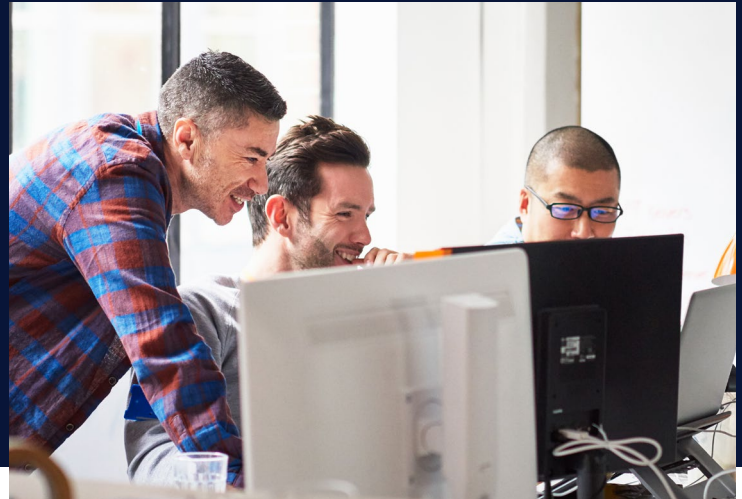


Communications and collaboration checklist for startups



For startups to really thrive and grow, there needs to be a culture of real-time collaboration in place from Day 1. Whether you're just getting started and working out of your garage or a well-established, high-growth startup on the rise, this checklist can help determine just how comprehensive and effective your employee communications and collaboration plan really is.

Check all the capabilities that apply to your current collaboration solutions:

EMPLOYEE EXPERIENCE

- Connected employees**
Does your business phone system allow you and your employees to make and receive calls not only from a physical office desk phone but also from a mobile phone or laptop (perhaps through a softphone application)?
- Digital tools**
Does your business phone system deliver on the latest unified tools by combining message, video, and phone together in a single app (or otherwise streamlines your tech stack to help your team be more productive)?
- Remote work, anywhere**
Does your business phone system reliably support remote workers with easy communication and collaboration on any channel and on any device?
- Scale**
Does your business phone system support fast growth? Can you scale easily, as needed, from location to location and device to device?
- On the go**
Does your business phone system work as effectively if you or your team are out of the office? Can you easily make call-routing adjustments on the fly?
- Never miss a call**
Do you ever miss calls? Does your phone system allow customers and partners to quickly reach the right person—the first time—without assistance?

INTEGRATED TECHNOLOGY

- Integrated**
Does your phone system integrate with your core apps that your team uses every day?
- Open API**
Can you quickly create a custom app for your business using your vendor's APIs?
- Analytics**
Does your business phone system provide call reporting and analytics reports that can be customized and delivered on demand to provide insight into the performance of the system and your team?
- Workflow**
Does your collaboration solution support streamlined workflow and task management?
- Data sharing**
Does your collaboration solution provide easy visibility to your support team on the latest discussions across multiple projects?
- Smart routing**
Does your business phone system allow you to customize the messaging and/or routing of an inbound call to make sure the caller is routed to the most appropriate employee who's currently available to take a call?
- Preset rules**
Does your business phone system allow you to have preset call routing rules and logic that automatically change outside of business hours?
- Easy to deploy**
Is your business phone system easy to deploy, even without a formal IT team?
- Recording**
Can your solution automatically record and store calls for future training?

UNIFIED PLATFORM APPROACH

- Video**
Does your phone system also provide you and each of your employees with their own license to a video conferencing platform that integrates into the phone system?
- Messaging**
Does your business phone system provide you and your employees with a team messaging or chat platform that enables instant messaging and file sharing to individuals, customized groups, and project teams?
- SMS/MMS**
Does your business phone system allow your employees, customers, and partners to send and receive text/SMS/MMS messages?
- Internet fax**
Does your business phone system allow you to send and receive electronic fax documents using their currently assigned phone number?

CUSTOMER EXPERIENCE

Customer expectations

Does your business phone and communications system provide options to maximize your customer engagement and support?

Omnichannel

Does your current collaboration solution allow your team to respond to customers effectively—across different channels like social media, email, and chat?

Cloud flexibility

Are your communications built on a cloud platform designed for easy scalability for when you want to expand the team?

Privacy

Do you have the ability to maintain a unique corporate identity on your own personal mobile device by making and receiving phone calls while hiding your personal number?

Easy changes

Does your business phone system allow you to make additions/subtractions/changes to routing on the fly that go into effect immediately?

If you left any (or many) of these boxes unchecked, your startup's communications system is potentially creating gaps and blindspots that are negatively impacting your business—and creating an environment where your employees' productivity is negatively impacted, which could ultimately lead to a poor experience for both your employees and customers.

RingCentral provides a robust, secure, and global communications platform to help startups improve employee collaboration and ultimately drive higher customer satisfaction.

Our team can help you identify gaps, eliminate blindspots, and get on the right track for today—and tomorrow.

Connect with us and check out a product tour.
Visit ringcentral.com/startup or call **877-596-2939**.