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DIALPAD + LAB42 RESEARCH PRESENT:

# 2016 Report on Business Communications in the Era of the Anywhere Worker



DESK PHONE OPTIONAL

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# 00: Executive Summary

Once again, the **way we communicate** is transforming **the way we work**.

In the 1990s, email began a revolution that has in recent years only accelerated thanks to advancements in mobile, social and cloud technologies, freeing employees from restrictions on where or when they can work.

As a result, vast cultural changes have swept the workplace. A survey of Fortune 1000 companies, for example, found that employees were at their desks only 50 to 60 percent of the time. Acknowledging the reality of today's "anywhere worker," a growing number of organizations now employ remote workforces and implement work-from-home policies, making employees more flexible than ever. These changes have also forced a reconsideration of telephony and space strategies, with employees and IT departments increasingly turning to innovative

communications systems far more powerful and integrated than traditional phones.

In order to further explore the rise of the anywhere worker and how it has transformed business, Dialpad and Lab42 Research conducted a survey on cloud communications adoption rates and changing expectations in the workplace. What we found reaffirmed that corporate and remote workers are often away from their desks, with 65% saying they have a "desk phone optional" work environment. And a third of workers believe the desk phone will disappear in two to three years.

The anywhere worker, in other words, has no need for the desk phone. The modern workplace is here, and it's powered by a new brand of modern business communications. Is your business ready?

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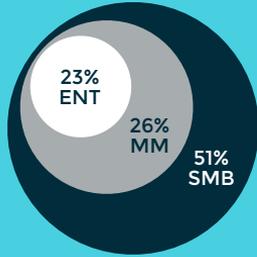
# 01: Research Methodology

In June 2016, Dialpad conducted a study with Lab42 Research surveying 1,014 professionals to hear their opinions on **trends in modern business communications**. Respondents represented a diverse set of demographics, and responses were thoroughly analyzed to assure accuracy. The online survey explored respondents' working habits, communication styles, technological preferences and more. The following figures offer a view into who participated.

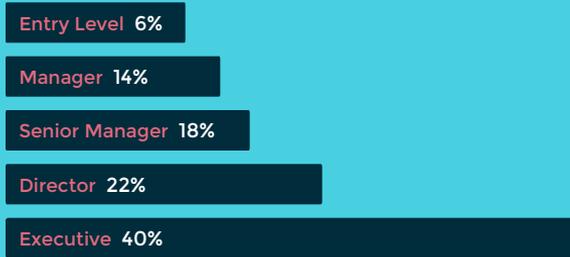
# 01: Research Methodology

## COMPANY SIZE

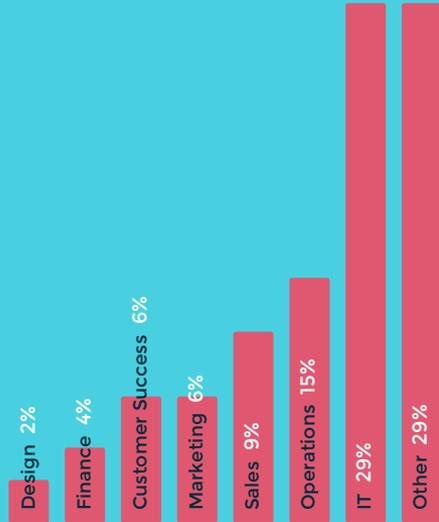
# Employees:  
SMB = 0 - 50  
MM = 51 - 1000  
ENT = 1001+



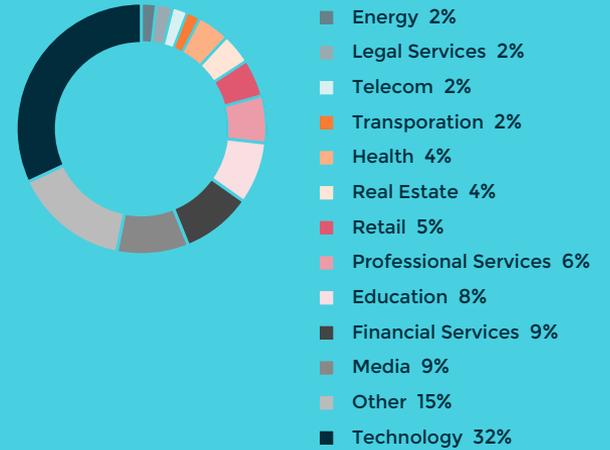
## PROFESSIONAL LEVEL



## DEPARTMENTS



## INDUSTRIES



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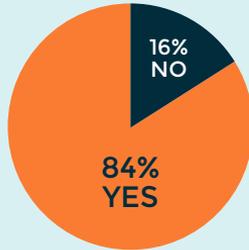
## 02: The Anywhere Worker

Remote or local, workers are working from anywhere.  
**The world is now your office.**

## Workers are no longer bound to HQ.

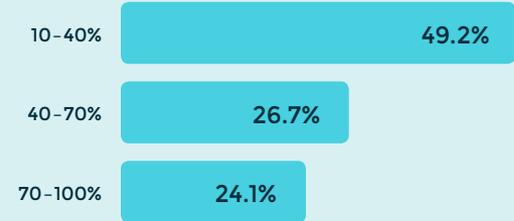
At a high level, our survey data reaffirmed a trend affecting businesses globally: the vast majority of organizations—regardless of industry—**now rely on remote workers to get things done**. With less workers bound to headquarters or any physical office space, traditional models of working simply don't make sense anymore.

DO YOU HAVE A  
REMOTE WORKFORCE  
OUT OF HQ?



Over half of respondents reported that **40-100% of their existing workforce is remote**, providing more evidence for the scale at which organizations already employ anywhere workers. As mobile technologies continue to proliferate, we expect these figures to continue climbing in the coming years.

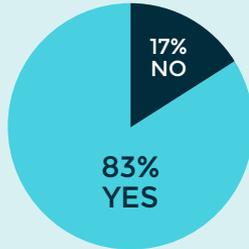
ABOUT WHAT  
PERCENTAGE OF  
YOUR WORKFORCE  
IS REMOTE?



## Remote doesn't mean distant.

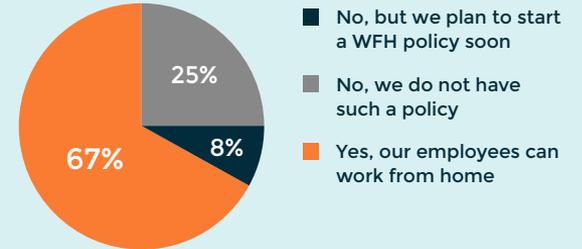
The many benefits associated with employing remote teams are well-known: [a business saves itself money by employing a remote worker while also opening its recruiting prospects to the global pool of talent](#). So even though most organizations already employ remote workforces, our survey respondents say the reliance on remote workers is still growing.

WILL YOU INCREASE YOUR RELIANCE ON REMOTE WORKERS IN THE NEXT 3-5 YEARS?



To maintain consistency across the organization—and to help boost productivity for local workers—companies are also providing benefits at the home office, including more prevalent work-from-home policies. More broadly speaking, [organizations are investing in technology and policies that support a “work from anywhere” culture](#), making both remote and local workers more connected and more efficient.

DOES YOUR OFFICE OFFER A WORK-FROM-HOME POLICY?



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## 03: Desk Phone Optional

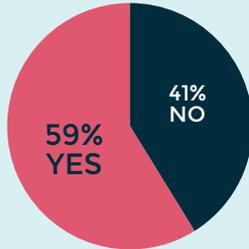
The anywhere worker values mobility and communication across an array of devices—**but the desk phone isn't one.**

### 03: Desk Phone Optional

## The desk phone is outdated—and disappearing.

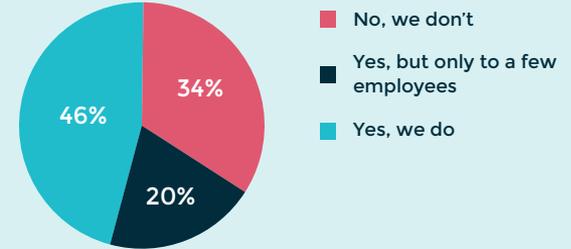
As organizations increasingly rely on remote workers and work-from-anywhere policies, it follows that more traditional policies, standards and technologies would either need to be adapted or discarded. With workers spending less and less time at their desk, the desk phone is rapidly fading away. Over half of survey respondents believe **the desk phone is an outdated piece of technology**, made obsolete by newer modes of communication.

DO YOU BELIEVE THAT DESK PHONES ARE AN OUTDATED PIECE OF TECHNOLOGY?



**If you have a desk phone, you're already in the minority.** Over half of survey respondents said their workplace doesn't offer a desk phone to every employee. What may have seemed outrageous a decade or two ago now makes perfect sense, as more and more employees opt to use mobile technologies to communicate both internally and externally.

DOES YOUR WORKPLACE OFFER A DESK PHONE TO EVERY EMPLOYEE?



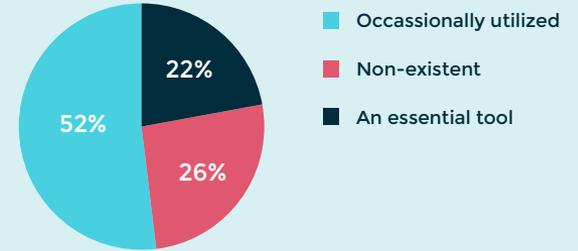
### 03: Desk Phone Optional

## Mom-and-pop or enterprise org, desk phones don't matter.

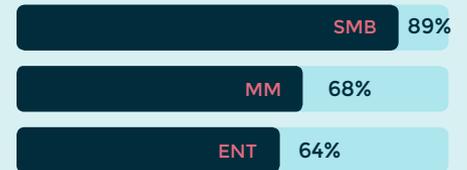
Because desk phones do not meet the needs of a mobile and remote workforce, attitudes toward business communications are evolving. Over three-quarters of survey respondents said **they do not view the desk phone as being an essential tool in the next several years.**

Significantly, size of company has little to do with these broader trends. Small-to medium-sized businesses, which are typically the most nimble, will have largely phased out the desk phone in as little as three years. But even among the enterprise, where transitions to new policies or technologies occur more gradually, nearly two-thirds of organizations think the desk phone will be nonessential in the next few years.

HOW RELEVANT WILL THE DESK PHONE BE IN 3-5 YEARS?



% OF PROFESSIONALS THAT THINK THE DESK PHONE WILL BE A NONESSENTIAL TOOL IN THE NEXT 3-5 YEARS BY COMPANY SIZE

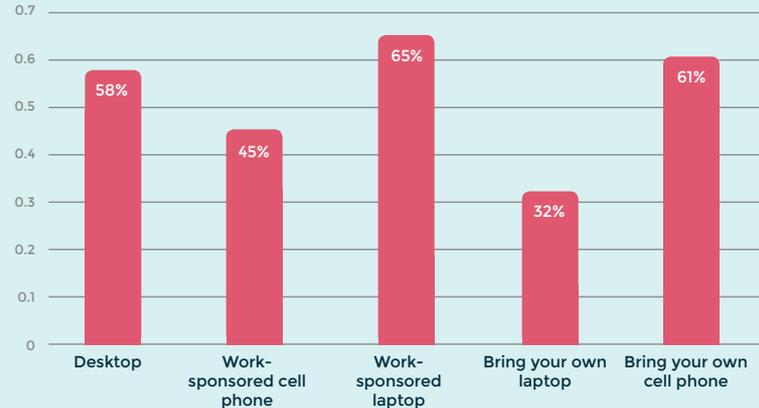


### 03: Desk Phone Optional

## An array of communications tools have replaced the desk phone.

As the desk phone fades away, it is not being replaced by any single piece of technology. Rather, recognizing the needs of a mobile and remote workforce, businesses are giving workers the freedom to choose how they work and which device they use. As anywhere workers dynamically shift their attention from desktop or laptop computers to mobile phones and back again, it will be increasingly crucial for their organization to offer a consistent experience across devices.

WHICH OF THE FOLLOWING COMMUNICATION TOOLS DO YOU PROVIDE?



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## 04: Communicate Your Way

Your voice is the most powerful, natural way you communicate.  
Now it just needs **a new way to express itself.**

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## 04: Communicate Your Way

# Voice isn't going anywhere.

With workplace cultures, policies, standards and technologies changing so rapidly, we wanted to figure out exactly which tools today's workers prefer for communicating—both internally (with colleagues at their organization) and externally (with clients or partners).

Thanks to the proliferation of diverse tools, people rely on a multitude of channels to communicate. However, email and the phone claimed the top spots for both internal and external communications, suggesting that convenience, versatility and the ability to express oneself clearly and efficiently take precedent in the majority of business communications.

So even though the desk phone is disappearing, people still rank “picking up the phone” as one of the most effective and valued ways of communicating. Workers will continue to use a diverse set of options to communicate, but voice isn't going anywhere.

### RANK THESE THESE TOOLS IN ORDER OF IMPORTANCE FOR INTERNAL AND EXTERNAL COMMUNICATIONS:

#### Internally

1. Email
2. Phone
3. In-person
4. Instant Messaging
5. Online Meetings
6. Text Messaging
7. Video

#### Externally

1. Phone
2. Email
3. In-person
4. Online Meetings
5. Instant Messaging
6. Text Messaging
7. Video

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## 04: Communicate Your Way

### Voice matters, but so does versatility.

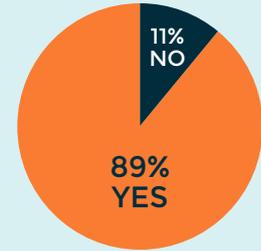
Does the phone's high ranking as a communications tool contradict the desk phone's plummeting relevancy?

Not at all.

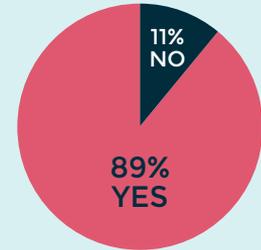
Voice is the only thing the desk phone still gets right. What's wrong with the desk phone is that it doesn't meet any of the modern needs of workers to do more than just have a voice conversation. The anywhere worker needs technology that texts, emails, integrates with productivity tools (e.g. Salesforce, Google Apps for Work, Microsoft Office 365) and works like a regular phone.

Modern communications means letting you communicate and work your way.

DO YOU BELIEVE THAT YOUR PHONE SYSTEM SHOULD INTEGRATE WITH APPS LIKE SALESFORCE, GOOGLE APPS FOR WORK, OFFICE 365, AND MORE?



DO YOU BELIEVE THAT YOUR PHONE SYSTEM SHOULD BE ABLE TO TEXT MOBILE DEVICES AND EXTERNAL CLIENTELE?



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## 05: Conclusion

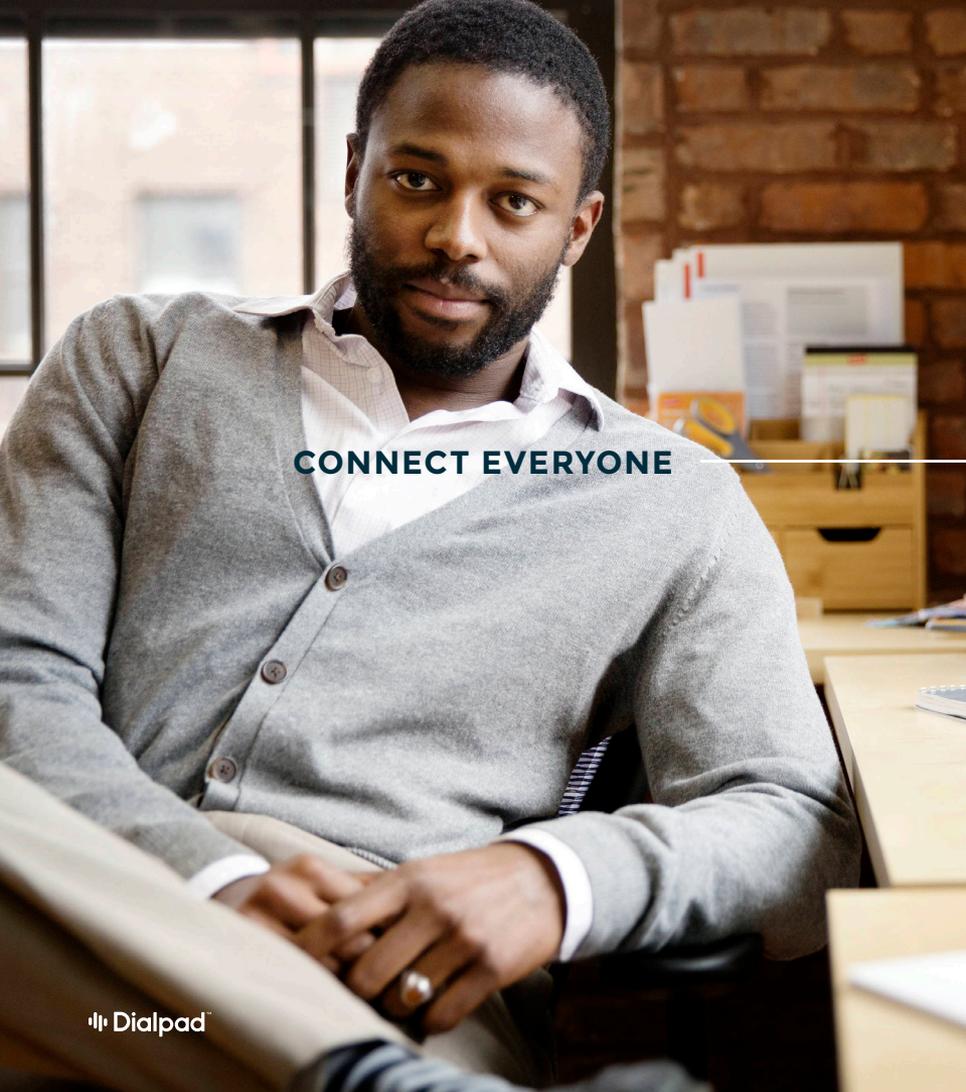
Modern Business Communications will allow us to **connect anyone and work anywhere.**

Thanks to a confluence of trends—the rise of the remote workforce, the declining relevance of the desk phone and the demand for phones that integrate with other cloud productivity tools—Modern Business Communications is reshaping the way organizations work. Most obviously, transformations in the modern workplace are rapidly influencing companies to do away with outdated technologies while offering up new solutions that meet the needs of a mobile workforce.

High-performing companies across diverse sectors have already adopted technologies to help anywhere workers reach their colleagues, customers and partners in the way that works best for them, whether it's text, group messaging, voice calls, video calls, conferencing or some combination thereof. Flexibility is critical

to meeting the needs of both remote and local workers, and that means offering a diverse set of options while maintaining a seamless, consistent experience across devices.

Even as the desk phone disappears, however, voice communication will persist as a core business practice. People want to speak over the phone with both colleagues and clients, but they also expect a lot more. They want ways to communicate beyond voice, and they want their phones to integrate and interact with the other productivity tools they use. That's the promise of Modern Business Communications: instead of getting in the way, technology will dynamically meet the needs of today's workers, connecting them with anyone and allowing them to work anywhere.



**CONNECT EVERYONE**

 Dialpad



**WORK ANYWHERE**

**REQUEST TRIAL**