heavily into the cloud.

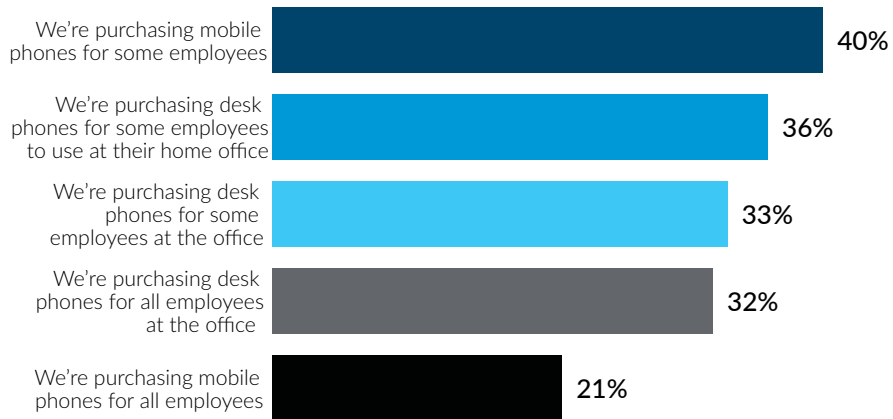
In the next 12 months do you anticipate migrating your calling platform infrastructure more heavily into the cloud or into on-prem solutions?



As most work remains remote, decision-makers are purchasing mobile solutions through a unified communications vendor for their employees to conduct business at home

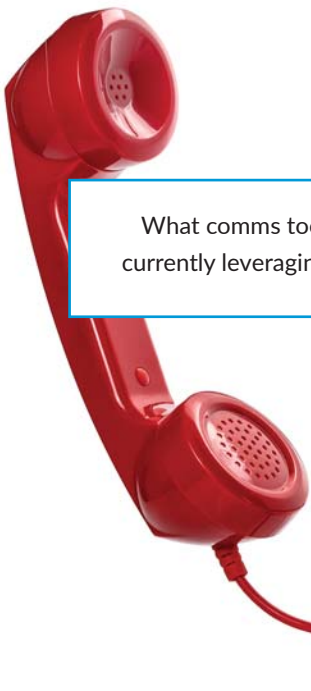
As a result of remote work, 40% of respondents say they are purchasing mobile phones for some employees and 36% say they are purchasing desk phones for some employees to use at their home office.

How has remote work impacted telephony purchase decisions at your organization?

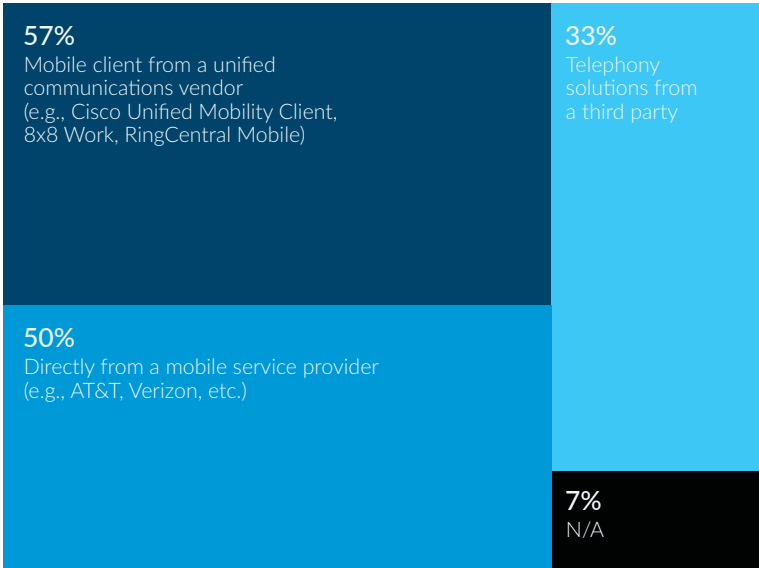


We're reimbursing/compensating employees for BYOD (bring your own device) 21%, We're purchasing desk phones for all employees to use at their home office 9%, Other 2%

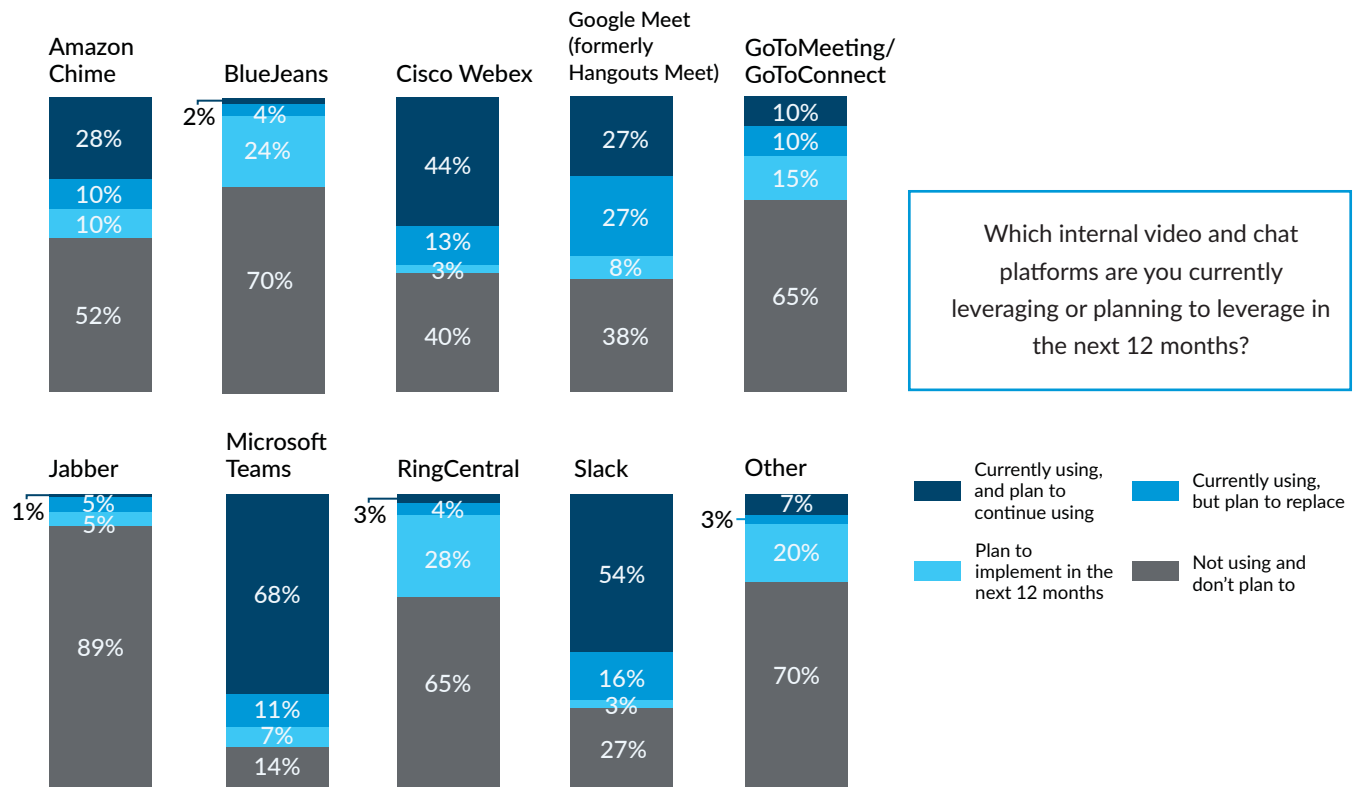
For mobile users, over half (57%) of decision-makers are leveraging a unified communications vendor and half (50%) say they are leveraging directly from a mobile service provider.



What comms tools / apps are you currently leveraging for mobile users?

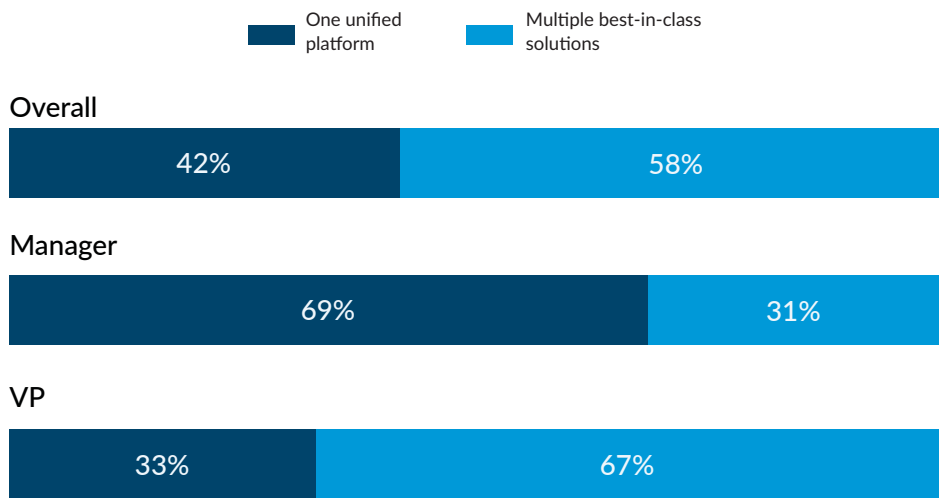


Most respondents say their organization is currently using and plan to continue using Microsoft Teams (68%), Slack (54%), and Cisco Webex (44%) as their internal video and chat platforms.



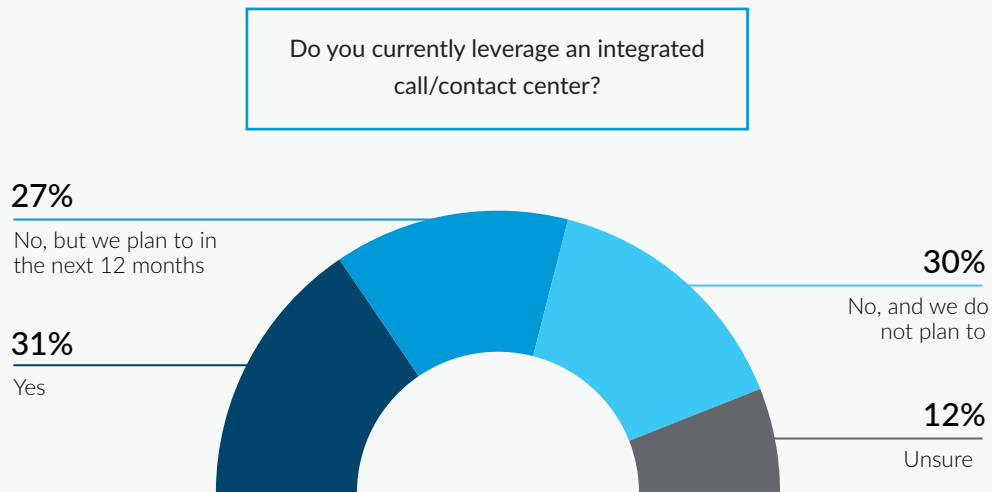
More than half (58%) of respondents prefer multiple best-in-class communications solutions over one unified platform. When comparing between managers and VP's, 69% of managers would prefer a unified platform and 67% of VP's would prefer multiple best-in-class solutions.

Given the choice between managing all comms on one unified platform or piecing together various best-in-class solutions, what is your preference?

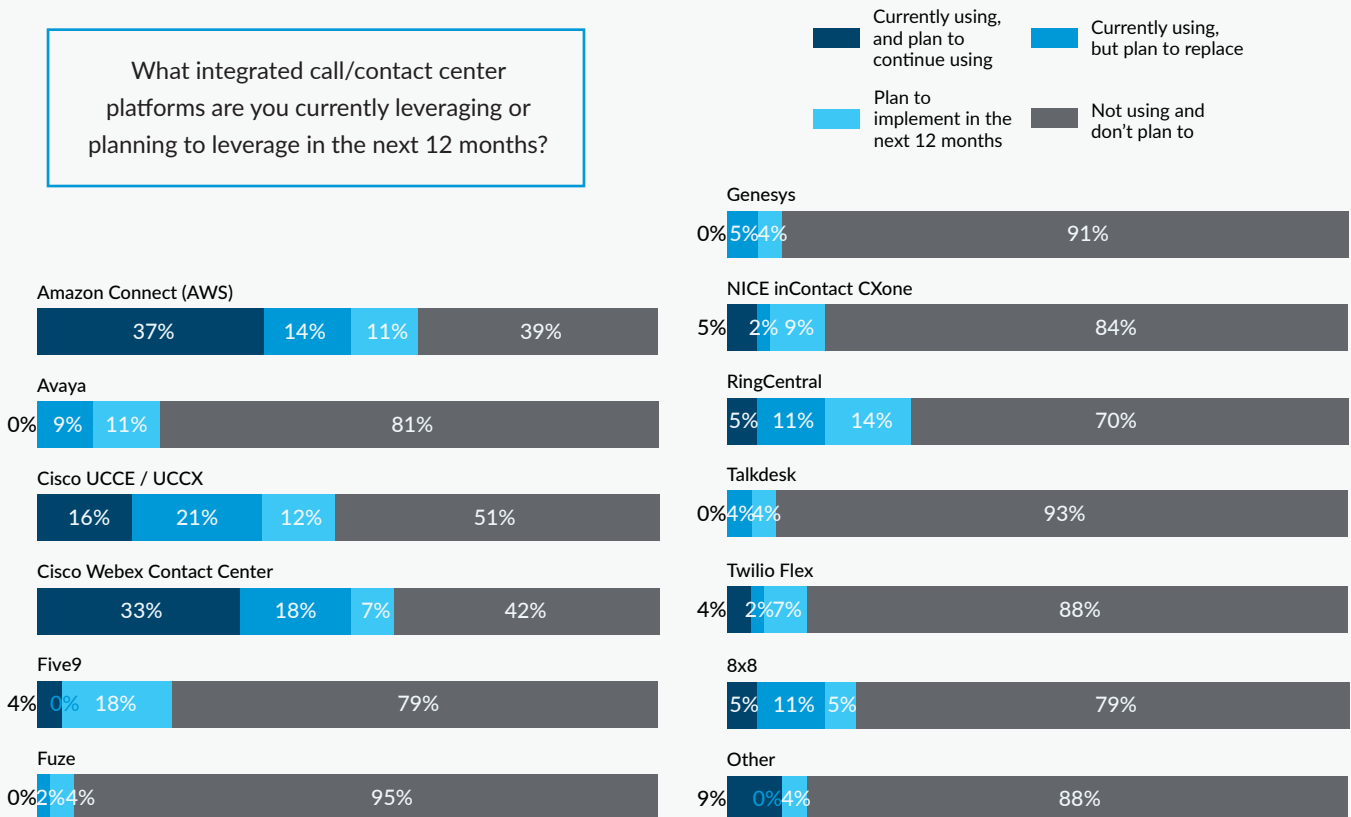


Integrated contact centers are increasing in popularity, with most using Amazon Connect, however budget-related issues are a main challenge and are also the main consideration when choosing a contact center solution

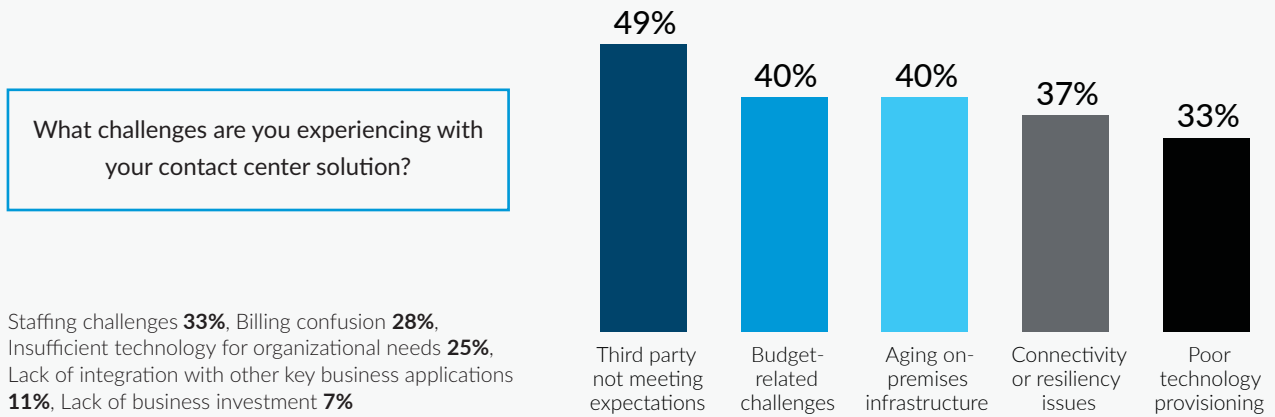
31% of decision-makers currently leverage an integrated call/contact center and 27% plan to in the next 12 months.



For those who have or plan to use an integrated call/contact center platform, most are using Amazon Connect (37%) and Cisco Webex (33%).

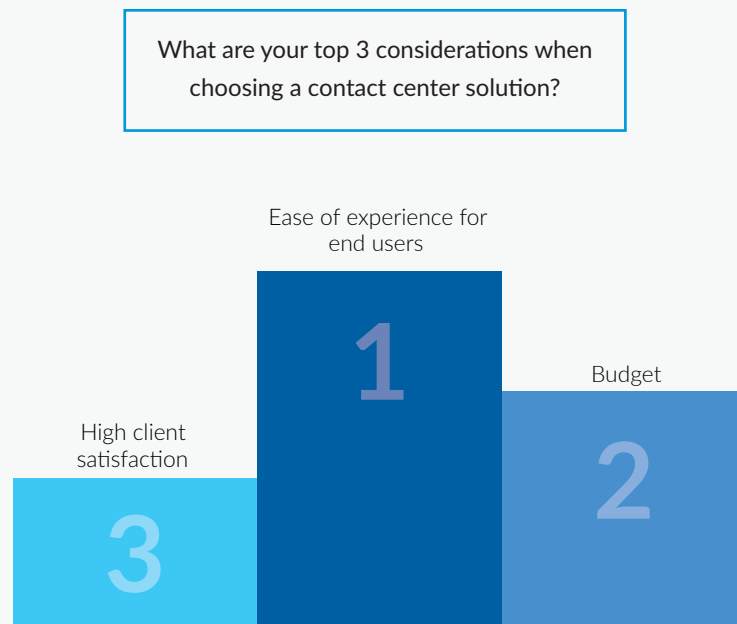


The top 3 challenges decision-makers are experiencing with their current or potential contact center solution are third parties not meeting expectations (49%), budget-related challenges (40%), and aging on-premises infrastructure (40%).



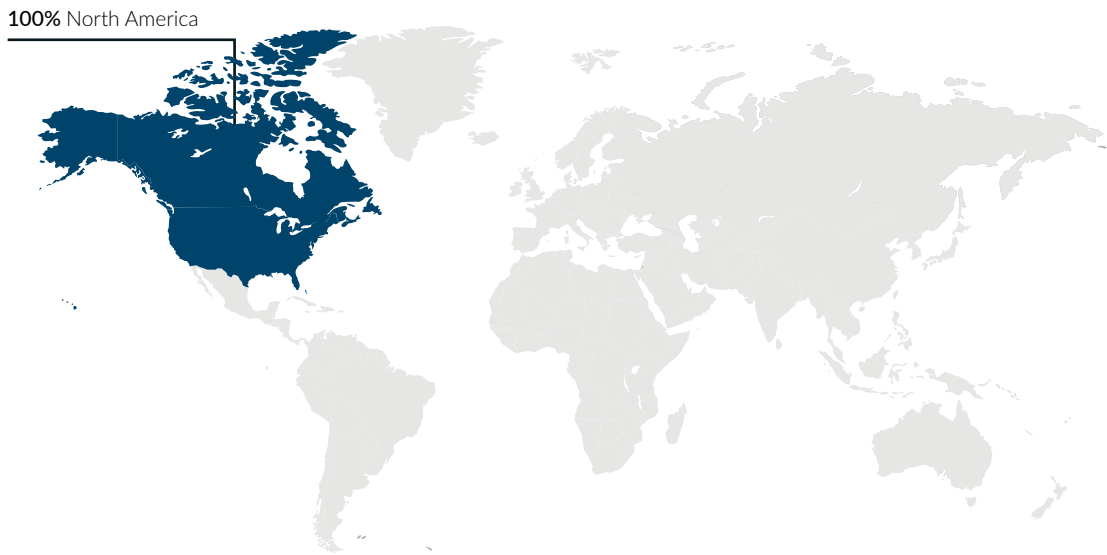
The top 3 challenges for respondents who are currently leveraging a contact center solution are budget-related challenges (52%), third parties not meeting expectations (52%), and connectivity or resiliency issues (35%). Meanwhile, the top 3 challenges for respondents who are planning to leverage one of these solutions are aging on-premises infrastructure (62%), third parties not meeting expectations (46%), and billing confusion (46%).

The top 3 considerations when choosing a contact center solution, for respondents who have or are planning to leverage one, are ease of experience for end users, budget, and high client satisfaction.

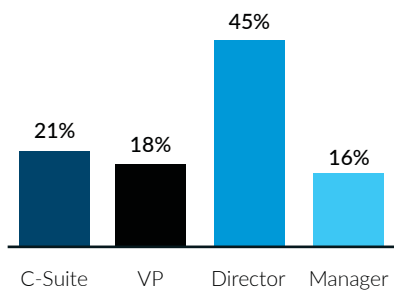


Respondent Breakdown

Region



Title



Company Size

