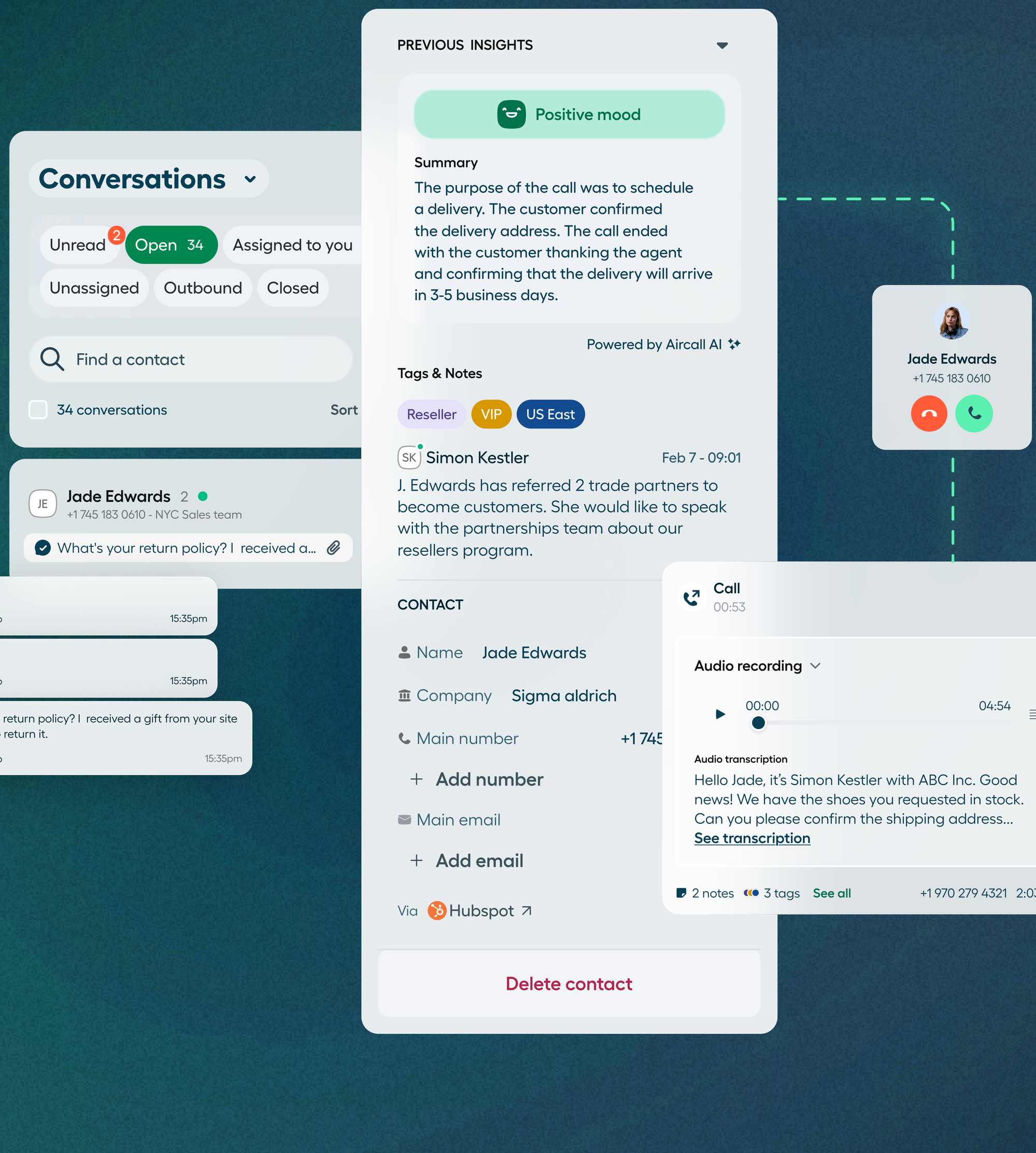
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From Friction to Flow:

The ROI of Connected Customer Communications

The Competitive Advantage
Hidden in Plain Sight

Every organization is under pressure to grow—but growth without efficiency is expensive. Too often, businesses pursue scale through headcount or acquisition, while ignoring the everyday systems that quietly limit performance.

Communication is one of the most overlooked levers of operational efficiency. Sales and support teams depend on it, yet the infrastructure behind it is often fragmented:

Manual call logging. Disconnected tools. Inconsistent context across channels.

These aren't isolated annoyances—they are systemic issues that erode productivity, inflate costs, and slow down decision-making.

Research shows that U.S. businesses lose **$1.2 trillion** annually to miscommunication. Sales reps spend only **28% of their time actually selling**, and support agents waste hours each week on repetitive admin. For SMBs, the cost of communication inefficiencies can exceed **$524,000 per year.**

This guide is designed to help you change that. By examining the hidden costs of "business as usual" and offering a practical roadmap to address them, we'll show how connected customer communication—when fully deployed with automation, AI, and integration—can free up operational bandwidth and deliver measurable business impact.



The Hidden Cost of **“Business as Usual”**

The daily friction that slows your teams down rarely announces itself. It’s quiet, constant, and increasingly normalized—until you quantify the cost. Disconnected communication systems, redundant tools, and manual workarounds may seem like minor inefficiencies, but they directly impact performance, profit, and growth.

In Sales:

Selling time is disappearing. According to Forrester, ***65% of a sales rep’s*** time is spent on non-revenue-generating activities. Manual CRM entry, toggling between tools, and prepping call notes all chip away at the hours that could be spent building pipeline or closing deals. What’s worse, ***30% of CRM data is inaccurate or incomplete*** (Harvard Business Review), creating a false sense of visibility for managers and muddying forecasts. Even high-performing reps struggle to maintain momentum when their tools don’t talk to each other. Delayed follow-ups, missed signals, and context switching stall deals—and compound over time into lost revenue.

In Support:

For customer-facing teams, the cost is just as real. Zendesk reports that ***70% of customers*** expect agents to have full context during an interaction—yet ***42% of agents*** say they lack access to the right tools or data at the right time (Gartner). The result? Longer resolution times, repeated information, and rising frustration on both sides of the line. Without centralized context, even routine support tickets become inefficient. Missed handoffs and inconsistent routing drive up escalations—and push customers out the door. In fact, ***66% of customers*** say they’ve stopped doing business with a company due to a poor service experience (PwC).

The Bigger Picture:

Operational inefficiencies aren’t just team-level annoyances—they’re systemic growth blockers. Gartner estimates that poor operational alignment wastes **up to 20%** of organizational revenue annually. As teams scale, the cracks widen—especially if workflows, systems, and communication channels remain fragmented. If your teams are still spending hours each week logging calls, chasing customer context, or stitching together workflows across platforms, those aren’t just “the way things work.” They’re signals of cost, churn, and missed opportunity. It’s time to stop accepting friction as normal—and start treating communication efficiency as a competitive advantage.

AI-Driven Insight & Support: Smarter Conversations, In Real-Time

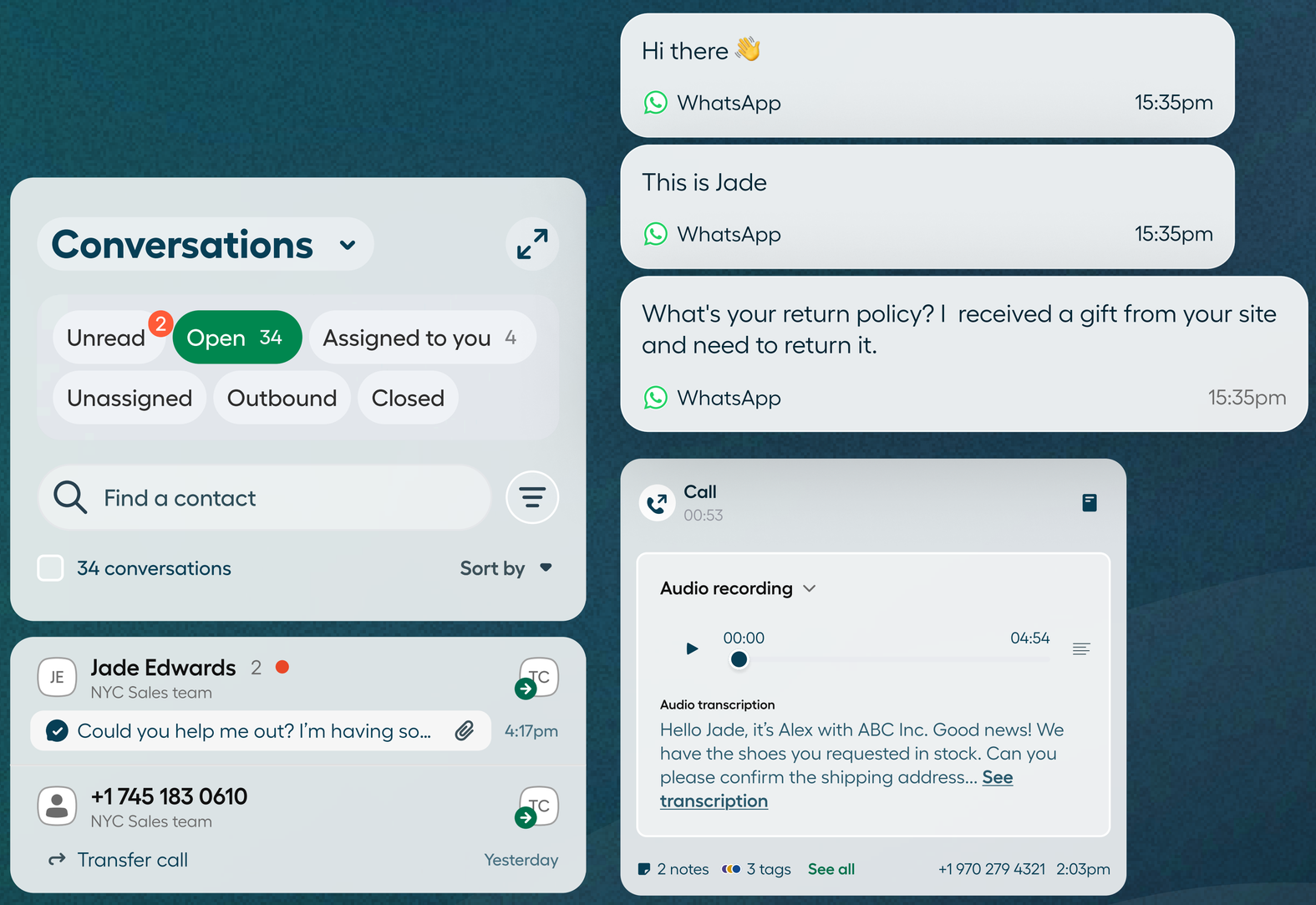
- **AI Voice Agent:** A 24/7 autonomous agent that handles routine inquiries.
- **Live Coaching & Prompts:** Nudge reps in real time during live calls.
- **Sentiment Analysis:** Detects tone and emotion to identify risk or opportunity.
- **Talk-to-Listen Ratios:** Optimize conversations by analyzing rep-customer balance.
- **Key Topic Recognition:** Spot themes or red flags across conversations.

Customer Experience Tools: Faster Routing, Better Resolution

- **IVR (Interactive Voice Response):** Direct calls efficiently based on intent.
- **Smart Call Routing:** Match callers with the right agent based on skills or availability.
- **Missed Call Management:** Ensure follow-up with voicemails and alerts.
- **Warm Transfer:** Pass context to a colleague before transferring a call.
- **Call Queuing & Callback:** Avoid customer frustration by offering intelligent queueing options.

Performance Visibility: Optimize What Matters

- **Live Call Monitoring:** Listen in on calls without disrupting the conversation.
- **Call Whispering:** Coach agents discreetly during live calls.
- **Conversation Intelligence:** Analyze performance trends and behavior at scale.
- **Call Recording & Playback:** Enable training and compliance reviews.
- **Custom Dashboards & Reporting:** Build reports that match your KPIs.



The Efficiency Advantage
Powered by Aircall

Aircall powers over **20,000** sales and support teams **in 120+ countries**, helping businesses streamline customer communication and drive measurable performance gains. More than just a phone system, Aircall is a fully integrated connected customer communication platform—combining voice, SMS, WhatsApp, and AI-powered intelligence in one centralized workspace.

With **150+** native integrations across CRM, helpdesk, and productivity tools, Aircall is built to meet teams where they work—without complex IT setups or custom development. The result is a seamless, scalable environment where every conversation is contextual, every workflow is optimized, and every insight is actionable.

In the sections that follow, we've grouped Aircall's core capabilities by the operational efficiencies they unlock. From cutting manual tasks to improving visibility and reducing tool sprawl, this is how Aircall helps businesses reclaim time, reduce cost, and scale smarter.

Workflow Automation: Do More, Manually Less

- **Click-to-Dial:** Launch calls from any tool (CRM, helpdesk) in one click.
- **Power Dialer:** Automatically dial through a contact list to speed outbound activity.
- **Voicemail Drop:** Instantly leave pre-recorded messages to save time.
- **After-Call Work Automation:** Reduce wrap-up time with automated summaries and tagging.
- **Call Dispositioning:** Quickly categorize calls for better tracking and reporting.
- **AI-Powered Call Summaries:** Auto-generate recaps to eliminate note-taking.

Integration & Centralization: One Workspace, Total Context

- **150+ CRM and Helpdesk Integrations:** Deep, native integrations with Salesforce, HubSpot, Zendesk, and more.
- **Aircall CTI:** Embedded calling inside CRMs, so reps don't need to toggle.
- **Insight Cards:** Display caller info from connected tools right inside the call.
- **Aircall Workspace:** For teams without a CRM, centralize context and conversations in one platform.
- **Webhooks & API Access:** Extend Aircall into custom workflows and reporting systems.

Where to Start:
Your Path to Operational Efficiency

You don’t have to overhaul everything at once. The path to a more efficient, AI-powered operation starts with a few key steps—each one designed to reduce complexity and deliver immediate gains. Whether you're trying to shorten ramp time, improve customer response rates, or reduce tool overhead, the right starting point depends on your current setup and most urgent pain points. In this section, we’ll outline a phased approach to adopting connected customer communication—so your team can move from friction to focus, one win at a time.

1 Assess Your Current Workflows

Start with the Aircall Efficiency Index to identify where your team is losing time or context. The results will give you a personalized score and surface which workflows need attention first.

2 Activate Fast Wins with AI and Automation

Deploy features like automatic call logging, real-time summaries, and the AI Voice Agent to immediately reduce manual workload and free up team capacity.

3 Consolidate Tools for Greater Visibility

Connect your CRM, helpdesk, and communication channels to a single workspace. With over 150 integrations, Aircall makes it easy to centralize context—no dev support required.

4 Scale Intelligence Across the Team

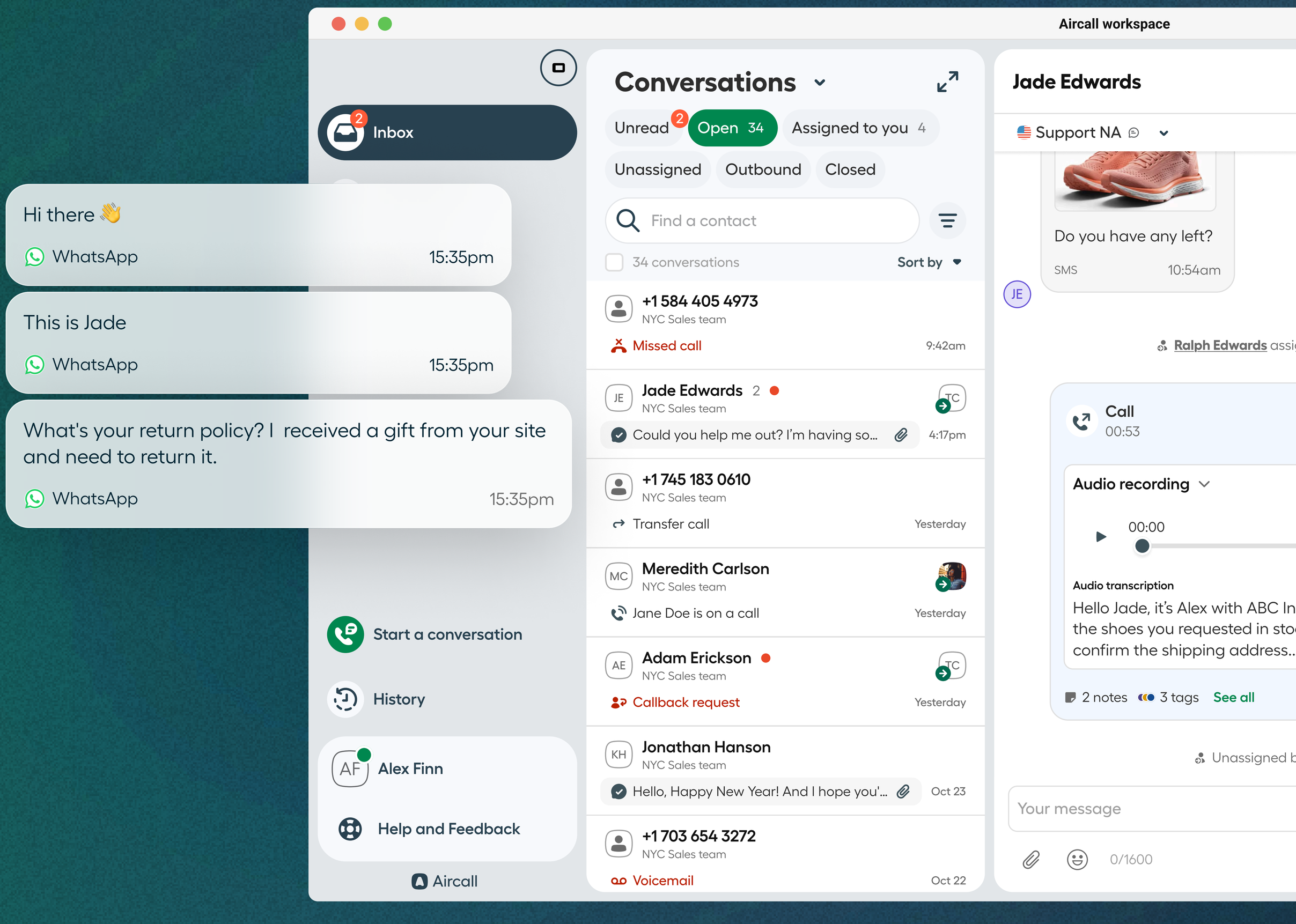
Roll out live coaching, sentiment analysis, and conversation intelligence to enhance team performance, improve decision-making, and build a culture of continuous improvement.

From Awareness to Action

Operational inefficiency isn’t just a workflow issue—it’s a growth blocker. Disconnected tools, manual admin, and missed context don’t just frustrate your team—they quietly erode productivity, inflate costs, and impact the customer experience. The good news? You now have a clear view of what’s holding your business back—and a proven path forward. Aircall’s connected customer communication platform is already helping over 20,000 businesses streamline sales and support, reduce overhead, and activate AI-powered insights where they matter most: in the conversation.

- Talk to our team to see how your workflows can improve—without custom builds or complex onboarding.
- Explore a live demo to understand where automation, AI, and integration will have the biggest ROI.
- Start eliminating the friction that’s been hiding in plain sight.

Because business as usual doesn’t scale.
But connected customer communication does.



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