

A photograph of three business professionals in an office setting. A man in a light grey blazer is smiling and pointing at a tablet held by a woman in a white shirt and glasses. Another man in a blue blazer is looking at the tablet. The background shows office windows with blinds.

# The State of Communications— Lots of Choice and Still Not Happy With It.

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Research Report



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# Introduction

IT leaders are faced with a growing challenge when it comes to providing communications capabilities that deliver what employees need and customers expect. Many companies have already moved some or all of their communication channels to the cloud, only to find they still have many applications to juggle, administer and maintain. Additionally, relevant data may still remain stuck in each application.

What makes it so difficult is the level of choice in B2B communications. Employees' and customers' rapidly changing preferences regarding the types of communications they want to use is also new.

To understand the challenges better, this research asked companies about their current communications situation.



427 companies: headquartered in the US (300) or UK (127)



250 or more employees



IT telephony decision makers



18+ industries



15 different departments



7 different roles



Online quantitative survey

# Key Segmentations

This analysis includes questions segmented into these five groups. Statistically significant differences are calculated at the 95% confidence level.



## ANNUAL REVENUE

<b>10%</b>	\$0 – \$999,999
<b>28%</b>	\$1 million – Less than \$10 million
<b>62%</b>	\$10 million or more



## NUMBER OF EMPLOYEES

<b>37%</b>	Less than 999 employees
<b>37%</b>	1,000 – 4,999 employees
<b>26%</b>	5,000 employees or more



## COUNTRY

<b>68%</b>	United States
<b>32%</b>	United Kingdom



## NUMBER OF COMMS PROVIDERS

<b>48%</b>	1 – 3
<b>52%</b>	4 or more



## NUMBER OF LOCATIONS

<b>33%</b>	1 – 10
<b>36%</b>	11 – 50
<b>31%</b>	51 or more

# Executive Summary

## Key Findings

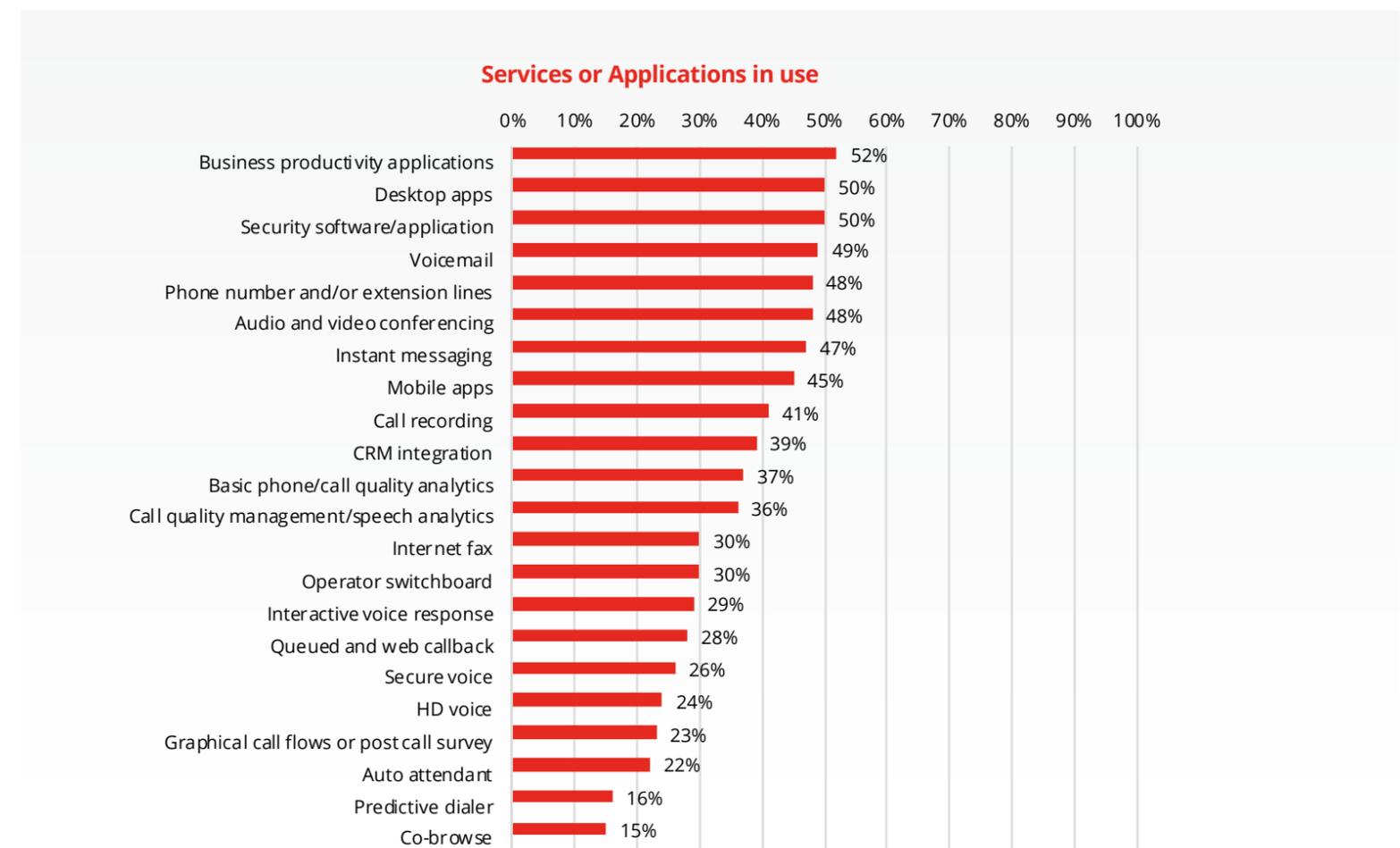
- **Companies often use between two to five providers for communication services.** More than two-thirds of companies (70%) use two to five providers for communication services. Almost a quarter (22%) use more than six providers.
- **Companies are not satisfied with most aspects of their current communication services or applications.** Only half of companies are satisfied with most aspects of their current communication services or applications. Satisfaction ranges from 46 percent for the ability to store all communication data in one place to 53 percent for ease-of-use.
- **Almost all companies upgrade or replace their communication platforms within five years.** Nearly all companies (98%) replace their communication platforms within five years. Nine out of ten (92%) purchased a new communication platform within the last two years.
- **Companies that are not currently using specific communication services or applications are likely to purchase them in the next year.** More than three out of five companies without specific services or applications are likely to purchase them in the next year. Companies are most likely to purchase phone numbers/extension lines (79%) and voicemail (76%).
- **Security, quality and reliability are the most important features companies look for when selecting communications platforms.** Two-thirds of companies (64%) rate high security as a very or extremely important feature, while three-fifths rate high quality (59%) and reliable service (57%) as a very or extremely important feature.
- **Business productivity applications (51%), customer communication software (48%) and IT infrastructure (47%) are the top three integrations for a communication platform.**

Companies most commonly use business productivity (52%), desktop (50%) and security (50%) applications.

# The State of Communications

## Companies using a wide range of applications

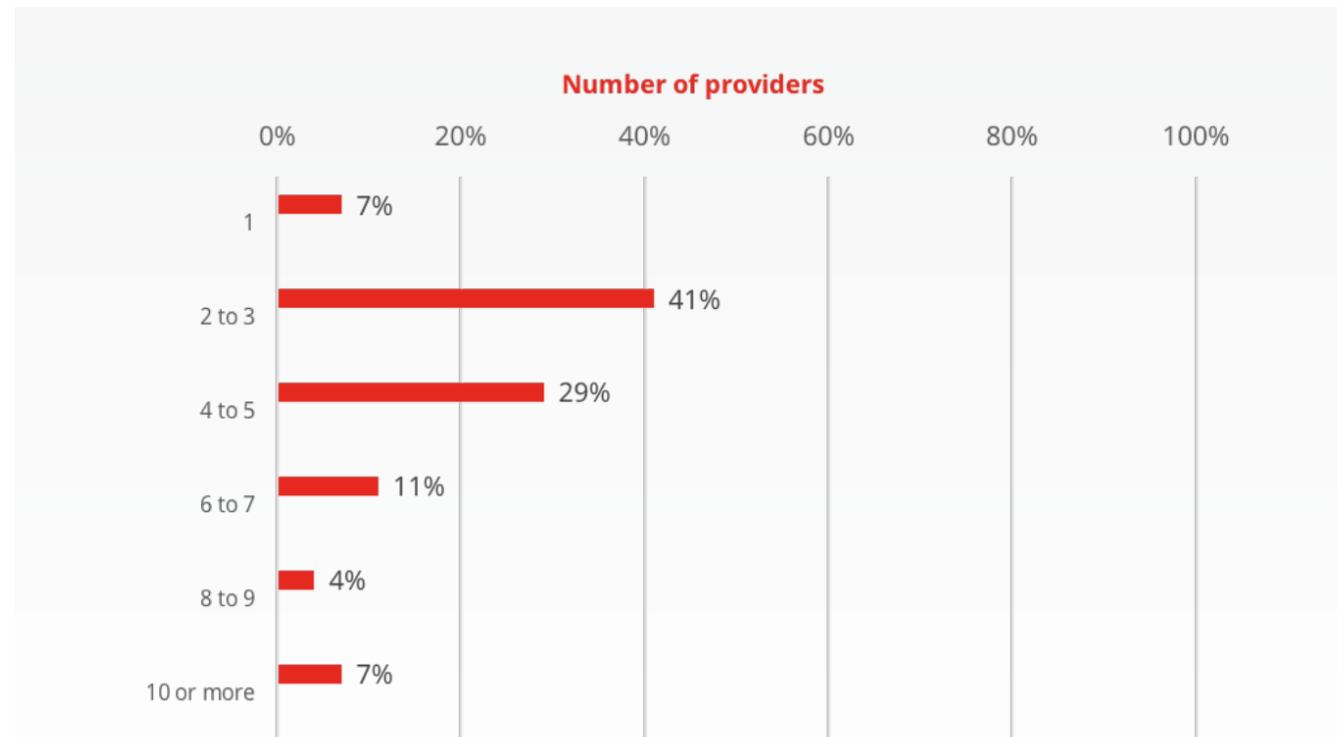
Q: Which of the following services or applications does your company currently use?



# The State of Communications

## Companies use between two and five communication providers

Q: Approximately how many communication service providers does your company use to receive communication services?



More than two-thirds (70%) of companies use two to five providers for communication services while almost a quarter (22%) use more than six providers.

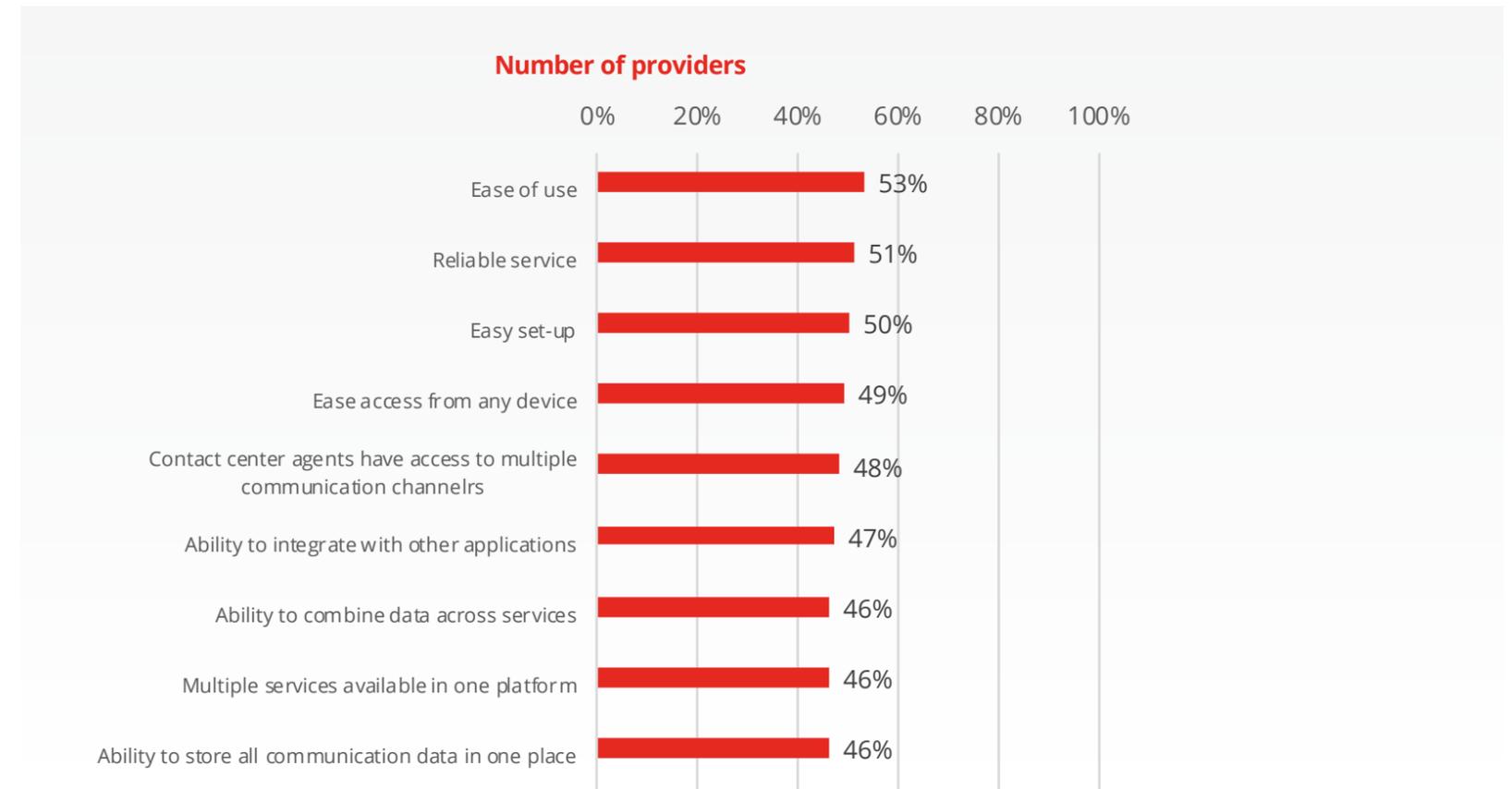


Only half of companies are satisfied with most aspects of their current communication services or applications.

# The State of Communications

## All the new communications capabilities and users still aren't happy

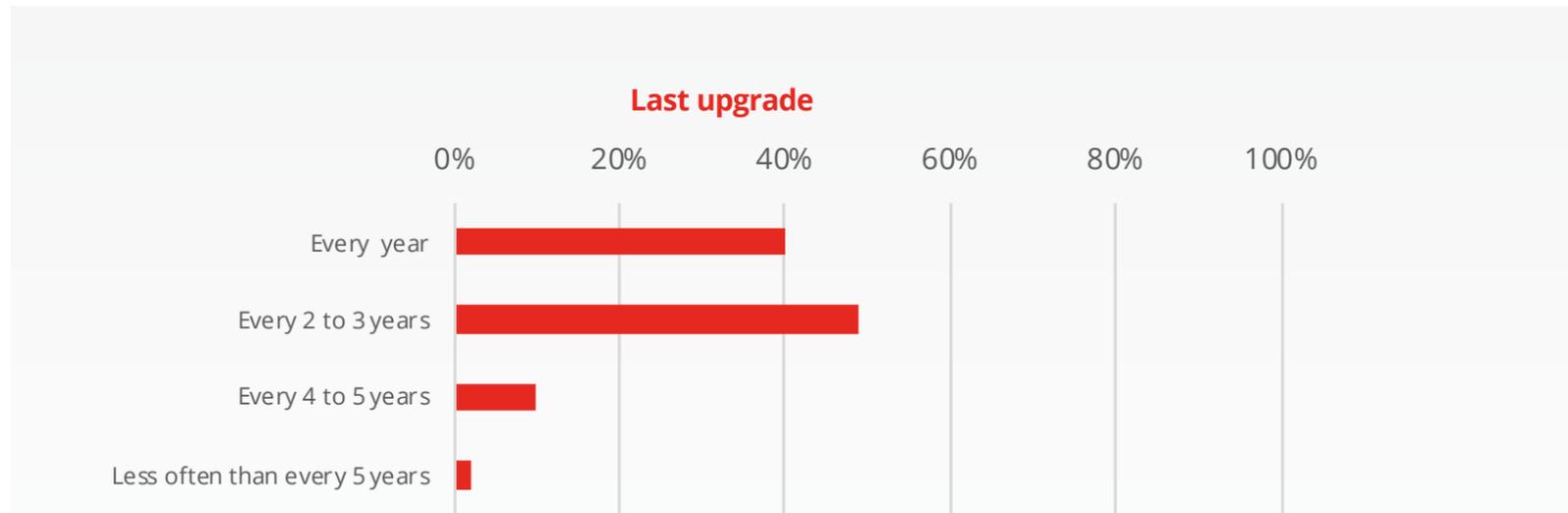
Q: How satisfied are you with the following areas related to the communication services or applications your company currently uses? Only the top 2 options (somewhat or completely satisfied) are shown.



# The State of Communications

**89% of companies replace their communication platform in 3 years**

Q: How often does your company typically upgrade or replace its communication platform(s)?



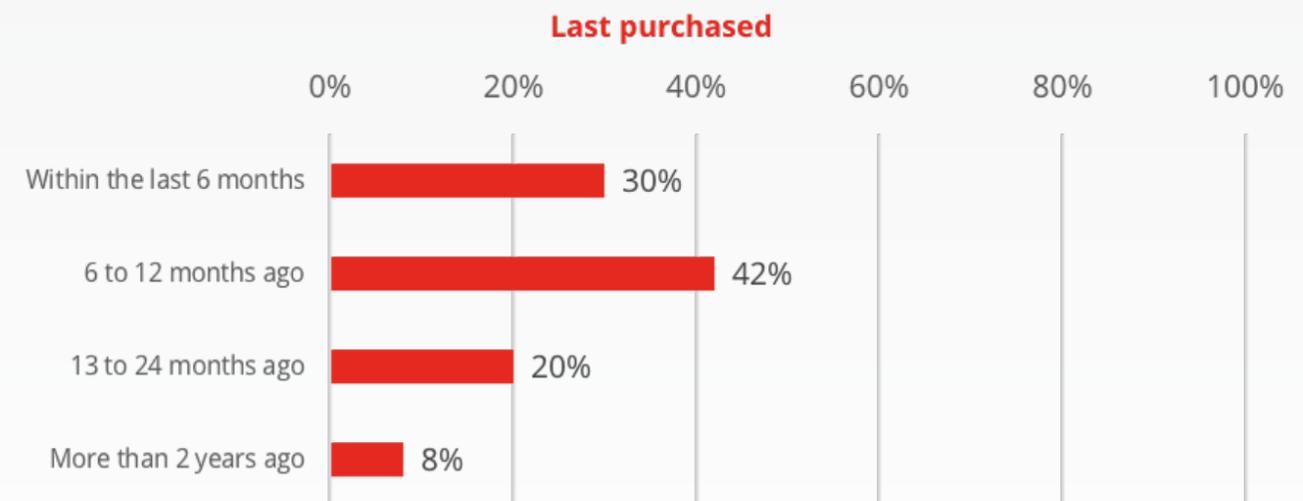
Nearly all companies (98%) replace their communication platforms within five years.

Nine out of ten (92%) purchased a new communication platform within the last two years.

# The State of Communications

**72% of companies bought new communication capabilities in the last year**

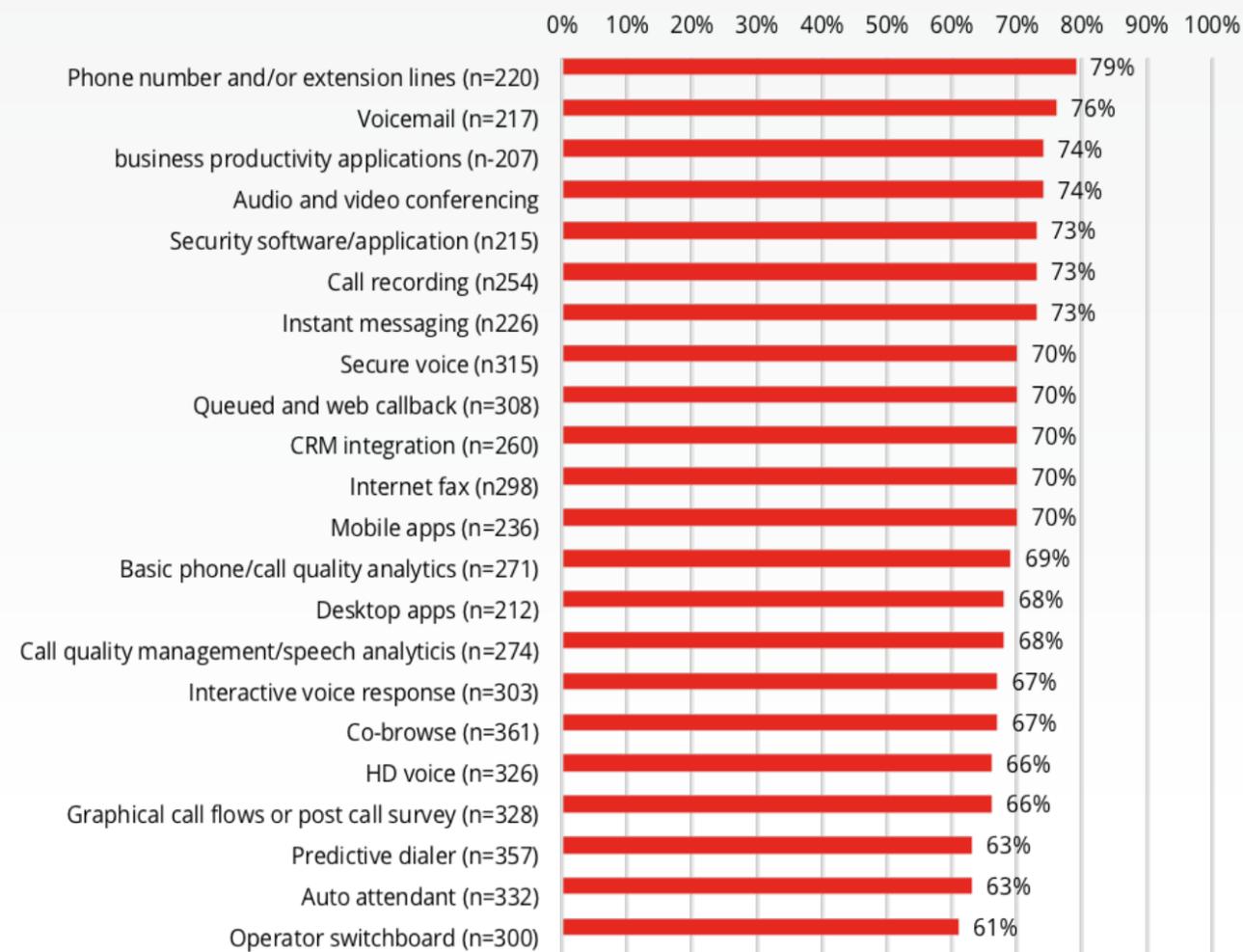
Q: When did your company most recently purchase a new communication platform?



# The State of Communications

## Companies expect to expand communication capabilities

Q: How likely is your company to purchase the following services or applications in the next 12 months? Only companies who are not currently using these services responded to the question; Only the top 2 options (somewhat or extremely likely) are shown.



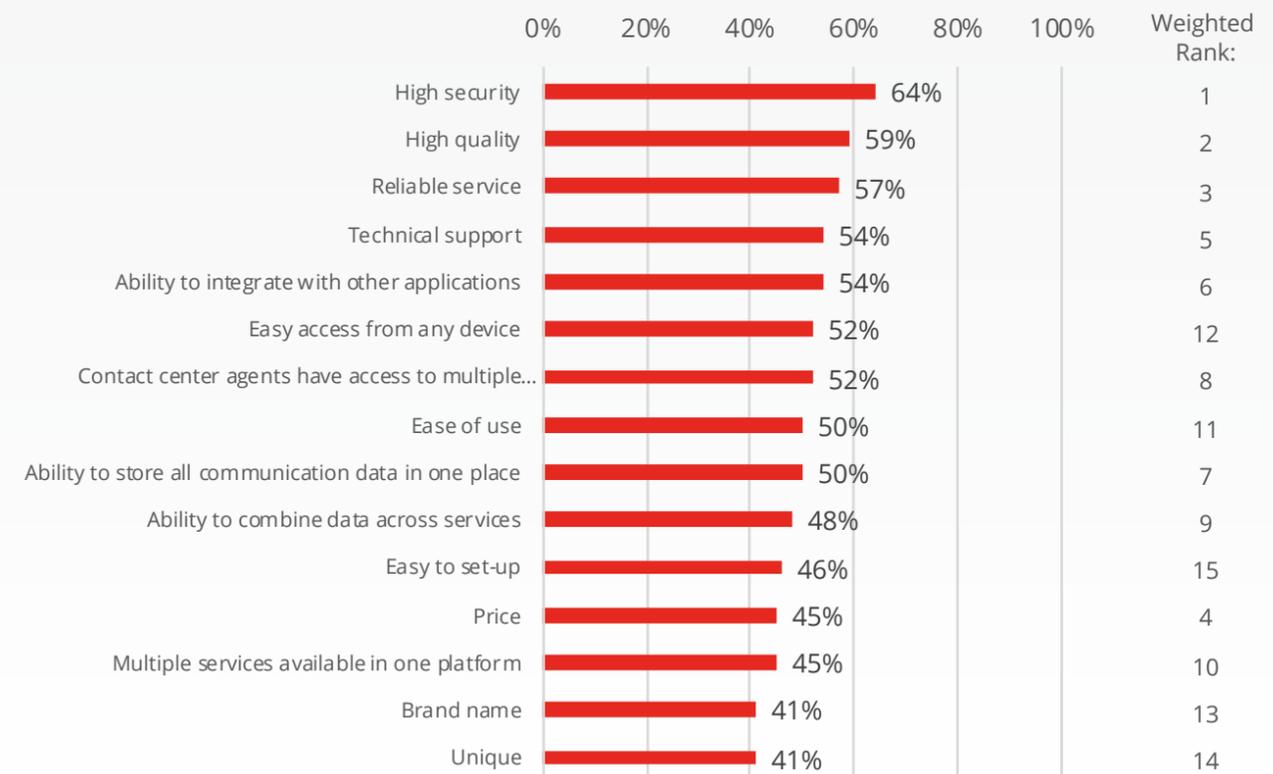
Beyond voice, companies are looking to add or enhance their audio and video conferencing capabilities.

# The State of Communications

**Security, quality and reliability are the most important features companies look for in a communication platform**

Q: How important are the following features to your company when selecting communication platforms?

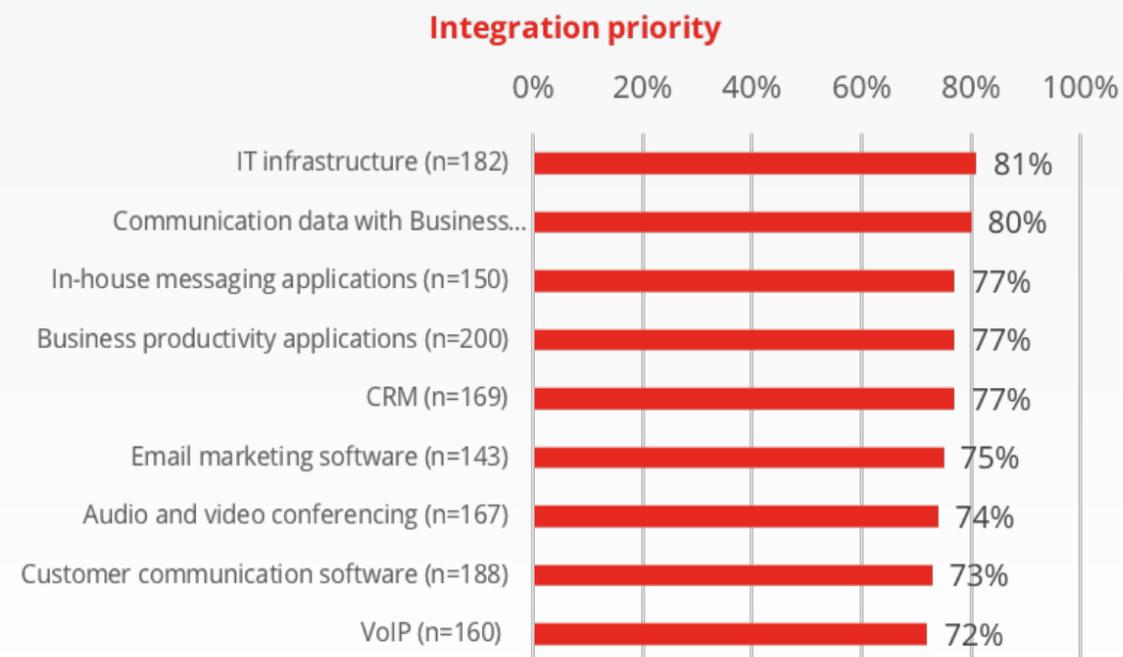
Two out of three companies (64%) rate high security as a very or extremely important feature, while three out of five rate high quality (59%) and reliable service (57%) as a very or extremely important feature.



# The State of Communications

## Companies want to integrate communications into systems of record to create one system of engagement

Q: Please rate the level of priority for integrating the following applications into a single communication platform like Multi-Channel Contact Center with Advanced Analytics. Only companies who intend to use the platform for the selected purpose responded to the question.



**Business productivity applications (51%), customer communication software (48%) and IT infrastructure (47%) are the top three integrations for a communication platform.**

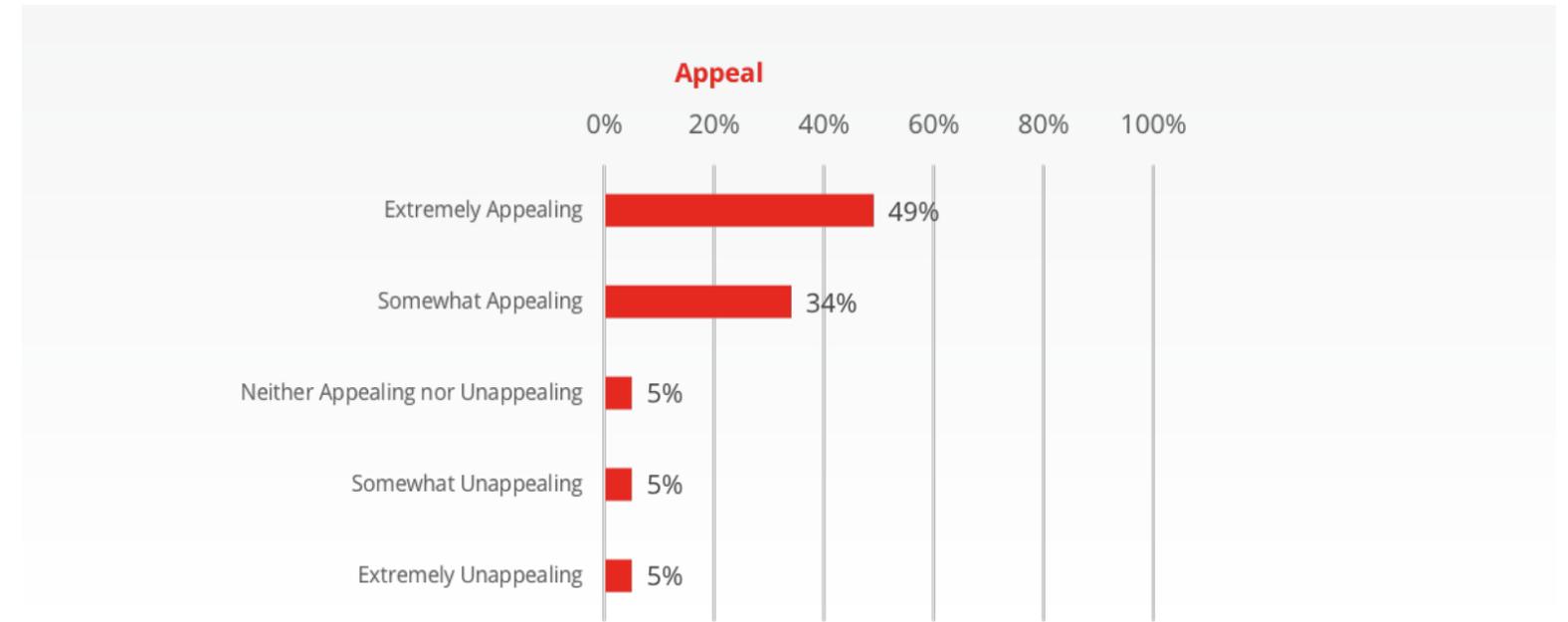
# Conclusion

This research highlights that companies continue to invest in communications. Given the rate and recency of investment in new systems most companies are taking the opportunity to modernize their communications. When asked whether or not a platform that integrates voice, audio and video conferencing, chat and conference center into one platform would be appealing to them, 84% indicated it would be.

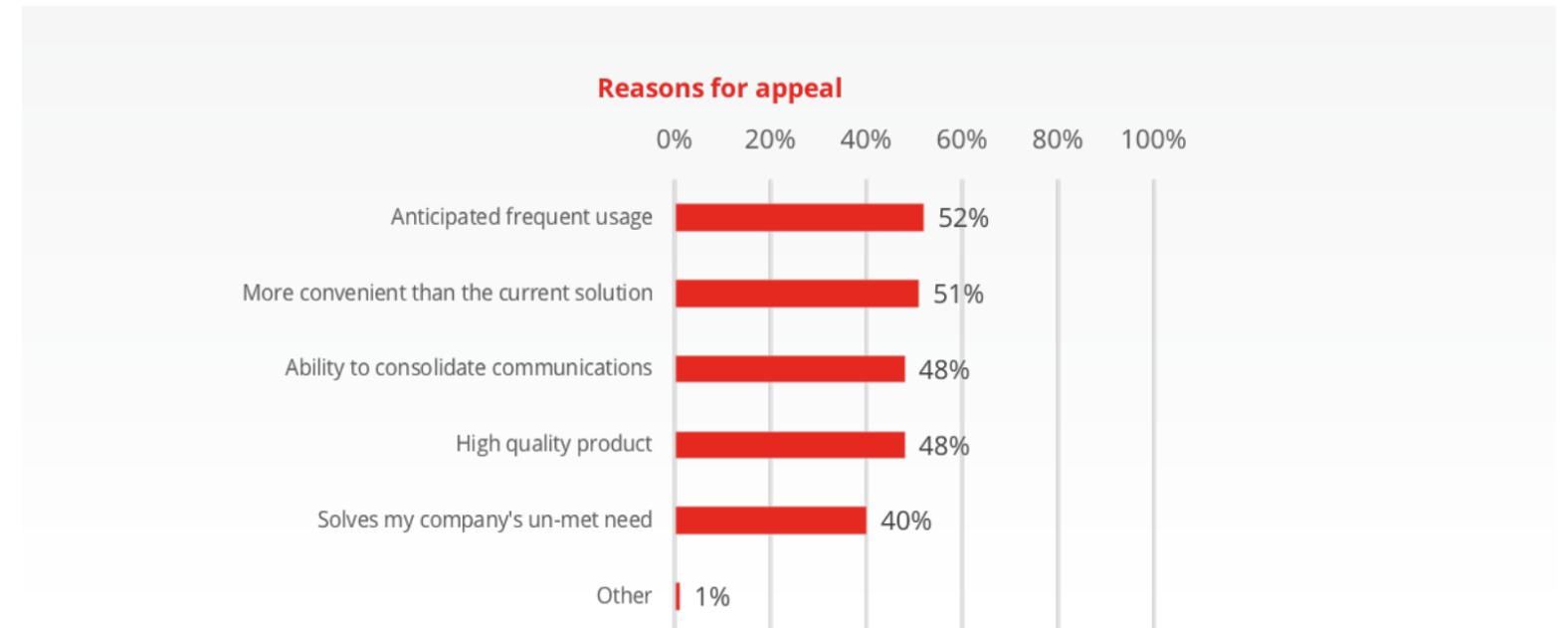
When asked what makes one platform appealing, frequent use (52%), more convenient than the current solution (51%), ability to consolidate communications (48%), product quality (48%), and solves my company's unmet need (40%) were the reasons selected.

To get the security, reliability and quality companies are looking for in their communication solution, they should look for a cloud solution provider that delivers voice, audio and video conferencing, chat and contact center on one platform.

Q: Overall, how appealing would you find one communication platform that integrated voice, audio and video conferencing, chat and contact center?



Q: Which of the following are reasons why you find this platform appealing?



# Firm Characteristics



## ANNUAL REVENUE (N=427)

<b>1%</b>	\$0 - \$99,999
<b>3%</b>	\$100,000 - \$499,999
<b>5%</b>	\$500,000 - \$999,999
<b>13%</b>	\$1 million - Less than \$5 million
<b>15%</b>	\$5 million - Less than \$10 million
<b>22%</b>	\$10 million - Less than \$50 million
<b>22%</b>	\$50 million - Less than \$1 billion
<b>17%</b>	Over \$1 billion



## SIZE (N=427)

<b>14%</b>	250 to 499 employees
<b>23%</b>	500 to 999 employees
<b>37%</b>	1,000 to 4,999 employees
<b>14%</b>	5,000 to 19,999 employees
<b>12%</b>	20,000 employees or more



## NUMBER OF LOCATIONS (N=427)

<b>7%</b>	1
<b>26%</b>	2 - 10
<b>19%</b>	11 - 20
<b>17%</b>	21 - 50
<b>14%</b>	51 - 100
<b>18%</b>	101 or more



## COUNTRY (N=427)

<b>68%</b>	United States
<b>32%</b>	United Kingdom

# Firm Characteristics



## JOB ROLE (N=427)

<b>3%</b>	Administrative
<b>4%</b>	Associate/Analyst
<b>35%</b>	Manager/Sr. Manager
<b>25%</b>	Director
<b>4%</b>	Vice President/Sr. Vice President
<b>13%</b>	C-Suit Executive
<b>11%</b>	President/CEO
<b>4%</b>	Owner



## INDUSTRY (N=427)

<b>2%</b>	Accommodation and Food Services
<b>&lt;1%</b>	Agriculture, Forestry, Fishing, and Hunting
<b>1%</b>	Arts, Entertainment, and Recreation
<b>1%</b>	Automotive
<b>7%</b>	Construction/Architecture



## INDUSTRY (N=427)

<b>4%</b>	Education
<b>10%</b>	Finance and Insurance
<b>6%</b>	Healthcare/Medical
<b>25%</b>	Information Technology
<b>10%</b>	Manufacturing
<b>7%</b>	Professional/Technical Services
<b>3%</b>	Public Administration/Government/Defense
<b>1%</b>	Real Estate
<b>12%</b>	Retail
<b>3%</b>	Telecommunications
<b>2%</b>	Transportation and Warehousing
<b>1%</b>	Utilities
<b>4%</b>	Others

# Respondent Characteristics



## DECISION MAKER (N=427)

- 71%** Primary decision maker
- 20%** Share the authority
- 9%** Participate, but have no authority



## AGE (N=395)

- 6%** 18 to 24
- 37%** 25 to 34
- 37%** 35 to 54
- 13%** 45 to 54
- 7%** 55 to 64
- 1%** 65+



## YEARS OF EXPERIENCE IN INDUSTRY (N=427)

- 13%** 0 – 5 years
- 34%** 6 – 10 years
- 25%** 11 – 15 years
- 15%** 16 – 20 years
- 13%** 21 years or more

# Respondent Characteristics



## DEPARTMENT (N=427)

3%	Accounting	2%	Maintenance/Operations
<1%	Analytics	2%	Marketing
6%	Customer Service/Account Management	2%	Procurement/Purchasing
1%	Digital	3%	Production
6%	Engineering	4%	Project/Product Management
7%	Finance	1%	Research & Development
3%	Human Resources	6%	Sales/Business Development
48%	Information Technology	1%	Strategy
1%	Legal	4%	Other

# Additional Resources

These resources are available to learn more about a communication platform that integrates voice, video, chat and contact center into one system of engagement.

- [1 X Series Solution Overview](#)**  
Discover details of the platform capabilities across voice, video, chat and contact center
- [2 Business communications integrated with Salesforce video](#)**  
See the experience when business communications are integrated with Salesforce
- [3 Cloud Contact Center integrated with Salesforce video](#)**  
See the experience when your contact center communications are integrated into Salesforce
- [4 Speech analytics video](#)**  
Learn more about the advanced analytics now possible for communications





# 8x8

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