A Half-Dozen and One Ways SMBs Use UCaaS to Beat Out Competitors

Content:

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CHAPTER 1:

Driving Mobility: SMBs Wield UCaaS to Outmaneuver Competitors

A unified communications as a service (UCaaS) platform lets the small or medium-sized business (SMB) team work anywhere without skimping on communications.

And that's something their competitors without a **UCaaS platform** just can't do.

Starting in 2020, SMBs new to UCaaS found out fast just how much of an advantage UCaaS is.

Avoiding close contact in work settings suddenly became the norm.

So What Did the Savvy SMBs Do?

They let their teams embrace mobility, skip the commute, open their laptops, and set up and provision their home offices using the same **voice, video, and messaging capabilities** — at the same quality! — that they were using at the office.

SMBs who didn't have a UCaaS platform in place? Whose that's-not-how-we-do-things-here style demanded a butts-in-seats culture?

SMBs That Deployed UCaaS Drank Those Competitors' Milkshakes

… while they scrambled to figure it out.

Still, the truth is, group settings don't need to be scary for the mobility of UCaaS to give the SMB that uses it an edge over the competitor who doesn't.

The **Main Company Number** feature gives you a single number to use in ads, videos, and more. One unified presence that goes straight to a virtual receptionist. Incoming callers can reach specific departments and team members, yet personal numbers stay private.

The **Call Continuity** feature in Vonage Business Communications (VBC) automatically reroutes calls during emergencies. Know when your office's next power outage will happen? Or its next internet outage? No! But you can rest easy when it does, because with Call Continuity, your business will be up and running no matter what.

With UCaaS, an SMB can improve customer engagement by having a **main number** that customers can call or text, or a social media account that **they can message,** and the SMB's staff can receive it all simultaneously — no matter where they are — and respond in moments. And all the other staff can see the response of the first responder and be like, "Oh good! Phil's got it!"

The competitor *without* UCaaS? They can do nothing of the sort. Phil works on a response, but by the time he goes to send it, Lucy's already responded, and Phil's wasted his time. Without UCaaS, the SMB's employees can't be on the same page.

With UCaaS, the SMB's sales team can take to the road and rest assured they'll **never miss a call**. With a simple touch of a button, all sales calls get routed to each team member's mobile app — on any device, anywhere — which minimizes missed sales opportunities and maximizes prompt attention to existing clients.

But Without UCaaS?

The SMB's competitors will miss those potential wins and risk compromising their ongoing ones.

Speaking of compromising — do SMB staff without UCaaS mobility tools love having to share their personal-device numbers with clients?

Of course not.

But That's a Non-Issue for the SMB With UCaaS

... because UCaaS puts a premium on the privacy of every member of the SMB's team. UCaaS users can call or text from their personal devices, yet keep their business and personal accounts separate and maintain a **professional business presence** — even when they're not in the office — with a caller ID that reflects the SMB's main number.

So, when your SMB has UCaaS, you can know your business is about to go places many competitors can't.

Because you're already everywhere.

Business Inbox is a VBC app that lets your customers send messages through SMS and Facebook, while empowering your employees to capture and enable natural, message-based conversations from your main company number or a toll-free number. Reply to customer messages through the VBC app, send and receive rich messages with photos, audio, video, attachments, and emojis, and more. Power tip: Assign Business Inboxes to teams or subject matter experts.

Never Miss a Call — a full suite of mobility features — gives you full control over call routing any time you're away from your desk. Forward calls automatically to another extension or number, ring multiple numbers all at once or in a sequence, and more, and put an end to missed opportunities.

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CHAPTER 2:

Cutting Big Costs: SMBs Deploy UCaaS to Outsave Competitors

There are lots of cloud-based solutions an SMB could skip to make its dollar go further. But the right UCaaS solution isn't one of them. The right UCaaS gives the SMB continuous, **automatic feature upgrades** and enhancements — updates so efficient and unobtrusive, they happen without the business even knowing. None of the downtime competitors are wishing upon the SMB. No need for technician visits for regular maintenance.

How Does It Do That?

The right UCaaS solution pushes all infrastructure and complexity into the cloud, relieving the SMB's IT manager of repetitive maintenance tasks. Tasks that would distract them from strategic initiatives that drive real value to the business.

The right UCaaS solution is, simply, the best way for an SMB to ensure the maximum effectiveness of its IT resources. And one of the best ways to ensure the SMB's competitiveness in their market.

It boasts a five-year total cost of ownership that's typically 30-40% lower than an on-premises PBX, **according to ZK Research**. That's after the **endless hardware costs**, the associated cooling and space costs, the challenge of application integration, and, again, the demand for IT support are all factored in.

What Kind of Assurances Does It Give?

The right UCaaS solution offers a **99.999% uptime SLA** to assure the SMB that if opportunities are lost due to the solution itself — to competitors or otherwise — the provider will take some responsibility.

Its design is so well-conceived — with individual point products like video meetings, team messaging, visual voicemail, and many others all residing on a single, easy-to-administer cloud stack — the SMB never has to establish relationships with multiple product providers.

The **Team Messaging** feature lets you easily share files and media with colleagues, start or join group chats, send and receive SMS messages from your office phone number, and enjoy voice and video calls with customers and co-workers via the VBC Desktop App or Mobile App.

In the point-product approach? Each user needs a profile set up on each system, meaning the SMB's IT manager has to oversee multiple accounts for every team member instead of, again, devoting attention to **more strategic work**.

Like beating the competition.

Good UCaaS Providers Don't Think Solely in Terms of Cool Features and Crackle-Free Calls

They take a more sophisticated view of their product, laser-focused on saving the SMB a bundle on its business communications.

Heck, maybe even a *lot* more than a bundle.

You might've noticed a theme here. A pretty clear one.

The Right UCaaS Solution Pointedly Strives to Empower the SMB

… to reinvest their savings where they need it most.

Savings, for example, that can be used for hiring business development managers and pitching to new clientele.

Savings that on rainy days can help the SMB make payroll and avoid downsizing and brain drain. Avoid losing to competitors all the talented team members the SMB has invested so much in.

Ask any SMB owner and they'll tell you: New ways to outsave the competition are as hard to come by as a must-have cloud-based solution that makes a dollar go further.

But when the SMB actually finds one, the value to their competitiveness can't be overstated.

No time to listen to a voicemail? The **Visual Voicemail** add-on lets you quickly receive and quietly review voicemail transcripts directly in your email inbox. The transcript and phone number appears in the email body, along with an attachment of the recorded message as an audio file.
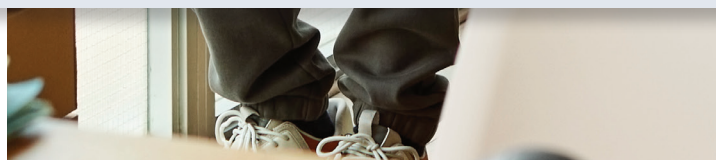
CHAPTER 3:

Making 'em Happy and Productive: SMBs Leverage UCaaS to Outperform Competitors

Look around an SMB using UCaaS, and you'll see smiles. You'll see team members staying in a state of flow. In the zone. Swapping messages while joyfully moving from task to task without interruption. Interacting with colleagues two feet, two miles, or two hemispheres away. Staying on the same page. Breaking down the silos that used to turn work into drudgery. Colleagues happily **updating group chats** with lean media like spreadsheets and rich media like video files.

What Kind of Business Communications?

At an SMB like this? Immediate, quick, and effective business communications. Business communications whose **adoption and learning curve** among the entire team — not just *some* of the team — were immediate, quick, and effective, too.

Instant messages to and from colleagues' computers and mobile devices. Or to and from customers' **SMS and Facebook accounts**. **Call queues** that keep customers and employees in good spirits during high call volumes. Easy scalability that makes onboarding a new employee a pleasure instead of a chore. But for a competitor's on-premises PBX, each of these features struggles to turn frowns upside down.

UCaaS Doesn't Struggle This Way

Because it's in the cloud. And it's important to understand what that means. Go back 10 years. Business communications was mostly on-premises PBX. The SMB's competitor used it *and* the SMB used it. Moving communications to the cloud took resources and expertise neither had. But UCaaS has come a long way. And the employee-satisfaction lessons SMBs have learned — and the competitive advantage UCaaS has created — are why, today, UCaaS is *the* standard.

What Kind of Employee-Satisfaction Lessons?

UCaaS pops a window on the employee's screen — within the productivity app — at the start of a call. Who's calling? What were previous calls about? The screen pop shows it all instantly.

How do you link your business phone number with your mobile device? With the **VBC Mobile App.** Make and take voice and video calls, call and text via your business number, and maintain a professional presence — all while staying integrated with your business phone system.

Don't tolerate disparate calling, messaging, video conferencing, and business apps. Unify it all with the **VBC Desktop App**. Access all the power of team messaging, make and take calls, send and receive text messages using your VBC number, and more — and do it all from your desktop.

That's one lesson: UCaaS integrates where employees live all day: customer resource management (CRM) and productivity applications. **Salesforce**? **Bullhorn**? **Clio**? **Office 365**? **G Suite**? UCaaS makes a team happy to spend time in them.

The customer doesn't have to repeat themselves. The employee doesn't have to ask.

They both don't have to sigh. And they both can enjoy that moment anywhere, on any device — something that's not possible for the competitor with on-premises PBX.

That's another lesson: UCaaS improves engagements between customers and employees.

It takes more than a good product or service to drive brand loyalty. It takes a customer/employee *rapport* that — in the age of the hybrid work model — only UCaaS can foster.

It's a small touch that gets the conversation off on the right foot.

And It's Appreciated by the Customer

... and by the employee, too.

But in a different way altogether. A way the customer probably won't realize.

It's the way UCaaS preserves the joy of the conversation and keeps the employee motivated to pay it forward to the *next* caller.

Once you recognize the boon that this one simple thing is to sales and opportunities, you have ...

A Solution That's an Open-and-Shut Success

A solution that opens up the customer's brand loyalty and shuts down the employee's drift toward disengagement.

So even if the SMB never uses more than a fraction of UCaaS's dozens of features, every one of its users — employees and customers alike — can thank it for the smiles they'll feel over the line.

Smiles that come when everyone stays in a flow state. In the zone.

Which makes UCaaS more than just a tool for truly great business communications.

It's a tool for truly great business, period.

Workflow bogged down? Elevate it through deep integrations with the apps employees use every day. The **Vonage App Center** offers a self-service ecosystem of third-party apps and productivity tools — without the need for professional services or development resources.

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CHAPTER 4:

Centralizing Info: SMBs Master UCaaS to Outwit Competitors

Information — it's great when you have it, but a headache when you have it *but can't find it*. Especially when it's because your phone system is siloed off from other communications, so the notes from a call on Monday aren't available for a social chat about it on Tuesday, SMS messages about it on Wednesday, or a video chat about it on Thursday. Does an SMB with UCaaS get this headache? *Nope*. Does their competitor with physical phone lines that use dedicated hardware (i.e., a traditional PBX)? *Constantly*. But …

The UCaaS-Using SMB's Handle on Information

… i.e., the company's mastery of its data while using unified communications instead of traditional PBX, is largely determined by how well its team embraces the tools provided. The team is already passionate about delivering — **and learning from** — great experiences, whether to product- or service-buying external customers or value-driving internal customers, e.g.:

- the IT department providing technical services to the HR department
- the HR department providing recruitment services to the marketing department
- the marketing department providing design support to the sales department

Vonage Integrations lets you seamlessly integrate your cloud phone system into your CRM, business apps, and productivity tools. Put customizable tools like Click-to-Dial, Call Notes, call logging, and more in the solutions your team spends their days in.

So When a Team Is Collaborating Effectively

… that means it's finding the information it needs. All in one spot. **No matter where the team members are**.

And from experience, they know good feedback is coming.

The enthusiasm they display in efficiently resolving customer issues is their way of saying, "We didn't feel this kind of job satisfaction at our old companies, but we love feeling it here."

(And what a bonus if those "old companies" are the SMB's direct competitors!) So, is …

The Info-Centralizing Nature of UCaaS

… a value driver for the SMB? Or a perk for its employees? It's very much both.

Record your company's inbound and outbound calls with the **Company Call Recording** feature. Access and play back recordings anytime, meet privacy compliance regulations with preset messages informing inbound callers that they're being recorded, and more.

Customers get accustomed to reaching out with an issue via **SMS, social messaging, or voice** — and getting their issue recognized and resolved *fast,* thanks to **things like notes** associated with the **customer's number** or handle. The SMB enjoys a clear competitive advantage as a result of all these functionalities in the cloud, one that a competitor using old-school technology simply can't keep up with. And the SMB's reputation soars.

Meanwhile, employees get accustomed to the ease with which they **receive calls from** — and reply back to — customers, share digital content, and **loop in additional colleagues** as needed, all within one simple platform.

This is why …

Customers Keep Coming Back to the UCaaS-Using SMB

… beyond the fact that the company offers a quality product or service.

Every customer instinctively wants to feel like their needs are the SMB's top priority. And with UCaaS, they are.

It's understandable to assume that all the external customer wants is quick attention.

It's understandable to assume that's all the internal customer wants, too.

But nothing could be further from the truth.

Customers want to be *heard clearly*. They're *supposed* to be heard clearly. They're *delighted* when they're heard clearly.

And the info-centralizing power of …

UCaaS Ensures They're Heard Clearly

You can imagine what having all the customer's information — on demand and in context — does for CSAT scores. Employee engagement scores. Sales figures. Turnover rates.

That's how the UCaaS-using SMB outwits the on-premises-PBX-using competitor.

The former puts a stop to the frustrations the latter can't help but aggravate.

And since customers naturally love a frustration-free experience, they'll naturally love the UCaaS-using SMB.

So it's really very simple.

If an SMB is looking to properly keep tabs on the details of its customers' needs — inside and out — it's looking to use UCaaS.

Don't let audio quality issues affect your customer experience (CX) and drive churn. Get heightened QoS (quality of service) and a call quality that far exceeds VoIP and analog standards: Enable **HD Voice** on your VBC account.

How can you know who's calling before you pick up? **Call Screening**. Configure a protocol for inbound callers to identify themselves by recording their name, then decide how to handle the call. Answer it? Forward it? Voicemail? It's up to you.

With the easy-to-use **Call Conference** feature, you can initiate a three-way call, bring a third participant into your conversation without leaving the call, and even hang up and let the other two parties continue on a call you initiated.

CHAPTER 5:

Knocking Out Obstacles: SMBs Use UCaaS to Outfox Competitors

Lack of focus in a meeting — that's a problem that can hit a company of any size, but especially an SMB.

To Be Fair, There Are Reasons for It

Certain unfortunate assumptions that enable it. Like the assumption that everyone on the call has the agenda email open. Like the assumption that they even *know* that the agenda email *exists*.

What If These Assumptions Mix With On-Premises PBX?

You know, that dinosaur that never managed to integrate a deskphone and a laptop and a PC with a voicemail and an email and an instant message?

This happens:

BAM! Great employees turn into distracted daydreamers. Mere attendees instead of active collaborators who have the agenda, via a variety of communications channels, top of mind ahead of the meeting.

Can **UCaaS** Make the Difference?

Absolutely.

A collaboration using UCaaS is a *focused* collaboration.

Consider — as just one of many possible use cases — a **broadcast message** (rather than just *another* email) sent via a single app to all the members of a team, on-site and remote, that gives an audio preview of the meeting agenda from the presenter herself. A message that:

- the team can access via a **virtual voicemail** inbox on a mobile app
- is **automatically attached to an email** as an MP3 file and delivered to the team's inboxes
- arrives via an integration with a **favorite productivity tool**, like Slack or Microsoft Teams, that the team spends their day working in

Got extensions without voicemail boxes? The **Virtual Voicemail** feature puts an end to that. Provide quick, secure access to messages, send business voicemails to email, choose from four customizable business voicemail greetings, and more.

The **Voicemail to Email** feature lets you listen to voicemail messages from a computer or phone — with recordings conveniently delivered to your email inbox. Voicemail to Email notifies you by email with a clickable recording you can play on the spot.

Need to deliver urgent messages quickly — like announcements, messages, and/or emergency alerts — to your employees or a group of customers simultaneously? With **Paging Group**, you can! And set-up is easy: Just assign an extension number, give it a name, and add extensions.

These Tiny Details Are Missing From the Competitor's On-Premises PBX

Details that put the upcoming meeting agenda — and the presenter's vocal enthusiasm about it — again, *top of mind.*

For driving focus, few things free up employees to be present for a meeting like an **AI virtual assistant** that fields customer calls with quick answers. (Except maybe a **virtual receptionist** that asks them to call back in an hour. Or a **Do Not Disturb** feature that tells non-attending colleagues that their teammates are busy.)

Only UCaaS can do this and more — such as:

- integrate **video collaboration and messaging** into a single experience, so the agenda, live video of all the participants, and real-time chat notes all appear on one screen
- empower the meeting owner to record HD video of the entire collaboration with a click of a single button

With this recording feature alone, the SMB with UCaaS one-ups its on-premises-PBX-using competitor, creating a downloadable MP4 file for later review.

To ensure each item and team member received appropriate attention. Or to show a new hire months from now exactly how her team came to a decision that affects the new hire herself.

Then There's All the Ways Employees Can Take This Meeting

Desktop? Web browser? Smartphone? Tablet? All work marvelously, in or out of the office.

But should the SMB with UCaaS sing the praises in public of how much UCaaS thwarts distractions?

There are probably upsides and downsides to that.

Armed with the knowledge of all that UCaaS brings to the SMB's collaborations, the competitor will dump their on-premises PBX.

In Turn, They'll Collaborate Better and Achieve a Lot More

That's the downside for the SMB.

The upside, on the other hand, is that the talent that the UCaaS-using SMB will inevitably whisk away from the late-to-the-UCaaS-game competitor will arrive primed for a culture of focused, efficient collaboration.

So, freshly recruited to the SMB team, they'll hit the ground running.

Don't let high call volumes or long hold times keep your customers from getting service fast. **AI Virtual Assistant** uses conversational AI for voice-enabled customer self-service, adds intelligence to any conversation, and makes CX your competitive advantage.

Tired of distractions during important meetings, interviews, or focus time? The **Do Not Disturb** feature temporarily stops incoming calls from ringing your Vonage phone number and sends calls directly to voicemail, so you still get all of your messages.

CHAPTER 6:

Integrating Communications Into Apps: SMBs Engage UCaaS to Outsmart Competitors

Imagine it: You're a new team member at an SMB, and you've just come to a bummer of a realization: That new staple of your workflow — your new company's CRM tool — lacks an integrated UCaaS solution. Anxiety would grip you. You'd remember that morning years ago when you first logged into the CRM of your old company — this new company's competitor, by the way — and found …

UI-Level Business Communications Integrated Right Into the CRM

Ending the drudgery of toggling between apps. Beginning the era of delighting customers between the hours of nine and five. *Ugh.*

To get back into the right headspace, you'd text your old co-workers, "Hey, at least this new place has better snacks."

The simple truth is, the employee experience — which directly affects the customer experience — at one SMB often looks a lot like the one at that SMB's competitor, and vice versa. In fact, quite often, the only distinguishing feature is UCaaS integrated into the CRM.

The SMB that integrates UCaaS into its CRM wants to avoid new-hire buyer's remorse whenever possible.

And UCaaS makes it easy for that new hire to start the way they're supposed to: enthusiastically and productively.

UCaaS Does This by Integrating Its Dozens of Features

… with a wide variety of business applications, including general and industry-specific CRMs.

Features for applications used by **law firms**, educational institutions, insurance agencies, **healthcare organizations**, **financial outfits**, **human resources consultancies**, and every kind of business in between.

Challenges programming customized voice and messaging workflows to suit your unique business requirements? **Smart Numbers** empowers you to program any VBC phone number — with just a few simple lines of code — to route calls, enable chatbots, and more.

Have up to 30 participants on one call. **Conference Bridge** lets you easily add or mute participants from an intuitive dashboard, get a dedicated number and password protection, and host or join a bridge call through the VBC Mobile App.

Don't stress jotting down all your conversation details. Use the **VBC Call Recording On Demand** feature instead. Start and stop recordings during conversations, record all calls, get exclusive access to recordings from an assigned extension, and more.

Features like:

- a **conference bridge** whose use gets tracked — directly in the legal CRM — as billable hours
- a **smart number** with voice broadcast capability that's initiated — directly in the educational CRM — to alert students and staff of upcoming events or important announcements
- **on-demand call recording that captures** — directly in the insurance CRM — the details of an adjuster's call
- a **paperless fax** that facilitates the referral — directly in the healthcare CRM — of a patient to a specialist, or a prescription to a pharmacy
- a **phone dashboard** for the real-time monitoring — directly in the sales CRM — of a biz dev rep's outbound dialing attempts
- a **simultaneous ring** for setting up — directly in the HR CRM — incoming candidate calls (via a **toll-free company number**) to ring an eager recruiter's home phone, office phone, and smartphone — all at once, any time of day

And Because They're Cloud-Hosted, UCaaS Features Could Be Easily Added

… by your new SMB to instantly distinguish it from all its other competitors — the ones still using plain old phone lines — without worrying about having the IT resources to do it.

And months and years after *that* …

UCaaS Would Automatically Take Care of All Its Own Maintenance, Too

So when the apps, tools, and CRMs got their inevitable updates, the UCaaS features would all still work.

All in all, integrating UCaaS would assure you, the new team member, "Remember that efficient, productive, satisfying employee experience you just left? The one that helped you delight customers? You'll have it here, too."

And if your old company just had plain old phone lines? Traditional PBX? No integration into your old apps, tools, and CRMs?

The texts you'd send to your old co-workers wouldn't just be about how this new gig's snacks are better.

They'd be about how this new gig *itself* is better.

Sick of wasting paper, paying for toner, or suffering through clunky fax machines? With the **Local Paperless Fax** feature, you can easily send and receive digital faxes via a single, integrated portal on your desktop or mobile device. (Available only in the U.S.)

Minimize missed calls when you're out of the office. **Simultaneous Ring** allows incoming calls to ring up to five different numbers at the same time. Unanswered calls are sent to voicemail.

"What's going on with my team's extensions?" is something no phone admins should ask. Instead, they should use the **Phone Dashboard** to easily view employee call statuses in real time. Things like call times, caller ID information, and more.

CHAPTER 7:

Collaborating Seamlessly: SMBs Activate UCaaS to Outdo Competitors

What kind of an SMB asks its call-in customers — who are just trying to find some assistance — to suffer through a frustrating service slog? Or allows its team of otherwise competent professionals to be so consistently ineffective at solving customer problems, the times the team has actually come together to delight the customer seem like little more than happy accidents? It's the kind of SMB that doesn't have UCaaS — unfortunately, a very *common* kind of SMB.

Few SMBs Can Pool Their Collective Expertise Without UCaaS

And what a great thing that is. (You'll see why in a minute.)

And what a great thing that is. (You'll see why in a minute. And when you stop to think about it, although it's unfortunate that a competitor who doesn't have UCaaS still has to compete with the SMB who *does* have it, it's great that they, at least, *both* now have the opportunity to unlock their team's best for their customers. It's just that the competitor hasn't taken that opportunity yet.)

Rather than insist on UCaaS's collaboration perks, let's look at how both SMBs might handle the same customer call. As the realities of customer service would have it, the customer, Hannah, has to make the first move and dial.

To the competitor without UCaaS, it's a toll number that charges Hannah's long-distance plan.

To the SMB with UCaaS, it's a **1-800 toll-free number** that doesn't.

Both businesses answer right away.

At the competitor? It's an uneasy receptionist offering "Little Company, LLC. Please hold."

At the SMB With UCaaS?

It's an easily implemented **virtual receptionist** with an **interactive voice response (IVR)** menu, whose detailed options put Hannah in a brief **call queue** for the best available associate.

Don't make your U.S. and Canada customers pay long-distance fees just to call your business. Offer them a **Toll-Free Company Number** or 1-800 number, and enjoy a flat monthly rate without per-minute charges, too. (Toll-free numbers are currently only available for U.S. customers.)

Limited staff? Large call volumes? With the **Call Queue** feature, inbound callers proceed through a preset sequence until their calls are answered. Promote marketing campaigns within phone queue messaging, customize the queues with call tags to drive specific inquiries, and more.

Virtual Receptionist lets you preconfigure call-routing pathways and supports multiple daily business schedules for effective call management. The feature makes it easy to customize for holidays, lunchtimes, after hours, and even emergencies, prioritize schedules, share settings between schedules so your business is always equipped to address calls anytime, and provide a sophisticated, highly intuitive call management system that lifts a big burden off your IT department.

Patiently, Hannah waits. Thinking about how she's going to describe her issue. With the competitor, this goes on too long. Hannah hangs up. *Done.* With the SMB with UCaaS, Hannah gets with the best available associate. *Fast.* But that associate, Eric, quickly realizes he'll need some expert advice for Hannah's answer!

Equipped With UCaaS, Though, This Isn't a Problem

Hannah emails Eric a photo of the issue. He asks her to hold as he opens a chat with a product manager, Alicia.

Alicia sees the photo, recognizes the issue, and gives Eric a fix. He relays it to Hannah. *Customer satisfaction achieved.*

Delighted, Hannah renews her service for another year.

But then something amazing happens.

Alicia, the product manager, casually shares Hannah's photo in a group chat with Alicia's team — the product management leaders.

Inspired, Alicia's supervisor, Carl, **easily escalates the group chat** to a team video meeting that quickly leads to plans to *fundamentally change the product's design*.

Once you recognize the synchronous beauty of Hannah's customer experience, of Eric's associate experience, and of Alicia and Carl's team experience, you'll no doubt recognize why it's a great thing that few SMBs can pool their collective expertise without UCaaS.

Because if they could, sure, they might answer Hannah's issue. But Hannah's issue would never get the opportunity to inspire Alicia, Carl, et al.

## And It's an Opportunity Like That That an SMB Can Expect

… when it adopts UCaaS.

Of course, in the event that an SMB should run into trouble choosing a UCaaS platform, they could always call up a UCaaS vendor — naturally an enthusiastic UCaaS user itself — and state their concerns to an associate.

Who could then relay those concerns in a group chat with grateful product management leaders.

Who could then easily escalate that message to a team video meeting about making their UCaaS offering easier to choose.

Team lacking focus? **Vonage Meetings** — an intuitive video collaboration solution — fixes that by creating virtual group settings and keeping large audiences engaged, face-to-face. Initiate video conferencing from the VBC Desktop App or Mobile App. Allow guests the option to join a video call via a web browser — without a software download. And escalate to video from Team Messaging, SMS, Contacts, or — with VBC for ContactPad, a dialpad that lets you make and take calls through your active Vonage devices and apps — any web-based app.
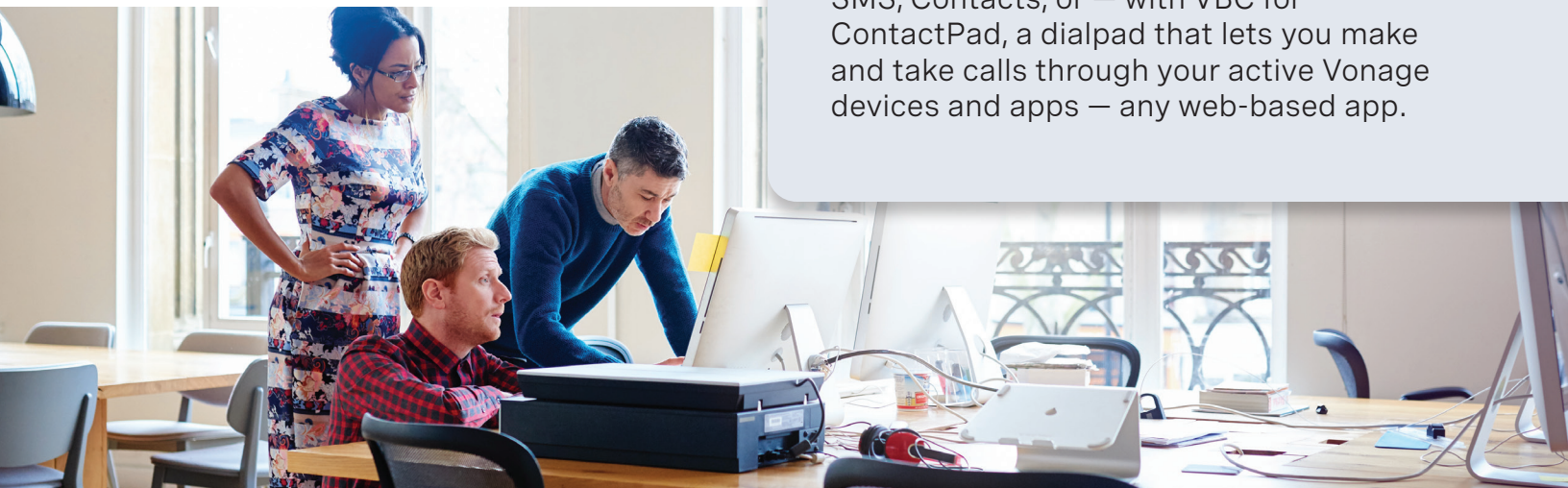
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Looking to Move to the Cloud? Vonage Can Help.

Our cloud-based platform empowers SMBs with a full suite of feature-rich solutions that solve top SMB communications pains, including high call volumes, use of personal phones, social media messaging, and more. Every business is different, and our teams work with you to deploy a solution that serves your organizational priorities and integrates with existing technology. A partnership with Vonage comes with ongoing support, on-demand technology, and the reliability of the Vonage cloud.

Contact a representative or call **855-365-4903** to see how Vonage can help your small business communicate better.