

Chapter

1

More tools = more confusion

Learn why organisations struggle to integrate communications platforms.

We all want communications to be convenient.

We used to have separate physical devices for phone calls, email and chat, and video conferencing. Over time, communications become consolidated into a single physical form factor, which for the most part was a smartphone or a desktop computer. 8x8 addressed both of those markets by combining video, voice, chat and contact centre into a single application facilitating collaboration and communication from anywhere on almost any device.



And while the trend of “work from anywhere” continues to grow exponentially, we also recognise a second parallel trend where organisations aren’t just expecting employees to communicate from any geographical location. They expect them to communicate from any contextual application as well. For instance, if you are a sales rep and spend your day in Salesforce.com (SFDC), you want to be able to make customer calls right from your SFDC application. You don’t want to have to exit SFDC to make that call. You want to use the application you are in all the time to do your work. In fact, you may also want that call recorded and made available for later reference in the context of the customer or prospect you just called.

People want additional capabilities. They don't want more tools.

So if users have the communications capabilities in the tools they already use, they are more likely to take advantage of those capabilities. Whether they are the tools used for your business processes like Salesforce, ServiceNow, or Microsoft Teams, you want new functionality to be available in the context that is most convenient for the job you are doing at any one time.

Context counts.

“For years now, some of the biggest productivity killers — ranked at the very top in certain studies — is getting workers to understand how to actually use the growing wealth of communications tools at their disposal.”

Dion Hinchcliffe

Constellation Research



We call out those three applications in particular because they represent millions of active users every day. Microsoft Teams alone has 75 million active daily users. And those users don't just need to communicate with other Teams users. Sometimes they have to communicate with people who are not using Microsoft Teams and need the convenience of making a phone call from Teams to a non-teams user, any time, anywhere in the world. User communications don't only traverse geographical or form factor boundaries, they also cross contextual boundaries.

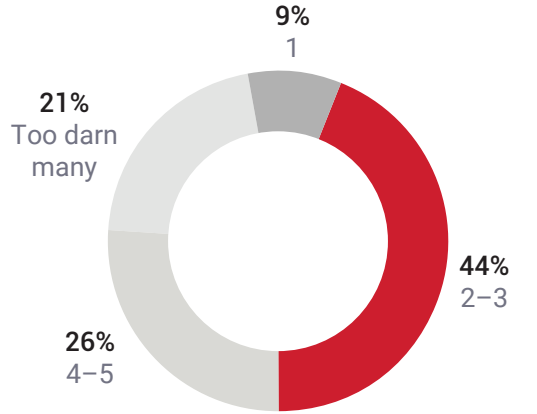
Communications strategy has become increasingly critical to every organisation. That may seem like a silly statement. Haven't communications always been critical? Of course they have.

But social distancing norms will continue to reduce our ability to meet face to face in the short term, and will likely have an ongoing impact in the long term. Forward-thinking organisations are not just implementing work from anywhere policies, but broader work from anywhere strategies that also consider the importance of the convenience of communications within the context of how employees spend their time at work.

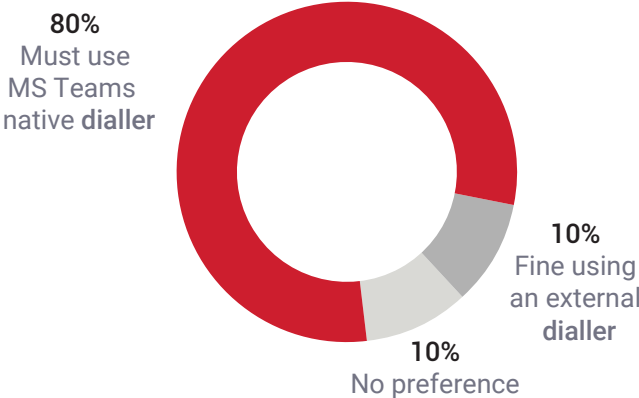
To learn more about how the world of communications is becoming more contextual and why convenience matters, check out this article from Constellation Research, on [“Reducing Team Communications Silos”](#).

If you are eager to learn how we make communications convenient for Microsoft Teams, then [click here for a 48-second introduction](#) to see convenient communications in action.

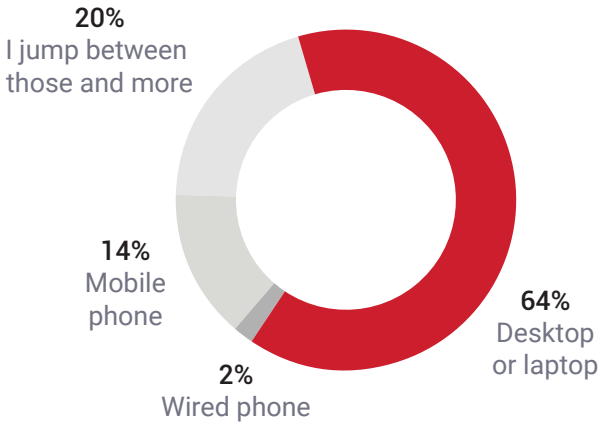
How many communication applications do you use on a daily basis?



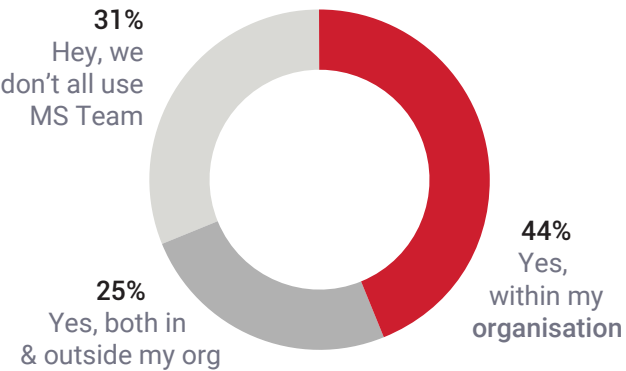
If you were to add, or have added, phone calling capability to your MS Teams environment, how important is it that it use the native dialler?



What is your primary work communications device?



Do you use MS Teams to make phone calls?



Sources: Facebook, LinkedIn, Twitter