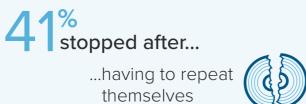
# **Disjointed and Disgruntled**

How broken communications workflow impacts customer satisfaction and the bottom line





34<sup>%</sup> dropped brands after waiting 10+ minutes

75<sup>%</sup> get unhappy when communications technologies hinder productivity





50% take this frustration home and are more likely to be rude to family and friends

### ENGAGED EMPLOYEES + ENGAGED CUSTOMERS = BUSINESS PROFITABILITY



## ENGAGE YOUR EMPLOYEES

3 in 4 employees agree

companies prioritize the employee experience with perks — not with communications technologies

QQQQ employees agree

digital transformations prioritize the customer experience — not the employee experience



#### PRIORITIZE TECHNOLOGY



PRIORITIZE EMPLOYEES, TOO

# ...TO IMPROVE WORKFLOW AND CUSTOMER ENGAGEMENT

9 in 10 employees agree

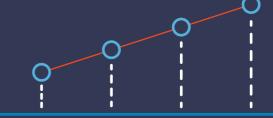
disjointed communications technologies affect workflow and job satisfaction



**IMPROVE WORKFLOW** 



this impacts customer satisfaction and the bottom line



**IMPROVE BOTTOM LINE** 

# ...AND INCREASE THE BOTTOM LINE

9 in 10 employees believe

a seamless communications platform that lets them interact with coworkers and customers improves...



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CITE Research, on behalf of RingCentral, conducted an online survey among 2,000 customer-facing knowledge workers and customer support employees in the US, UK, and Australia.