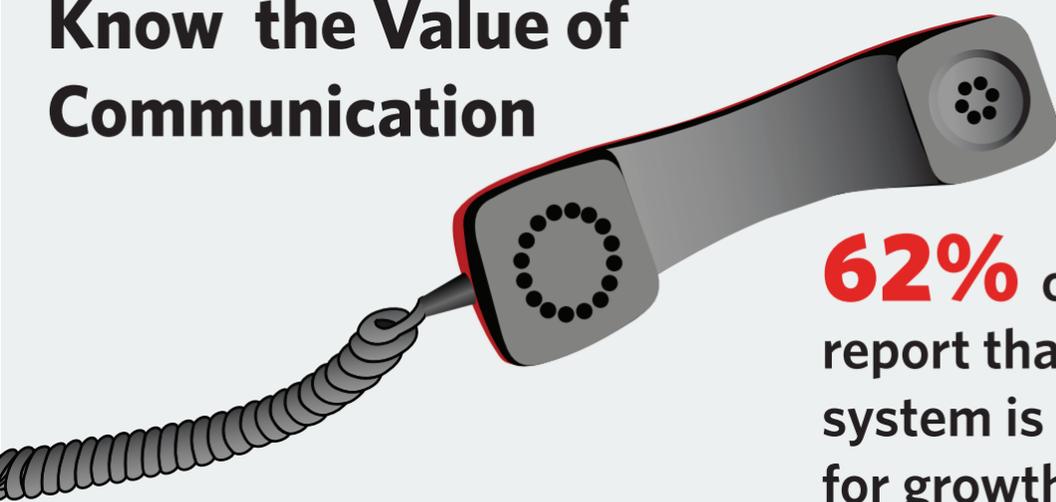




Fast growing small and medium businesses rely on their business phone system as an integral part of their business success. Voice calls provide a personal approach to crucial business communications.

Know the Value of Communication



62% of fast-growing SMBs report that their phone system is critically important for growth

Utilize Technology for Efficiency Gains



Top-growth organizations rely on modern cloud-based communications tools at more than **2 times** the rate of non-growth SMBs

Focus on Customer Service

68% of fast-growing SMBs stated that phone calls are "very effective" at providing customer service



Boost Sales Using their Communications System



47% of fast-growing SMBs report that phone calls are a "very effective" way of generating business

8x8 recently completed a national survey of 312 small and midsize businesses (SMBs) of 500 employees or less to better understand how fast-growth companies use their business communications tools differently from their slower-growth counterparts

