



# 5 Ways to Elevate Team Communication in Your Enterprise

It's easy to reminisce on a time when business was conducted face to face. These days, it can feel like most business interactions take place on a screen. However, with AI, mobile, live streaming and other visionary technologies, we have reached a place where our digital interactions are finally beginning to feel more human again.

In our [2019 Future of Business Communication eBook](#), we asked thought leaders from across the industry to explore five technology trends they see transforming enterprise communication. We've summarized their findings below to help give you instant insight into the ways your organization can leverage these business-critical trends.



## #1: Use CPaaS to Win in the Experience Era

Whether as a customer or an employee, the communication experience is everything. A company that uses siloed communication tools will create workflow bottlenecks and disjointed conversations, leading to the frustration of repeating information to several parties over multiple channels.

With Communications Platform as a Service (CPaaS), companies can alleviate the pain that comes with managing disparate modes of communication. Rather than use separate apps and tools for specific functions, CPaaS embeds communication into processes and workflows, leading to a significant improvement in customer and employee experiences. By making communications mobile, flexible, instant and contextual, CPaaS allows your teams and customers to communicate based on what works best for them, improving their experience.

**The worldwide CPaaS market is expected to reach \$10.9 billion by 2022.<sup>1</sup>**



## #2: Add Value with Blockchain

While the financial market for blockchain-based currencies crashed in 2018, the promise of blockchain technology in communications is alive and well. As the name suggests, a blockchain is a string of so-called “blocks” of information, compiled into a virtual ledger. This ledger is not kept by a central administrator, but is instead shared amongst all the computers that make up the blockchain. The way this information is distributed means blockchain networks are always decentralized.

Blockchains can be used to record any transaction information, which provides infinite possibilities across industries. As Unified Communications and Collaboration (UC&C) systems become more complex and regulated, blockchain-based solutions can help companies effectively unify their communications and store everything on a common but private ledger. This has positive implications for the overall cost to the organization, as well as enabling more efficient communication and collaboration across the extended workforce. In addition, a blockchain platform will give companies the ability to create new revenue streams by charging users for onboarding, access and transactions.



**41%**

of blockchain-savvy executives expect their organization to deploy a blockchain application by the end of 2019.<sup>2</sup>

## #3: Transform the Customer Experience Using Artificial Intelligence (AI)



**73%**

of businesses have already implemented or plan to adopt AI as a customer service solution by 2020.<sup>3</sup>

AI and machine learning are already powering a new generation of bots that can deliver more personalized and effective customer experiences across every channel and device. As these technologies continue to improve on their ability to understand human language, customers will rely on digital interactions to receive help anytime, anywhere.

Companies can use AI to deliver contextual, relevant and deeply personalized experiences through web self-service, mobile apps, chatbots and virtual assistants, all while lowering costs, increasing customer satisfaction and boosting human agent productivity. For example, AI can inform a live agent of everything a customer has done to attempt to resolve an issue using self-service, allowing the human agent to skip over basic resolution steps and explore more sophisticated solutions. AI can also anticipate customer needs by using historical data to determine when a customer might be ready to upgrade, and then automatically send the customer a discount to entice them. Meanwhile, [solutions that provide](#) AI-powered live transcriptions of video calls or meetings can make conversations more accessible for customers while ensuring quality in real time.



**90%**

More than 90 percent of respondents consider mobile to be their “primary device.”<sup>4</sup>

## #4: Make Mobile the Default Platform

Mobile has become the ‘go-to’ device for advice, assistance and access to content and experiences. In fact, the average adult spends more than 3.5 hours each day consuming media on a mobile device.

As such, companies should refocus the way they engage with consumers to ensure they demonstrate a deep understanding of their needs and a genuine desire to put customers first. With customers spending so much time on phones, it’s key that mobile work apps are well built, intuitive and easy to use. Mobile should no longer take a back seat to PCs when it comes to communication strategies and investments. The mobile experience should be seen as the primary user experience and prioritized appropriately.

## #5: Empower Live Streaming Throughout the Enterprise

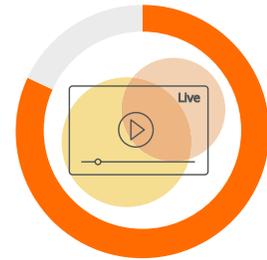
Mobile devices provide instant access to information, while social media platforms provide the ability to amplify content. As a result, every customer and employee now has the power to live stream to the world.

Live-streaming platforms have made it easy for anyone to record and run an event, and executives are growing more comfortable using their personal devices to present during video meetings. As the global workforce becomes dominated by millennials and Gen Z'ers, live streaming in the enterprise will give these digital natives a way to communicate in a familiar, authentic way. Not only that, but live-streaming technology will enable company leadership to bridge the gap between themselves and remote workers by increasing their ability to hold all-hands meetings at scale.

To increase adoption of video live streaming, companies need to focus on the performance of their network. Bandwidth optimization software can help reduce bandwidth consumption, allowing your company to drive video live streaming adoption without implementing new hardware. In addition, security and compliance policies will need to be implemented to ensure that sensitive data can be live streamed internally without accidentally slipping out into the public.

As organizations seek to compete, these new technologies will be key to elevating the communication experience.

**To learn more, download the [2019 Future of Business Communication eBook.](#)**



# 82%

By 2022 video will account for 82 percent of all global internet traffic.<sup>5</sup>



[Get the eBook](#)

<sup>1</sup> IDC, *Worldwide Voice and Text Messaging Communications Platform-as-a-Service Forecast 2018-2022*

<sup>2</sup> Deloitte, *2018 Global Blockchain Survey*

<sup>3</sup> Oracle, "Can Virtual Experiences Replace Reality?" 2016

<sup>4</sup> Adobe, *2017 Adobe Mobile Maturity Survey*

<sup>5</sup> Cisco, *Cisco Visual Networking Index: Forecast and Trends, 2017-2022 White Paper*

