

DIGITAL DISRUPTION

**10 WAYS VOICE WILL
IMPROVE YOUR ORGANIZATION
IN 5 YEARS**



The way businesses adapted to COVID-19 was nothing short of remarkable. Entire companies shifted from physical offices to digital workplaces overnight. They reinvented work cultures, implemented new tools, and saw their teams thrive in new, remote environments.

And amid all of the unprecedented changes, workflows evolved. For example, not only did the virus make us more aware of unhygienic surfaces, but the lockdowns, social isolation, and the endless barrage of messages ignited a renewed interest in a key element of future collaboration: human voices.

Whether using voice-assisted technologies or making a phone call to a colleague, voice tech will play an increasingly larger role in our lives—both personal and professional. In fact, 93% of companies believe the shift toward voice will **accelerate in the near future**.

Within the next five years, we are bound to see advances emerge in voice technologies, where innovation accelerates at breakneck speeds and changes how we live, work, and communicate, forever.

Did you know



4 out of 5 employees and business decision makers say voice communication has made them more connected to colleagues.



Three-quarters of full-time workers say voice calls are as good as in-person for getting work done.



More than half of workers say voice calls are faster and make it easier to get their thoughts across.

Source: **2022 state of human connections at work report**

To prepare for the next era of innovation, we put together a list of 10 ways voice will disrupt the workplace.

1. Voice-assisted technologies are on the rise

The interest in voice-assistant technology has skyrocketed over the past two years. The use of **Alexa Skills was up 65%** during the first two months of lockdowns and Twitter recently announced that users can now **audio-tweet** their inner musings.

Sixty-five percent of 25 to 49 year olds talk to their voice-enabled devices **at least once a day**. This age group is the most likely to perform voice searches **on a daily basis** (followed by 18 to 24 year olds and 50+, respectively) and are more likely to be considered “heavy” voice users.

In-car is the second most frequently cited place that people say they use voice assistants, **with 49% of U.S adults** speaking to one or more devices while driving.

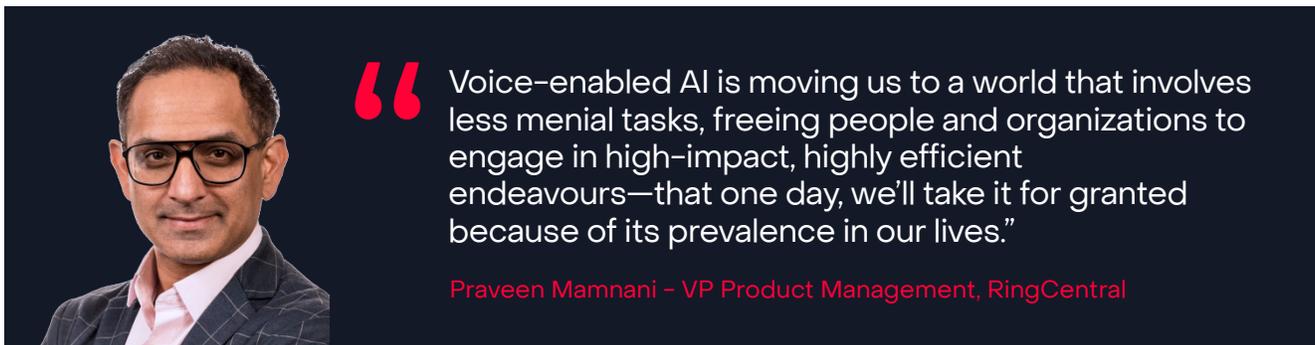
Smart speakers claim the largest in-home segment, with **25% of people in the U.S** claiming they have a voice-controlled smart speaker at home.

We expect to see voice assistants find their way into the workplace as their next evolution, helping employees schedule and cancel meetings via voice commands, read out notes, and remind them of upcoming deadlines.



2. AI is making an ambient experience

As artificial intelligence (AI) makes voice technologies smarter, it's becoming ever more useful and impactful. Here are some ways voice AI is evolving:



A growing number of enterprise solutions are bringing voice AI into their offerings to improve life for workers. Take **Einstein Voice in Salesforce’s CRM**, which enables employees to enter data, interpret voice memos, and even schedule calendar events, among other tasks, all via voice.

Whether it’s corporate jargon or language barriers, AI will help improve our ability to get on the same page by reducing communication challenges.

For example, **Oracle recently added an AI-powered voice assistant** capable of understanding acronyms and terms used by employees. It also offers multilingual natural language understanding and customizable vocabulary capability to help converse with users in their native language.

AI will help improve our ability to get on the same page by reducing communication challenges.

At RingCentral, we use AI in our voice and video products every day. Here’s some of our current innovative features:

- **Live transcriptions:** Turn entire meeting conversations into written words in real time.
- **Meetings summaries:** Provides users with a recap of the voice conversation and an auto-generated short-form summary, video highlight reel, and keywords.
- **Robocall mitigation and spam blocking:** Using predictive AI, industry tracebacks, and the STIR/SHAKEN framework, we stop fraudulent robocalls and fraudulent spam attacks before they ever reach users.
- **RingOut and number masking:** With a RingCentral business line, phone users can place calls with their RingCentral phone number instead of their personal number. This maintains privacy and keeps personal and business identities separate.
- **Emergency response locations for E911 calls:** When you move to a new location using a laptop, RingCentral prompts you to confirm your new location, and will remember those locations going forward. As a result, if 911 is called, the closest emergency response center will automatically receive your location..

3. 5G will change what's possible with phone calls

5G's ability to stream high-capacity data packets in real-time will change voice calling forever. What does this mean for users?

Less latency

Say goodbye to call lagging, jitter, and other annoying quality issues. These problems are often caused by latency or delays as data is transferred between callers. Even a few milliseconds of extra travel time can be noticeable on a call, but the speed of 5G will lead to big improvements.

Interactive calling

5G provides the opportunity to layer on additional features that will make voice calls more interactive and collaborative.

Imagine being able to share screens during regular phone calls (without the need for a special app), allowing you and the person you're speaking with to browse the web together, look at photos or videos from each other's phones, or play a game together.

4. Conversational AI will take efficiencies to new levels

If you've ever interacted with an automated support bot, there's a good chance you had a negative experience or two that left a bad taste in your mouth.

But conversational AI, which includes technologies such as **AI-powered chatbots** and **virtual agents**, uses large volumes of data, **machine learning**, and **natural language processing** to make such interactions feel more human.

This will offer several benefits across the enterprise:



Improved customer support

From answering FAQs to helping with issues such as sizing, product queries, orders, or returns, AI chatbots will speed up and accelerate the customer journey.

As AI enhances the capabilities of chat bots, it'll open opportunities to create more engaging, human online experiences via voice bots.

More accessibility options

Conversational AI makes companies much more accessible for users of assistive technologies. Features such as **text-to-speech** dictation and language translation can improve access to services.

Humanized HR experiences

From onboarding and benefits enrollment to employee training, conversational AI can be used to optimize HR processes and improve the employee experience.

5. Voice investments will boost revenue

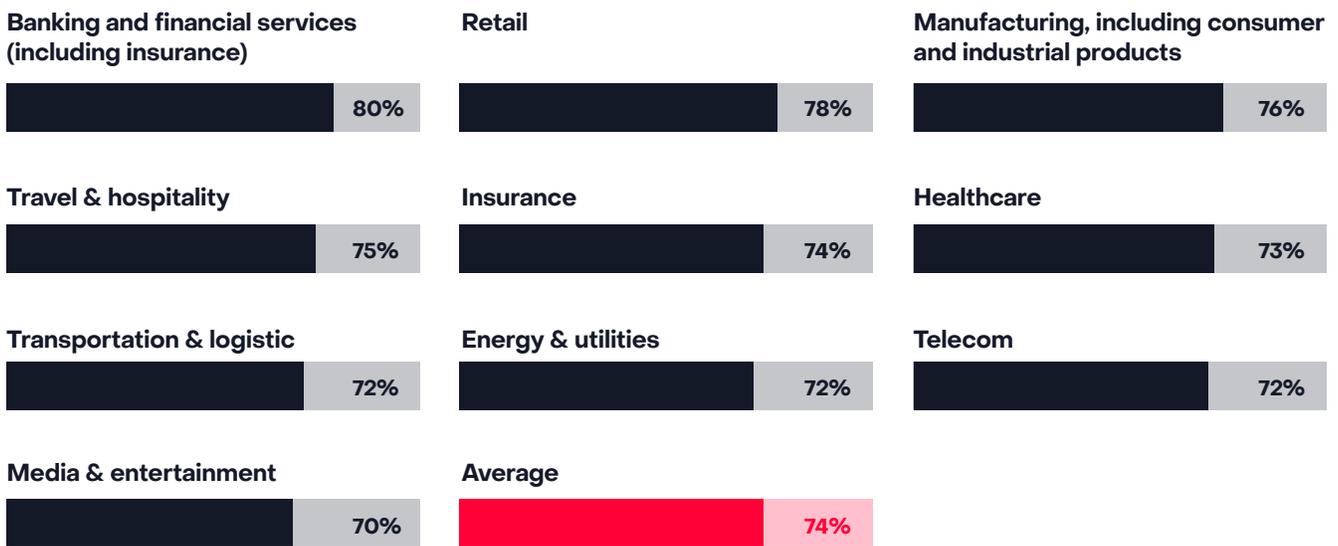
Businesses have several investment goals for their voice-based solutions:

1. Provide quicker response times to customers
2. Enable personalized experiences
3. Elevate customer service levels

That applies internally for employee-facing applications too.

When voice technology is integrated with **intelligent automation**, day-to-day tasks are quicker to complete, resulting in new opportunities for cost savings, talent retention, and **revenue growth**.

Percent of business leaders who consider voice interfaces to be important or extremely important to the future success of their brand:



Response base: 1,400

Source: Cognizant Center of the Future of Work

6.3% of revenues generated driven through voice tech investments.

According to this **study**, the companies surveyed plan to spend **3% of their revenue on building voice capabilities within the next five years**. And they've got high expectations for returns, as they're aiming to drive 6.3% of their revenue through voice during the same period.

6. Investments in cyber-voice security will protect your brand

There are tremendous increases in financial costs in the cybersecurity landscape. For example, GDPR, which pertains to EU law for data privacy and protection, saw over **\$1.1B in losses** in the first three quarters of 2021 alone.

The threat landscape extends to other areas besides data privacy and GDPR.

Americans received over 50 billion robocalls in 2021. That's 10% higher than the previous year. But calls aren't just annoying—they completely disrupt employees at work and hinder productivity.

RingCentral was an **early adopter of the STIR/SHAKEN framework** and has been attesting millions of calls, even ahead of the implementation deadline. We even created our own proprietary, AI-based algorithms to add an extra layer of calling confidence. Investing in voice security is an investment in protecting your brand from reputational damage and fraud threats

Risks associated with UCaaS trust

2019



2020



2021



Source: pymnts.com

Rising financial costs of security vulnerabilities and downtime

\$129M

Cost of data breach
Increased 143% over 2019

Source: FBI IC3

\$54M

Cost of vishing/smishing
Detected by FBI in 2020

Source: FBI IC3

\$5,600

Cost of downtime per min
Estimated by Gartner IT

Source: Gartner

7. Sentiment analysis: Using voice to understand more about us

Business conversations are full of actionable data. This includes analyzing call volume to help to assess the performance of agents or teams, while more granular data on the calls themselves might help to identify phrases or incentives that drive better results with callers.

Today, there are many voice APIs that use artificial intelligence to unlock insights and empower customer-facing teams with their most valuable assets: **voice calls**.

These voice APIs allow you to automatically capture and analyze calling, voicemail, and SMS data as the AI powered tools can transcribe your conversations to automatically live in your CRM. They can even predict your next best move in the sales cycle (per past data analysis).

They deliver insights at scale, empowering revenue and sales teams to determine the best actions for winning outcomes.

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RingCentral's voice APIs allow you to automatically capture and analyze calling, voicemail, and SMS data

8. Customer experience: Calling is still #1

Across regions and cultures, voice remains the dominant mode above all other channels. And there are a few key reasons why voice is still number one.

Language barriers hold back access to digital channels

From FAQs to online forms and other documentation, the vast majority of these materials are only available in English and a handful of other languages.

The ability to serve global customers in their language of choice is yet another important reason why companies investing in channel blending and omnichannel capabilities can't afford to overlook voice.

Customers want one-on-one human connections

When customers need help, they want (and increasingly expect) to deal with representatives empowered to respond to their individual needs.

Voice agents provide the reassurance of a one-on-one connection, not to mention the sense of closure that comes from a voice conversation with a human representative.



Which contact channels are preferred by inquiry type?

Retention/Escalation/Dispute resolution



Sales proactive (outbound)



Sales reactive (inbound)



General customer service



Identification and verification (authentication)



Order management (incl. processing and tracking)



Base: 748 customer service organizations
Source: NTT 2020 Global Customer Experience Benchmarking Report

9. Intelligent IVR will elevate client care and self service

Intelligent IVR is a new, cloud-based IVR that intelligently routes and manages inbound calls to improve customer satisfaction and reduce redundant steps typically handled by paid staff.

Here are several use cases that intelligent IVRs can support:

- **Target outbound messages:** This allows businesses to communicate specific information such as a delivery delay or emergency details only to those who need it, helping to reduce brand impact related to individual issues.
- **Intelligent routing:** Improve your business's ability to resolve calls on the first contact and reduce handling time. Intelligent routing gathers relevant information up front and forwards calls to the appropriate agent.
- **Handle higher call volumes:** IVR's ability to direct calls to the right self-help resources or agent reduces the work required to sort inbound contacts and connects customers with the best channel for a faster resolution. This allows teams to handle a higher volume of calls.
- **Conversational AI for smart routing:** Call routing doesn't have to mean navigating a menu of numbers and extension options. With conversational AI, the system can ask callers a series of questions to determine their needs and automatically direct their call to the right agent.
- **AI digital routing, also known as smart routing, gets better the more you use it, improving the customer journey by learning from each call and refining routing based on those real-life interactions.**
- **Automated voice reminders:** Intelligent IVR can send payment notifications, prescription refill reminders, appointment scheduling messages, and other time sensitive information with just a few clicks.
- **Make payments:** An intelligent IVR can enable secure payment directly from any phone 24/7 and deliver real-time payment authorization. Payments from all sources can be posted back to your point of sale or CRM systems.

10. Reliable connection is still priority №1

When phone lines are out, customers can't reach your business and employees can't connect. Business inevitably stalls.

Depending on the length of an outage, the cost of service disruptions can reach millions of dollars in lost productivity. That's why reliability is key to effective voice communications.

With more than 30 data centers spanning the globe, RingCentral's geo-redundant network provides service reliability wherever your workers are located.



The new age of voice is now

Voice has always been an intuitive way to communicate with those around us. And from jumping on a call hands-free while driving to changing the temperature on the thermostat with voice commands at home, new innovations in are changing what's imaginable with next gen voice tech in the coming years.

As technology continues to advance and new innovations come to market, voice will be the key to building the human connections that power your business, especially in a new era of hybrid and remote work.

About Frontier

At Frontier, we believe in the power of technology to change lives. That's why we take pride in being a trusted business telecommunications partner, helping you meet today's challenges and technology demands. Frontier Business is committed to keeping your network connected and your data secure 24/7/365.

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