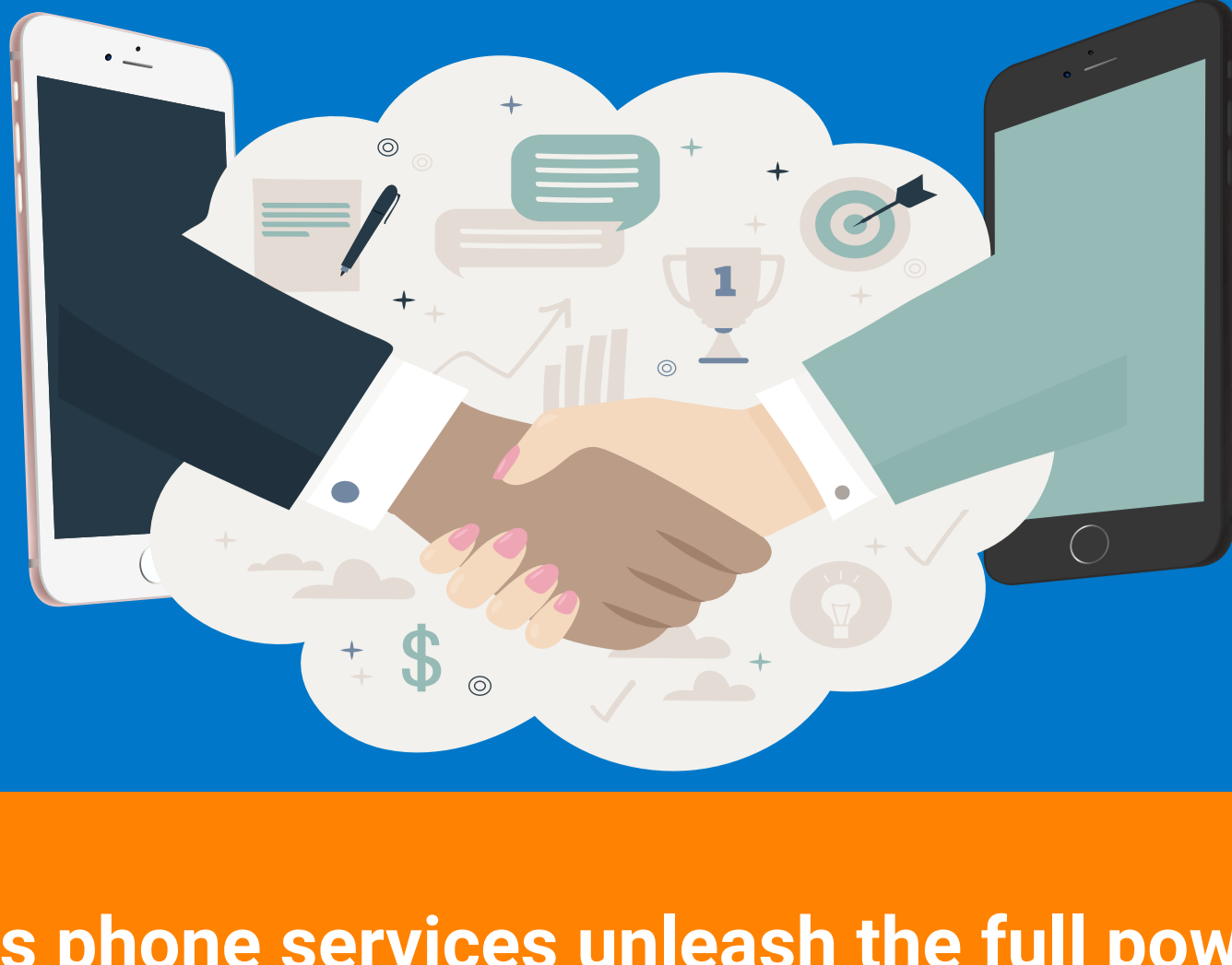
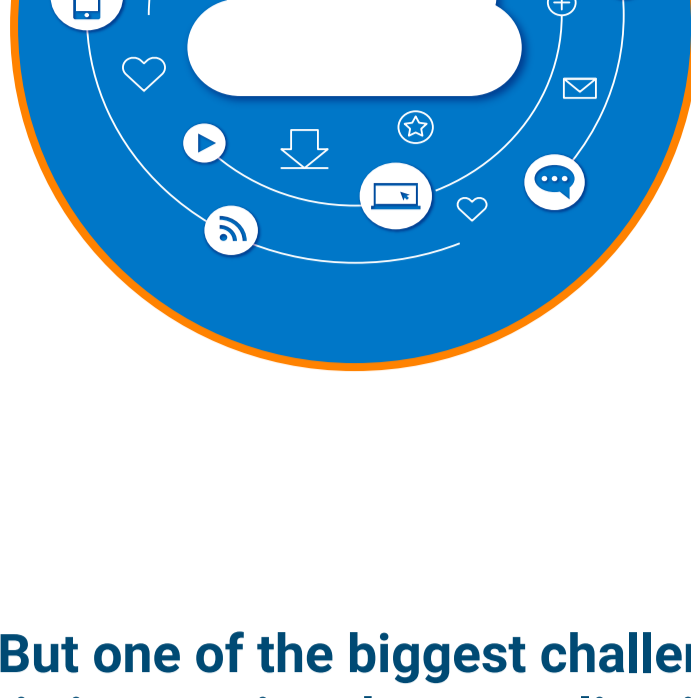


MAKING EVERY PHONE CALL MORE PRODUCTIVE

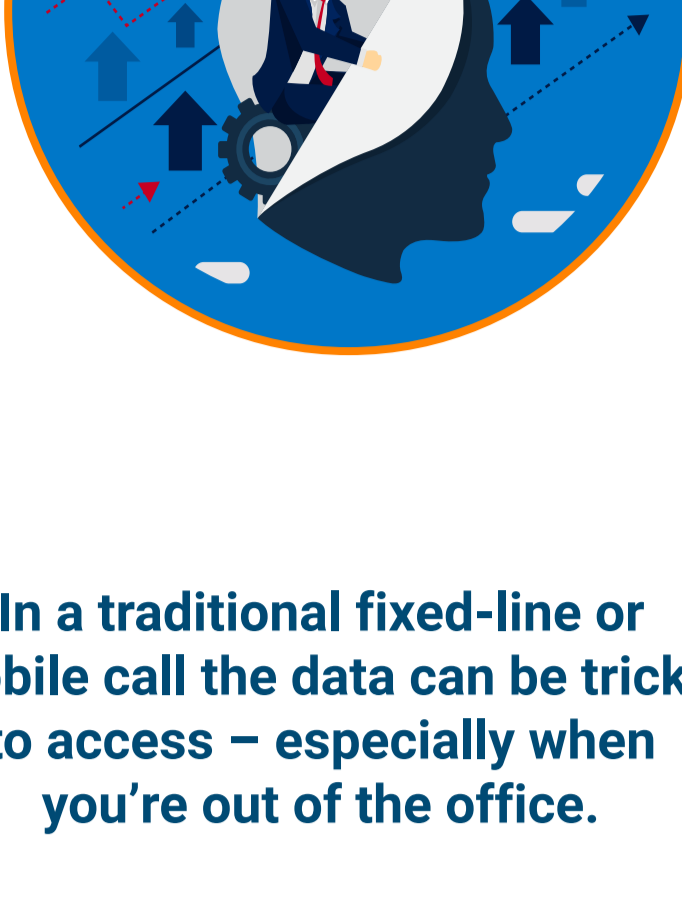


Cloud business phone services unleash the full power of all your work applications

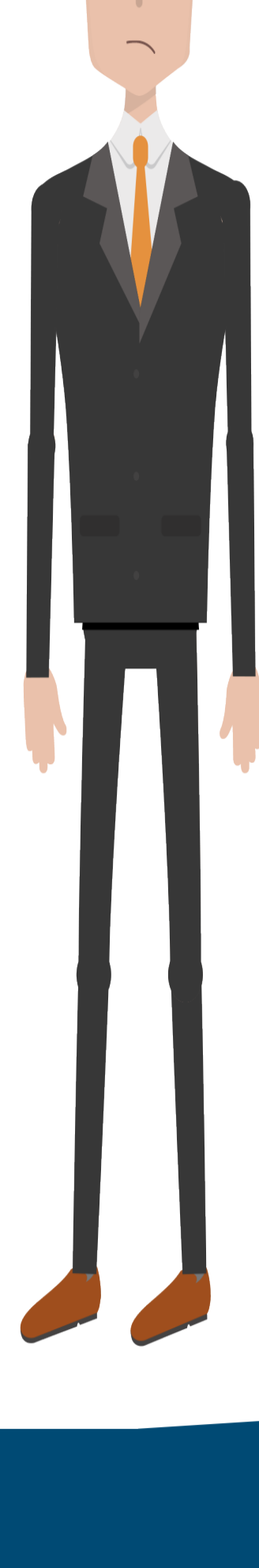


Today's businesses are investing in a range of cloud-based applications for CRM, ERP, staffing and recruiting, email, chat and messaging and other activities.

But one of the biggest challenges is integrating these applications into a combination of cloud and on-premises systems.



In a traditional fixed-line or mobile call the data can be tricky to access – especially when you're out of the office.

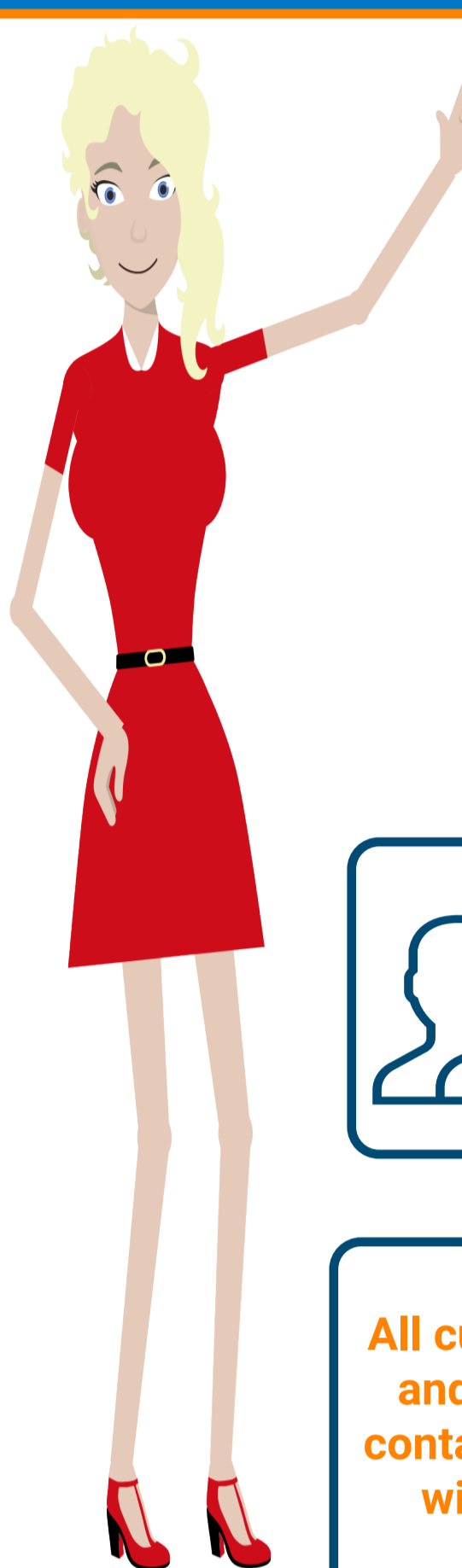


Step up to a new level of communication

In a recent survey, 100% of 'technology mature' companies say they integrate their business applications into their everyday communications – just 18% of 'technology unaware' firms do the same.⁽¹⁾



Cloud business phone services make integration quick and easy, meaning that your workers have all the relevant information at their fingertips for every call – whether they're in or out of the office.



Appropriate details flash up instantly and can be updated during or after the call by sales, customer care and other client-facing people – from any device



You'll know everything you need about customer preferences, lifestyle and purchase history



All customer calls are tracked, logged and routed to the most appropriate contact – outbound calls can be made with just one click from the CRM database



Revolutionise your customer service

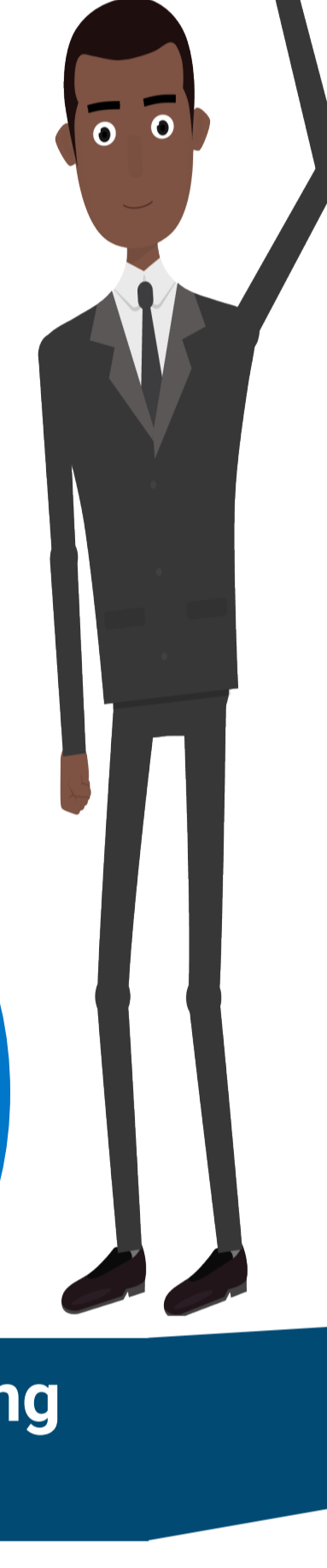


Companies with communications maturity give better customer service.

They always know what customers have bought, understand their personal preferences and are aware of previous interactions.



Not surprisingly a survey shows that 'technology mature' businesses resolved issues more than 33% faster over a 3-year period. 'Technology unaware' competitors barely improved their times at all.⁽²⁾



Integration accelerates data sharing – making you more productive

More and more businesses are collaborating with remote workers and partners.

An integrated cloud business phone service means that everyone you communicate with can access applications and documents in real time – delivering a step change in productivity.

And people can communicate with colleagues and partners via phone, text, video and chat.

Instant, trouble-free sign-up

New users can be added to a cloud business phone service at the click of a button, with no need for additional hardware or complicated access privileges.



Wherever they are in the world, all they need is internet access and they're ready for action, using their own mobiles, tablets or laptops to make calls, fully integrated with relevant cloud-based applications.

Costs fall while efficiency rises

Migrating business applications to software as a service (SaaS) typically brings down costs as by as much as 30 - 40% over 5 years.⁽³⁾

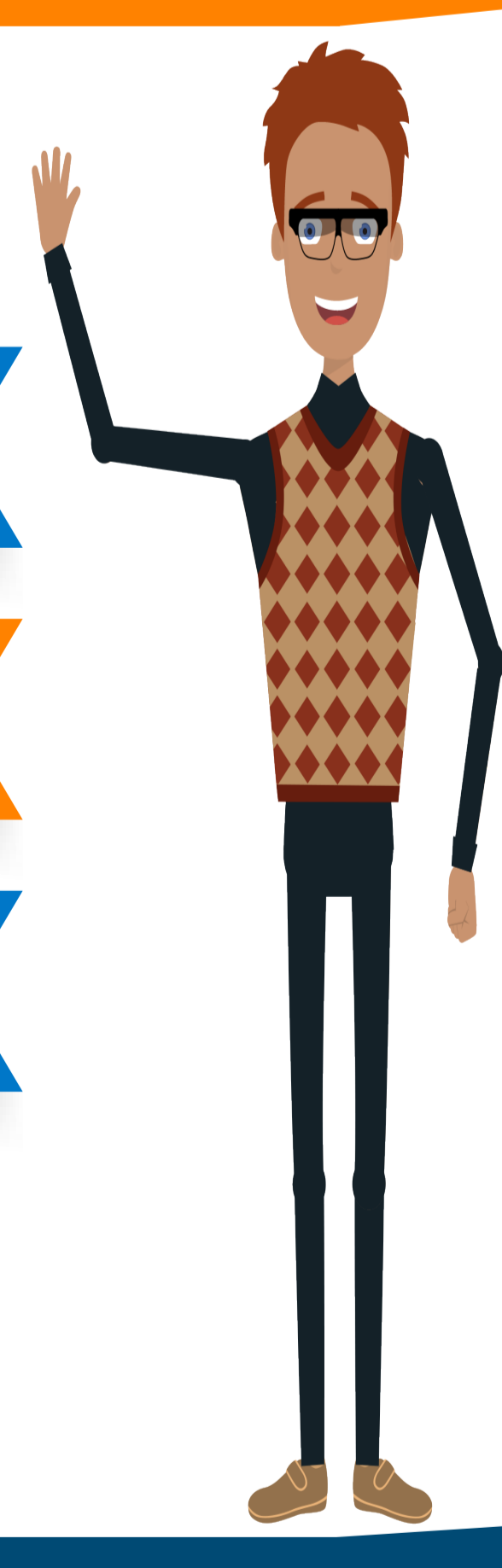


Conference calls become a whole new ball game

Conferencing in the cloud, enhanced by fully integrated applications, is a revelation.

You can edit shared documents, include voice, chat, and introduce data to all assembled.

Never again will you hear the dreaded words: "I don't have the report."



Be the company that people want to work for

Today's workers are accustomed to instant online access to data in their personal lives and expect the same at work.



93% of millennial workers say up-to-date workplace technology is an important factor when choosing a job.⁽⁴⁾



You've invested in powerful cloud-based applications – you need cloud business phone services to get the most out of this exciting resource



Vonage is the world's leading provider of business cloud communications, including voice, chat, video and messaging, with over 700,000 business users



Find out how Vonage can help your business at vonage.co.uk.

(1) Business Communications Transformation: Best-in-Class Communications Can Be a Competitive Advantage, IDC, October 2017.
(2) Business Communications Transformation: Best-in-Class Communications Can Be a Competitive Advantage, IDC, October 2017.
(3) Digital Transformation Users in a New Era of Communications, ZK Research, August 2017.
(4) Meeting Millennial Expectations in These Four Areas of Technology, Forbes, 23 June 2016.