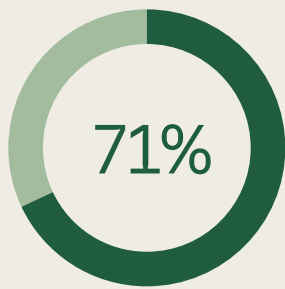


RingCentral

What your business needs for a hybrid and remote-first workplace





Percentage of people who worked from home at the height of lockdowns.

Source: [PEW Research](#)

Close your eyes and picture what “going to work” looks like.

Just a few years ago, it would look like office cubicles, meeting rooms, and even the break room where you’d run into your colleagues. In other words, your standard 9-to-5 workday in the office.

But the last two years saw unprecedented changes. Today, you might work from home on a permanent basis—or visit the office once or twice a week. You might be back on-site, but with more flexibility to come and go than before.

In a nutshell, **the pandemic redefined “work” as we know it.** Companies adopted new technologies and workflows to support large-scale work from home. Workers quickly acclimated to the new environment, with many juggling their personal lives and work obligations more than ever before.

It was a monumental shift that tested our agility and resilience. One where workers, leaders, and employers made tough decisions and dramatic changes to their work lives.

And despite all of the unprecedented transformation, we came out victorious.

Overall, 83% of employers say remote work was a success. Organizations where employees worked remotely saw higher employee satisfaction, retention, and productivity. Some businesses even reported record levels of growth and profit.

83%

Permanent remote and hybrid work won't be easy to implement

Workers all over the world proved that large-scale remote work doesn't hinder productivity or innovation. In fact, WFH during the pandemic proved so successful that most workers want flexible work arrangements on a permanent basis.

What comes next is a challenge all businesses have to face. **What now?**

The answer seems straightforward: switch to a remote-first work arrangement and equip teams with the tools they need to work from anywhere. That's all it takes, right?

Well, it's not that simple.

1. Executives want employees to return to the office

The number of WFH days wanted per week:

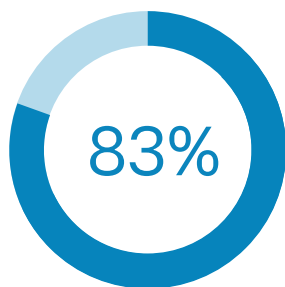


Source: [University of Chicago](#)

There's [a growing divide between business leaders and employees](#) about the optimal number of days employees should work in the office. **Executives want a return to normalcy** and to reach the proverbial “finish line,” while workers want to stay remote and are ready to switch jobs if they have to.

This disconnect between business leaders and their employees can spell disaster. If employees are forced to upend their lives again to return to the office, they might disconnect emotionally from their work. Companies that don't offer flexibility risk reduced engagement, lower productivity, and higher turnover.

2. Employees want more flexibility



of employees prefer a hybrid work model, where they work remotely 25% to 75% of the time.

Source: [Accenture](#)

3. Pandemic-era WFH tools aren't suited for long-term remote and hybrid work

Just as the lockdowns shifted how people work, they also shifted people's priorities.

Many experienced unprecedented uncertainty and anxiety during the pandemic. Many rediscovered deep connections with their homes and families. Many simply realized that commuting to and from the office interferes with other parts of their lives.

All of this culminates into one reality: **workers want flexible work options.** A study by Bloomberg found that nearly [40% of employees](#) would consider quitting if forced to return to the office full-time.

When lockdowns began, companies rushed to implement new solutions to support the sudden remote work frenzy. The problem is, those solutions were stopgaps—adopted just to weather the pandemic.

They worked for some teams, but not others. They didn't integrate with other business apps. They created employee silos and security challenges. And most importantly, if not addressed, they'll hinder organizations in the long term.



"In a hybrid environment, nobody should be left behind. Technology will enable us to tailor the experience wherever we work and however we work. This flexibility is critical to the success of individuals, teams, and organizations."

– Kira Makagon, Chief Innovation Officer & EVP of RingCentral

So what should businesses do?

21%

of workers prefer being in the office full-time.

We're entering the next phase of work—one where both leaders and workers are evaluating their long-term plans. As a result, **businesses have some tough decisions to make**. Do they stay fully remote? Return to the office full-time? Or perhaps a hybrid approach?

Even though most of us have worked remotely by now, the transition to permanent hybrid or remote-first models won't be easy. Technologies, culture, salaries—organizations will have to rethink their entire working models. One that meets the needs of workers, leaders, and customers alike.

There are a lot of lingering concerns about hybrid work, too.

What happens to employees whose jobs can't be done remotely? How can businesses accommodate the [21% of workers](#) who prefer being in the office full-time? Who will determine people's schedules? How often should teams gather in person?

How can organizations avoid creating a two-tier system where workers in the office have more influence than workers at home?

Which brings us to the most important question of all: **Where do we go from here?**

Giving workers the freedom to work their way

At the end of the day, companies simply want to drive growth and results. But continuing to do so means recognizing that work has changed—and that the needs of tomorrow's workers are different from what they used to be.

Tomorrow's workers will:

- Work from **anywhere and everywhere**: in the office, from home, on the go
- Work from their **computers and smartphones**
- Use all forms of communication, including **messaging, video, and phone**
- Collaborate via **scheduled, spontaneous, and ongoing meetings**

In a nutshell, workers will want—and need—total freedom to **work their way**. And companies that can provide these tools—seamlessly and flexibly—will succeed in hybrid and remote work.

So how can companies support this new world of work? Meeting these expectations might seem like a monumental feat, but unified communications gets you there. Here's how:

1. Work on any device

When the pandemic struck, more people took their work devices home than ever before. The growing disconnect between workers' professional and personal lives also meant that people used their own personal phones and computers—accelerating the bring your own device (BYOD) trend of the past decade.



2. Use any form of communication

[Unified communications](#) makes shifting between devices easier than ever. Simply download an app to access your communications and collaborate from any device—whether it’s your **laptop, desktop, smartphone, or tablet**.

With hybrid work, this mobility will be key to how teams work together. Workers bring their laptops and devices wherever they go—and with unified communications, they can connect with their colleagues and collaborate on those devices from anywhere.

While devices provide mobility, workers need flexibility in how they collaborate. That’s where unified communications come in.

[Unified communications](#) combines team messaging, video conferencing, and phone into a single app. Here’s a look at the features individually:

Video

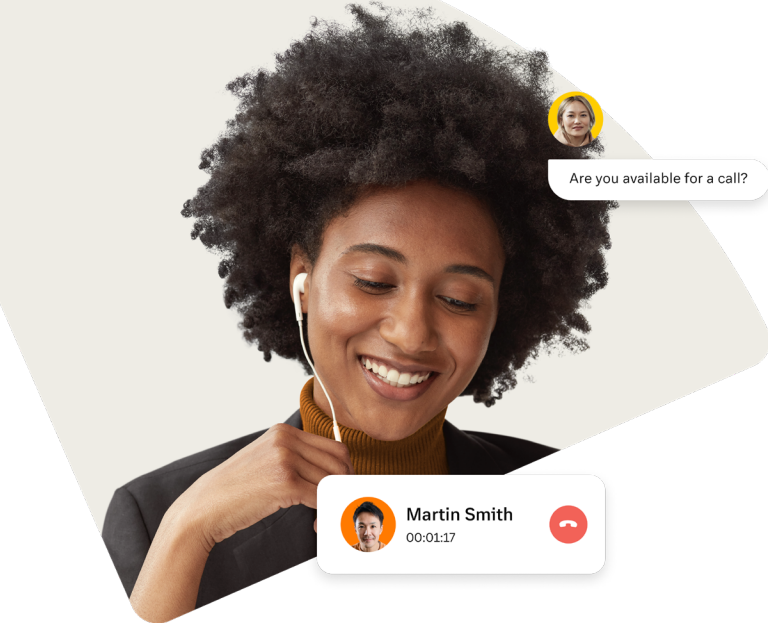
Video meetings are one of the hallmarks of working from home. Workers have relied on them for brainstorming, collaborating, and even socializing and team building, whether on a scheduled, impromptu, or ongoing basis.

A key reason video has become so essential is that it replicates face-to-face interactions that are critical for effective collaboration. With video, you have added meaning and connection that comes from nonverbal cues, making formal and informal discussions and the sharing of ideas richer, more connected interactions.

Team messaging

As much as video has played a key role in how we worked during the pandemic, so too has team messaging. Used for quick chats, sharing files, organizing groups, and other things that don’t require a phone or video call, team messaging is fast, to the point, and keeps teams connected on an ongoing basis.





Phone

When it comes to work, the phone is still a preferred method of communication, with more than [seven in 10 workers](#) reporting that they make 10 or more calls at work each week. (35% of workers report making 50+ phone calls a week.)

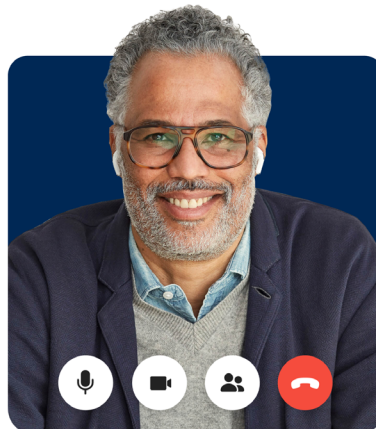
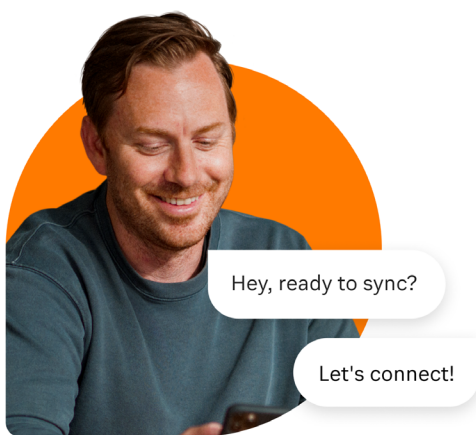
The cloud enables this too. No longer do you have to find an employee at their desk to reach them on their extension. With a cloud-based solution, workers can make and receive work-related phone calls straight from their smartphone.

The power of together

A new age of work demands new ways of connecting and working together. That's why as companies prepare for a hybrid and remote future, **how workers collaborate will have a tremendous impact on a company's success.**

Standalone apps for video conferencing and messaging might have been suitable stopgaps to get workers through the pandemic. But as we enter a new era, disconnected apps simply won't cut it.

To empower people to work their way, essential tools need to be unified. A **single app** allows employees to work together fluidly as they move between devices and locations.

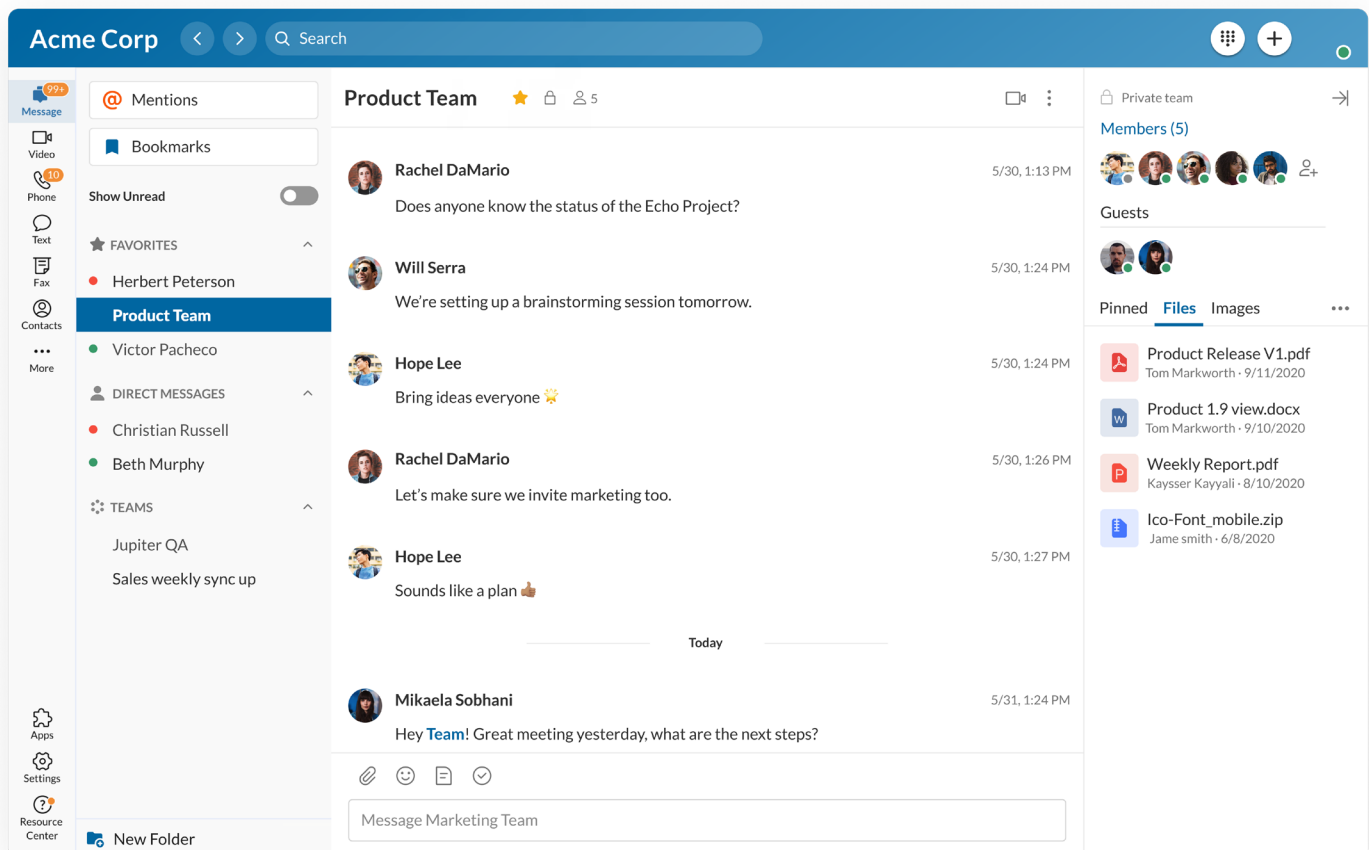


Consider a conversation that starts out on messaging before it requires a phone call for deeper clarity. With separate apps, switching to a call means signing in to another app, tracking down a person's contact info, and hoping that they have their app ready.

Even if that doesn't add more than a minute or two, switching apps disrupts focus and contributes to the mental exhaustion of [app overload](#).

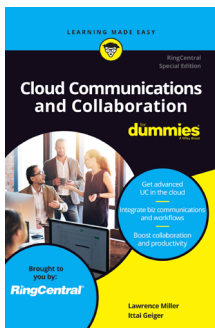
But with a unified communications solution, you can switch from messaging to a phone or video call with just a click—with no loss of context or conversation momentum along the way.

Similarly, when a group chat merits deeper discussion, an audio or video meeting is just a button away. There's no need to switch apps or schedule a meeting. Just like at the office, **unified communications supports impromptu face-to-face discussions—instantly.**



Cloud migration: Flexibility for the future of work

The pandemic was a wake-up call for companies that needed to pivot to large-scale remote work overnight. How can teams continue working together? How can agents respond to customers without their desk phones? How can colleagues see face to face without the close proximity of the office?



[Everything you need to know about unified communications. For beginners.](#)

The answer: a **shift to the cloud**. Organizations that use cloud-based communications—like [unified communications](#)—can quickly manage users, provision new phones, and monitor their entire system remotely.

That's in addition to the breadth of other advantages such as reduced infrastructure costs, ease of deployment, and most importantly, allowing employees to work from anywhere.

Hybrid and remote work is growing rapidly, which means it's time to rethink how our teams collaborate. Unlike the sudden pivot to remote work in 2020, this new era of work offers a unique opportunity to look at communications systems that can sustain your organization for the next decade.

Many teams may stay remote forever as more employees adopt hybrid schedules. They'll work from the office, at home, and everywhere in between. Even organizations that still work on-site will adopt hybrid and remote models eventually.

And they'll need the tools that help employees work their way. In other words, **any form of communication** (messaging, video conferencing, phone), **on any device**, and **at any time**.

Businesses that provide their teams with [unified communications](#) can let go of legacy, outdated routines and fully embrace a new era of work. One where employees can work together seamlessly—wherever they are.

We're here to help guide you.

Work your way

[RingCentral](#) combines message, video, and phone into a single platform so your teams can work together from anywhere.



For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact center solutions based on its powerful Message Video Phone™ (MVP™) global platform. More flexible and cost effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingCentral MVP™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and a cloud phone system; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



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