

Why poor
communication
is holding your
business back...
and how to fix it.



It's a fact: the inability to communicate effectively holds businesses back.

A company's productivity and efficiency relies on how well its teams can collaborate using data between communication tools, both with external contacts and between colleagues. Fail to foster synced up communication, and not only might performance plummet, but customer experience could too.

This was true long before the pandemic – and most businesses have been taking steps to address this issue. According to our survey of 200 telecoms and CRM decision makers across the US and UK, 75% of businesses had increased their use of cloud communication solutions over the past 24 months, with many likely identifying that this can improve communication, collaboration and agility.

52% of businesses rank increasing collaboration amongst teams as a priority

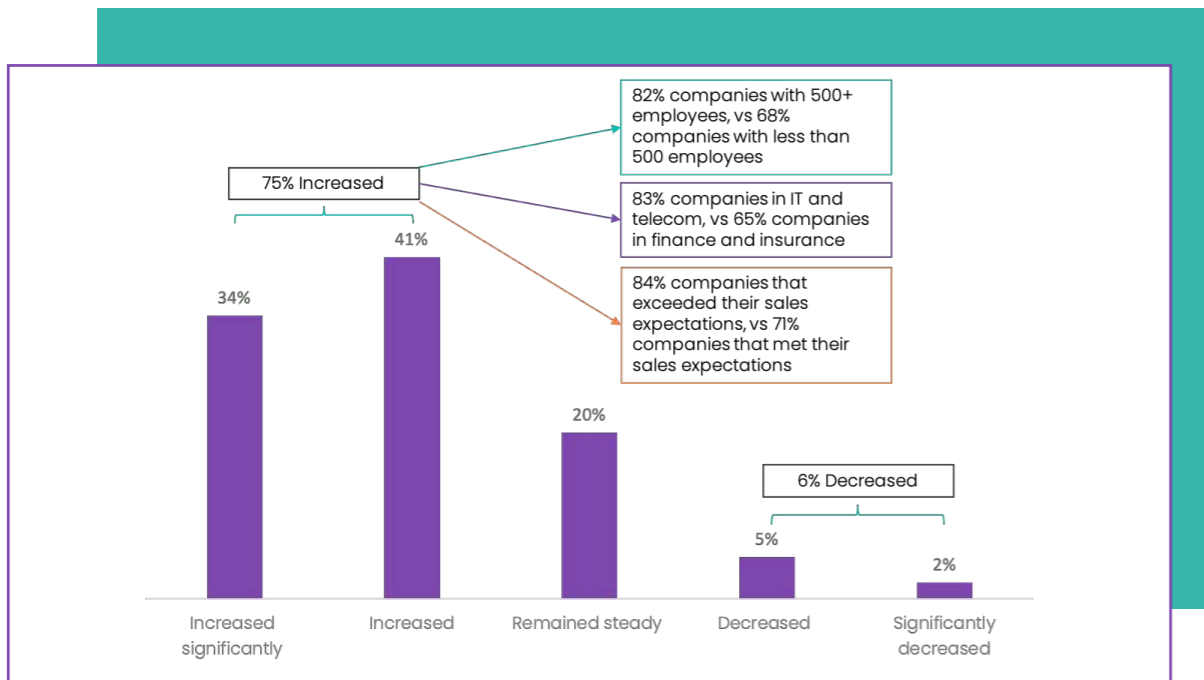
But the events of 2020 undoubtedly amplified the impact that poor communication between tools can have on a business. In a sink or swim environment where agility is key, joined-up teams are essential, which is why half of organizations increased the adoption of cloud communication solutions to cope with the changes brought about by Covid-19.

So, what's the problem? Businesses have the solutions they need to communicate data between teams, but that doesn't mean they're communicating effectively. And when over half (52%) of businesses rank increasing collaboration amongst teams as a priority point of accountability, this means something needs to change.

Half of organizations increased the use of cloud communication solutions to cope with the changes brought by Covid-19



3 in 4 companies (75%) have increased their use of communication tools in the past 24 months while 6% have decreased it.



Despite nearly three quarters (74%) saying they are a more collaborative business than they were two years ago, over half of them struggle with how they should approach collaboration to actually improve the business.

This suggests a clear gap in the results businesses want to see from their communication solutions and the results they're getting. Using a solution that doesn't meet your unique needs as an organization can be more of a hindrance than a help, especially when there's a lack of understanding about what you need from your data.

After all, it's just facts and figures until you put them in a context that could help customer service seem slicker, for example. That's why it's crucial that businesses are empowered to find a system that's right for them, and one that can provide useful intelligence from their communication tools.

But why should businesses be paying attention to this data?

The power of data

With knowledge comes power, and the same can be said for data insights. **Four in five (81%) businesses agree that data and insights are critical to understanding how to improve customer experiences** – and this insight could come from a varied number of sources, including sales performance data, revenue, customer retention rates and customer interactions.

However, this wealth and depth of understanding comes at a price. Capturing, processing, and analyzing your live data from across various sources is incredibly time consuming and complex. It can be a full-time job, if not several, and not every business has the budget for a full-time data analyst, let alone an entire team of them.

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68% of businesses are not capturing or sharing the live data they have on customer needs to inform their business decisions

81% of companies agree that data is crucial to improve customer experience and that better collaboration can give a competitive advantage to their business.



That's potentially why 68% of businesses are not capturing or sharing the live data they have on customer needs to inform their business decisions, alongside other reasons such as privacy concerns, or a lack of understanding around what their data can help them to achieve.

Even more shockingly, only 35% have performance metrics based on communication and collaboration, leaving them with zero idea of how well their teams are working. Many of them aren't even documenting their feedback, with fewer than half (46%) inviting their customers to share ideas on how they can improve as a business. All of which means they're missing out on a hoard of priceless insight regarding what needs to change and what's working well.

Unfortunately, this is a problem. Without data insights, it's difficult for any organization to accurately assess what needs to change in order for goals to be met. Without clear facts and figures, it's near impossible to pinpoint what's currently holding you back or what's working well, and even harder to chart performance over time when you switch up your strategy.

The solution? Better cloud communication solutions that turn conversations into insights. The results? **Business growth in a complex world...**

Key takeaways:



8 in 10 businesses agree that data about your company is critical in understanding how to improve customer experience.



However, almost 7 in 10 aren't capturing or sharing their live data to help inform their business decisions.



Data is crucial to helping you achieve your goals as an organization – but the stress of traditional methods of collecting, storing and analyzing it can make businesses reluctant to do so.

Only **46%** of businesses are inviting their customers to share ideas on how to improve as a business

Just **35%** have performance metrics based on communication and collaboration, leaving them with zero idea of how well their teams are working

Stronger business performance, stronger success

You would assume that businesses who collaborate better perform better, and you'd be right. Collaborative organizations outperform their less collaborative counterparts, they are able to function more efficiently and ensure all team members stay better aligned to broader company strategy and goals.

But there's one key factor from our research that sets aside the success stories from the strugglers: integration. 52% of high performing businesses had strong integration between their CRM systems and communications platforms, compared to just 39% on average. This is a big deal when almost six in ten businesses don't have a high degree of integration and 11% barely have any at all.

Having healthier integration helps keep teams aligned, boosts efficiency, and provides massive amounts of all-important data insight. When CRM systems and communications platforms operate in silo, you miss out on crucial information about the way you operate, and whether or not your strategies are effective.

A majority of businesses feel the same too, with 56% of companies agreeing that having telecoms and CRM in a single system would improve their business performance. And just under half (41%) are calling out for AI assistance searching for key term sentiment analysis on text and conversations, to suggest possible follow up actions.

Having the ability to regularly take stock of performance is key – and with a well-integrated system, you'll be able to view an instant, live snapshot of how your business is performing. Which might be why 46% of businesses without a highly integrated CRM system plan to do further integration in the future. After all, if calls and communications can be captured directly into your CRM rather than inputting it all manually, you can free up valuable time and energy to focus on the tasks that are of most value to your business.

56% of companies agree that having telecoms and CRM in a single system would improve their business performance

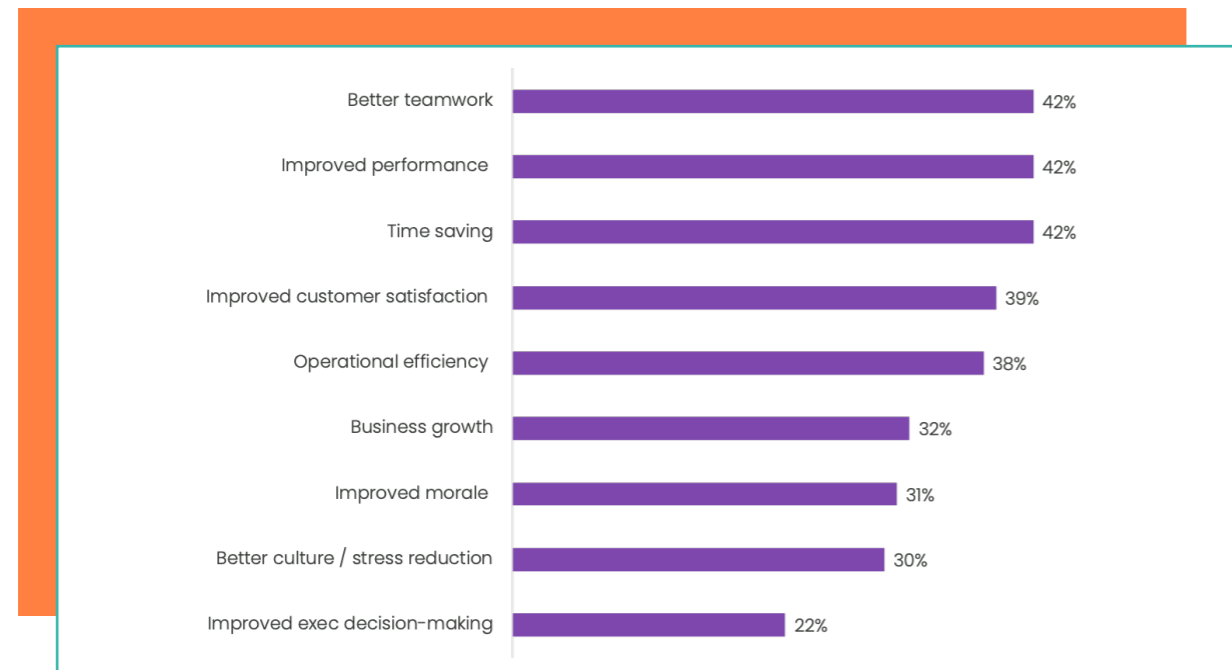
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For 42% of companies, the benefits of improved communication tools have been better teamwork, improved performance and time savings.

Companies with more tools have reported more benefits.



When 42% of businesses found that increased use of cloud communication solutions saved them time and helped to facilitate better teamwork at the same time, 41% saw it provided better insight on business performance, 40% said it improved customer experience and just under that (39%) said it improved team morale, it's worth putting in the time to find a solution that's right for your company.

Cloudcall was designed and built to foster better communication, based on real use cases across sales, recruitment, customers service and many other industries. Its goal is to give your team one centralized platform from which to conduct their work. From customer details to call recordings, live stat updates and scripts, your people will never be left wondering where to find the information they need to succeed in their role – and with a constant, real-time view of how you're performing at any given moment, fine tuning your strategy will be a piece of cake, no matter where you're working from that day.

Key takeaways:



Strong integration between CRM systems and communication platforms is linked to better business performance.



When these two areas operate in silo, you miss out on information that could make or break your chances of meeting your goals as an organization.



Approximately four in ten businesses found that increased use of cloud communication solutions saved time, facilitated better teamwork, provided better insight on business performance, improved customer experience and boosted team morale.





The future looks bright

Communication issues are normal. It's all part and parcel of running a successful business. However, when they start holding your organization's progress back, something needs to change. As this research proves, data insight is key for collaborating effectively, boosting productivity and improving customer experience. It's undeniable that better informed businesses are able to think and act faster, creating efficiency and boosting productivity by being armed with the data they need to power decision making.

Strategies to consider:

Based on the evidence from our findings, businesses can achieve their goals and make improvements to cross-team collaboration and customer experience by doing the following:



Ask your customers for feedback regularly or at least after every change you throw at them, being sure to capture the data you get. You might be surprised at how much they have to say.



Integrate your CRM and communications platforms, or risk missing out on essential data insights that would otherwise form an instant road map of what needs to be done to make sure you hit your targets.



All information is stored in a single location which makes it easy to organize your work, collaborate with others and delight your customers.

There's no easier or more cost-effective way to unlock your company's data and unleash its potential than Cloudcall. Getting under the hood is no longer reserved for enterprise-level businesses, every business can and should be exploring their data story and making the most of the valuable steer on strategy that it provides.

Discover what CloudCall can do for your company.

CloudCall

CloudCall is a communications platform that provides intelligence for your business. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.

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