

UC Applications Sweet Spot: *Customer-facing Employees*

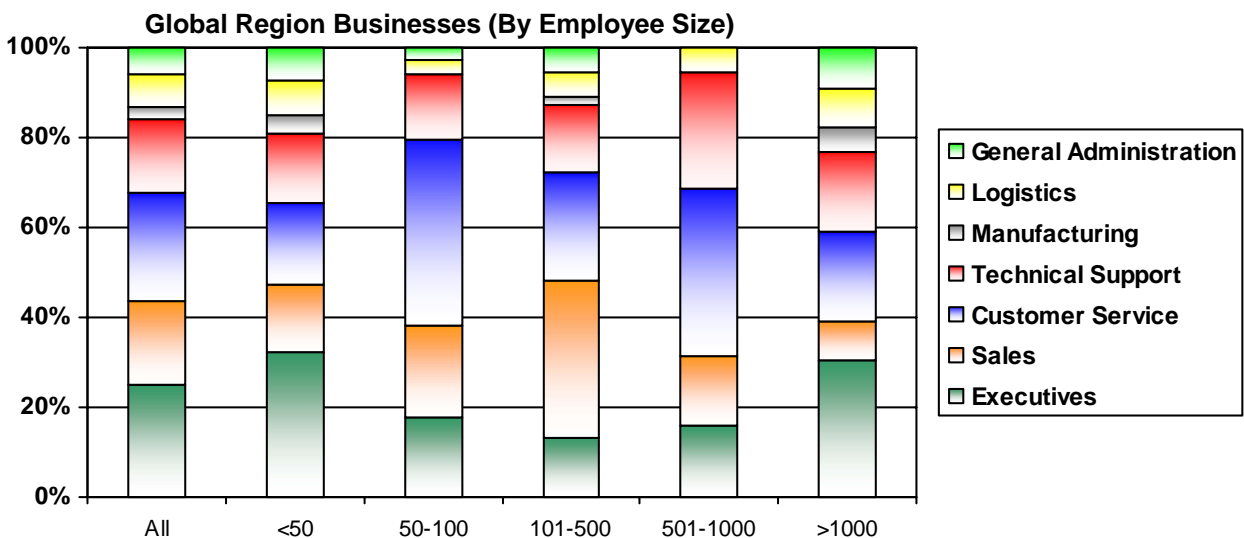
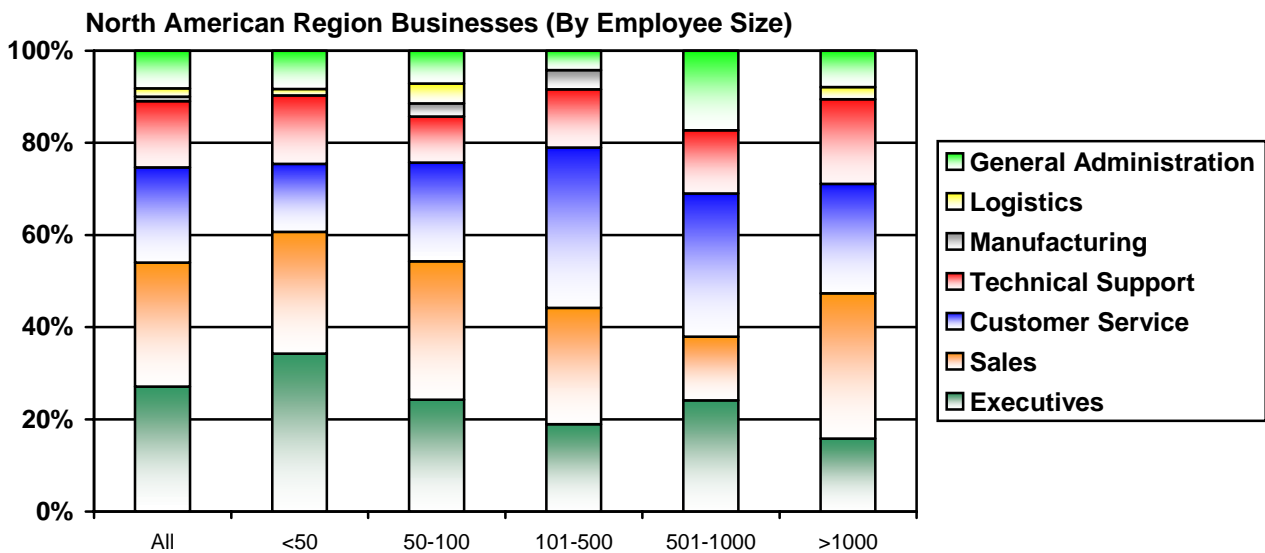
Continuing our detailed look at Unified Communications, this past week’s reader survey examined which functional business areas are expected to see the biggest benefits from using UC applications.

Conducted in partnership with *IntelliCom Analytics*, the survey findings suggest that, as a combined group, customer-facing sales and support positions are seen as the biggest beneficiaries of Unified Communications.

Of the 697 decision makers participating in the survey, **63%** of North American-headquartered companies and **59%** of Global region firms indicated that UC applications were expected to have the biggest impact, collectively, to their sales people and employees that deliver technical and customer support (with customers including both internal and external clients).

Businesses worldwide were also in agreement about the potential impact to their executives, with **27%** of NA firms and **24%** of Global region companies expecting that senior management would receive significant benefits from Unified Communications. The impact of UC on sales people was a point of deviation between the regions, however, with **27%** of North American businesses seeing their sales organizations as strong beneficiaries of UC, while only **19%** of their Global region peers were in agreement. Regardless of region, functional areas such as general administration, logistics and manufacturing consistently received the lowest business value ratings.

“Within your business, which type of employee function is likely to experience the greatest value from using Unified Communications applications?”



Employee Options:

- **Executives**
- **Sales**
- **Customer Service**
- **Technical Support**
- **Manufacturing**
- **Logistics (transportation and shipping)**
- **General Administration (HR, Finance, etc.)**