

Six questions about unified communications you need to address

Prepare your business to evolve from a traditional voice infrastructure to modern, cloud-powered communications.

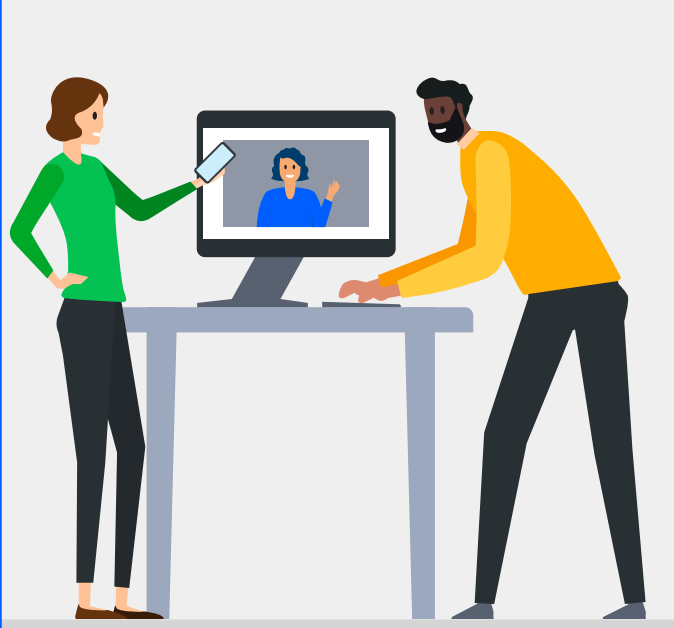
Workplaces and customer expectations are evolving rapidly, driven by hybrid work, distributed teams and digital engagement. To stay competitive, organizations must rethink legacy voice systems and adopt a unified communications (UC) solution that supports flexibility, efficiency and growth.

Asking the right questions can help guide your transition toward a UC strategy that delivers.

1. Are fragmented communications holding my business back?

Many organizations still rely on multiple disconnected communication tools. When systems are not integrated, teams struggle to collaborate effectively and manage customer interactions. Fragmented communications can lead to:

- Inefficient silos between departments and locations.
- Inconsistent customer experiences.
- Higher operational costs and increased IT complexity.
- Limited ability to track, measure and improve communication effectiveness.



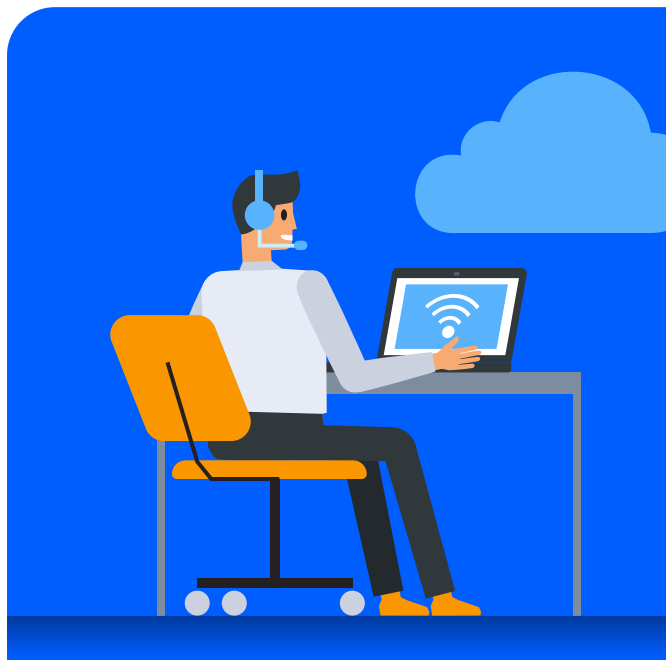
Benefit: UC for enterprises can eliminate these barriers by bringing voice, messaging and collaboration tools into a single platform.

82% of workplaces use four or more UC and collaboration tools.¹

2. Am I keeping pace with the shift to cloud communications?

Organizations increasingly want one platform for communications and customer engagement. Key trends driving this shift include:

- Migration from legacy voice technologies to flexible cloud platforms.
- Adoption of integrated UC and contact center platforms.
- Growth of mobile-first and hybrid workforce tools.
- Increased demand for integrated customer engagement channels.



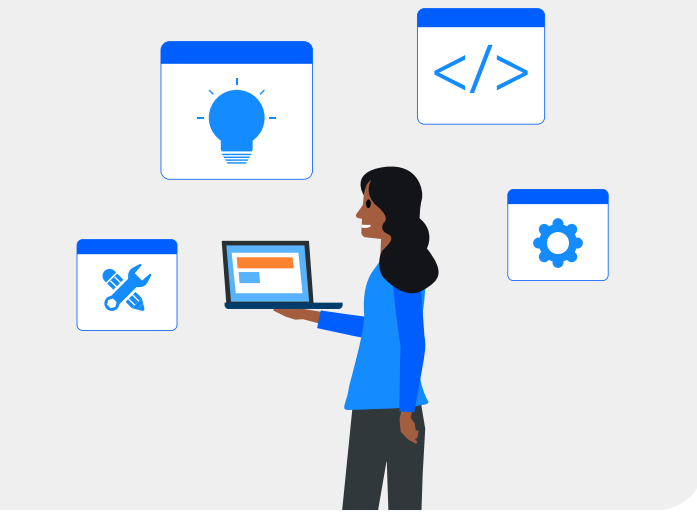
59% of companies are planning investments in enterprise communication tools.²

Benefit: The right technologies enable you to support modern workstyles while simplifying communication management.

3. How can integrated communications benefit my organization?

UC platforms consolidate communication channels into a single system, giving IT teams a single pane of glass for management, oversight and consistency across channels. A unified platform can include:

- Voice calling
- Messaging and collaboration tools
- Video meetings
- Contact center capabilities
- AI-driven insights and analytics



Planned implementation or expansion of AI features in UC tools:³

92% Generative AI assistants

81% AI meeting notetakers and summarization

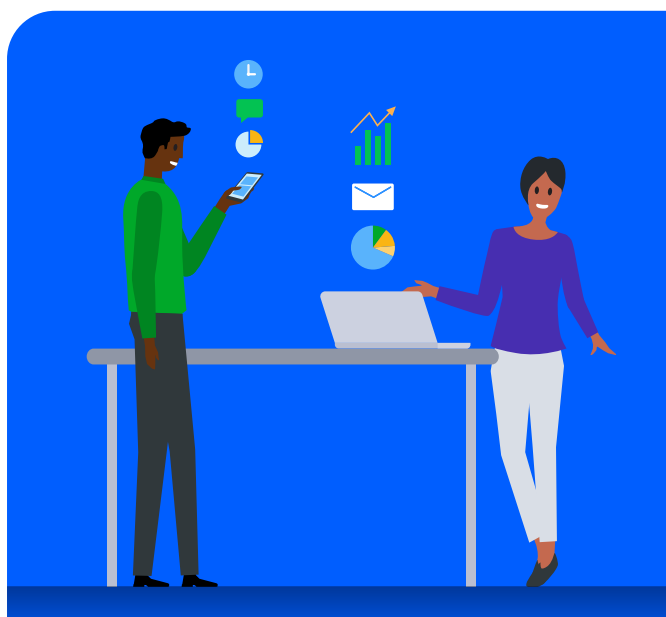
77% Customized agentic AI

Benefit: Integration reduces vendor complexity while creating consistent communication experiences across your organization.

4. Could UC improve my employees' productivity?

Advanced UC capabilities empower your employees with better tools, information and collaboration. Teams benefit from:

- Real-time access to customer data, history and omnichannel communications.
- AI-powered insights, automation and seamless escalation to experts.
- Faster decision-making and cross-team collaboration.
- Easier knowledge sharing and coordination for hybrid and mobile teams.



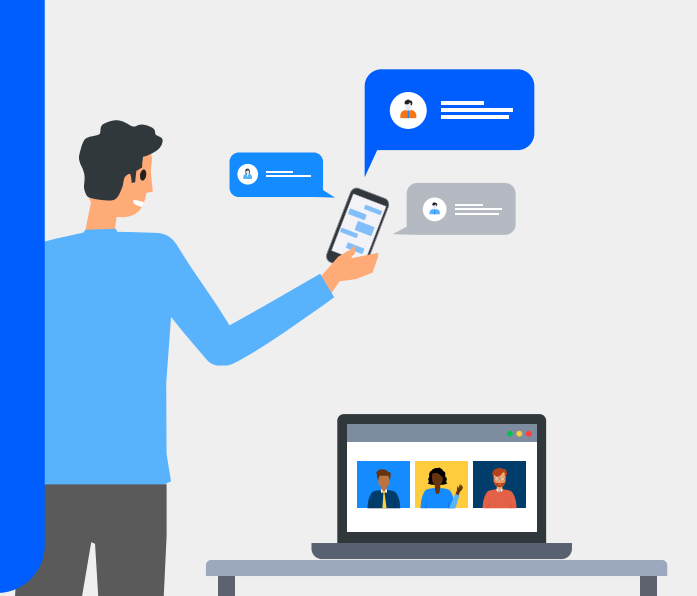
>30 The number of workdays lost per year by the average employee due to dealing with the impacts of ineffective communication.⁴

Benefit: Your employees enjoy smoother workflows, stronger teamwork and greater organizational agility.

5. Do I want to deliver better customer experiences?

UC enables more connected, responsive and personalized customer interactions. Organizations can:

- Enable omnichannel engagement across voice, chat, video and digital channels.
- Reduce response times with real-time communication and routing.
- Ensure consistent communication across teams and touchpoints.
- Support personalized experiences with better access to customer data.



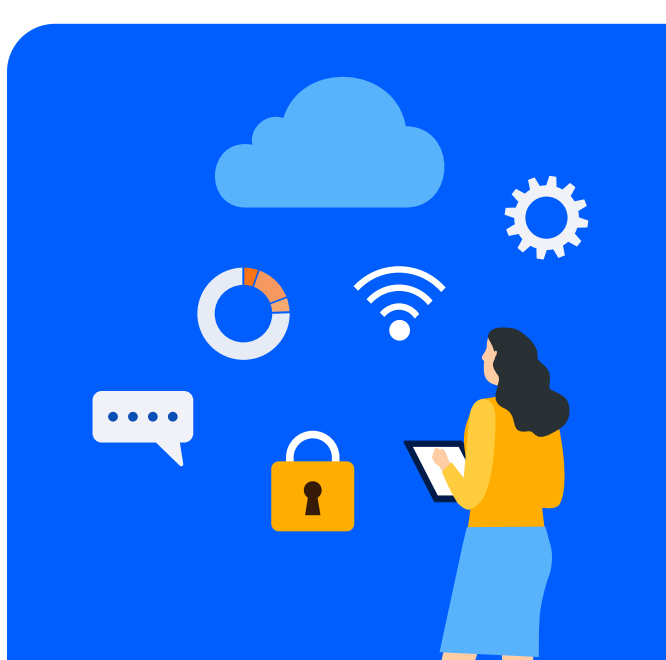
Benefit: You can create more seamless customer journeys, improve satisfaction and strengthen loyalty and brand trust.

80% of support teams say that customer service expectations are increasing.⁵

6. Does my network support reliable UC?

For organizations with limited IT resources or voice expertise, success depends on a strong infrastructure foundation, including:

- Reliable, high-performance connectivity.
- Secure communications environments.
- Scalable cloud-based voice platforms.
- Managed services that reduce the operational burden.



#1 Network issues are the top cause of unplanned downtime.⁶

Benefit: With the right network modernization, you can communicate reliably, improve customer experiences and grow your business.

Modernize communications and collaboration with Spectrum Business®

Spectrum Business provides a broad portfolio designed to help organizations modernize voice and UC on a resilient network foundation. Our end-to-end service-level agreements and 100% US-based support, available 24/7, ensure accountability and peace of mind.

[Learn more](#)

1. "Digital Communications Governance Report," Theta Lake, 2025.
 2. Ruairi O'Shaughnessy, "The Market Speaks—5 Trends Driving the Shift to Hybrid UC," Damovo, November 15, 2024.
 3. "Digital Communications Governance Report."
 4. "4 Ways Comms Can Radically Strengthen Your Business in 2025," AxiosHQ, 2025.
 5. "The 2026 Customer Service Transformation Report," Intercom, 2025.
 6. "The State of Resilience 2025: Confronting Outages, Downtime, and Organizational Readiness," Cockroach Labs, October 2025.

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