

zoom one



UCaaS  
COMMUNICATIONS SPECIALISTS

# Maximizing Effectiveness & Accelerating Growth in Every Economic Climate

Efficiency, Productivity & Growth  
with Zoom One



## Executive Summary

The last few years have brought on significant change for business leaders like you, including digital transformation initiatives, a transition to flexible workstyles, and increased pressure to deliver premium customer service. Now, an uncertain economy has decision-makers trying to determine where to maximize and where to pull back to improve effectiveness, reduce costs, and automate.

To stay competitive, you must be customer-centric and flexible while making investments that accelerate growth. The good news is, the communication and collaboration technology you already use every day are driving meaningful impact.

We'd like the opportunity to better understand what's top of mind for you, determine how we can help move your business forward, and make it easier for you to simplify your work.

Our Zoom One bundle streamlines the way you connect and collaborate with internal and external audiences by bringing together phone, meetings, chat, whiteboard, and more into a single, cost-effective solution.

“It’s a time to reinvent, make better investments, and reduce inefficiencies. Winners on the other side of this cycle will have continued to accelerate the right digital initiatives across their organization even as there are mounting pressures on profitability.”

**Alexander Bant, Chief of Research,**  
**Gartner Finance** [↗](#)

### Key takeaways



**Economic uncertainty** brings new challenges as we enter the new year: Revenue we need to protect and grow, and costs we need to control.



**Use technology as a strategic investment** to help the overall health of your organization.



**Cut costs and increase productivity at the same time**, with an all-in-one solution from a single provider.

## Technology as a strategic investment

Providing your existing teams with the right technology will not only protect your current business but will also help you find strategic ways to continue growing efficiently. To maximize how you connect with employees and customers and get work done, now is the time to take a step back to evaluate what your ideal workflows and processes look like.

## Ways to maximize your impact

In these times, you need to provide better ways for people to collaborate, solutions that drive efficiencies, and the ability to adapt to an ever-evolving world. Here are some ways to maximize your impact:

### Increase productivity with streamlined interactions

- Invest in areas that support team alignment, consistency, and transparency
- Streamline the way your employees share and obtain information to keep projects moving and foster creativity

- Decrease the number of applications your employees have to switch between daily
- Drive to consistent methods (places) for communication

### Keep your customers happy

- Set your customer-facing teams up for success - they will identify new growth areas while keeping current customers happy
- Solve customer challenges faster with automation and analytics
- Provide your teams the tools to prioritize opportunities, remove distractions, and personalize interactions

### Stay nimble and adapt quickly

- Automate the ways you work
- Invest in technology that can innovate as fast as you do and lets you be dynamic



 **1,200 times each day**

The average user toggles between different apps and websites nearly 1,200 times each day. That's 4 hours a week. 5 working weeks a year.

— Harvard Business Review [🔗](#)

 **2.7x higher**

“Companies that drive the right digital investments have 2.7x higher customer retention, 1.6x higher customer satisfaction rates, and 1.9x higher average order value.”

— Alexander Bant, Chief of Research, Gartner Finance [🔗](#)

 **23% time spent selling**

Today's B2B sellers work a 52.3-hour week but only spend 23.3% of their time in core selling or direct engagement selling activities.

— Forrester [🔗](#)

## What you gain with Zoom

We want to make it easier for you to drive and innovate the future of work. That's why it's easy to add Zoom Phone to your existing Zoom solutions via a tightly integrated communications platform. Here's what you gain with Zoom:

### Efficiency through simplicity

- Bring Meetings, Team Chat, Whiteboard, and Phone into one solution with one contract, one payment, and no surprise fees.
- Give your IT team some time back with a central portal to manage users and better understand usage.

### Clear, crisp calling

- Confidently count on quality phone service wherever your teams are with Zoom Phone, our full-featured cloud solution.
- Minimize disruption to your business with Zoom's signature ease of use and fast deployment.

### Ideal workflows

- Start a phone call from a chat channel, escalate a call to a video meeting, collaborate on a whiteboard, and send an email - all from the same app.
- Integrate your top business apps via out-of-the-box integrations and APIs, or embed Zoom right into your preferred business apps.

### Conversion insights

- Better identify where your biggest opportunities are, improve sales team performance, and forecast more accurately with Zoom IQ conversation analytics
- Aggregate your phone, meeting, and email conversation analytics with your CRM data.



## What others are saying:

Rolling out Zoom  
Phone decreased  
phone costs by 40%

— Craig Williams,  
Chief Information Officer,  
Ciena

Zoom named a Leader  
in 2022 Gartner® Magic  
Quadrant™ for UCaaS,  
Worldwide

Gartner, Magic Quadrant for Unified  
Communications as a Service, Worldwide,  
[Rafael Benitez, Megan Fernandez],  
[November 28, 2022]



The one-click option to elevate calls to meetings  
allowed our users ease, and reduced time spent,  
alleviating the need to juggle multiple platforms.  
Zoom's pricing plans made it easy to roll out a  
single solution across our offices around the world.

— Susan Delaney,  
Vice President of Global IT Operations, Ebay

Companies using Zoom  
spend 55% less to  
manage and operate  
than industry average

— A Lifecycle Analysis of UCaaS  
Costs, Metrigy, June 2022 [↗](#)

(based on IT staff and managed  
services costs)

Zoom can add up to 52  
minutes of meeting productivity  
per employee per week.

— The Total Economic Impact™ of Zoom's  
Unified Communications Platform, Forrester,  
Feb 2022 [↗](#)

(based on a composite model organization)

## Next steps

We want to partner with you to reimagine the future of work. Communications and collaboration are critical to business success, and Zoom One with Zoom Phone is an effective way to help reduce costs and maximize your teams' efforts.



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