

# The state of AI in business communications

RingCentral Trends 2025

**RingCentral**







**Over the past few years, it's become clear that AI has arrived—and is already playing an active role in transforming businesses in every industry. One key opportunity is communications, both internal and customer-facing.**

As organizations across sectors increasingly rely on AI to streamline operations, improve customer experiences, optimize sales processes, and more, staying ahead of these trends is critical. However, it's not enough to simply keep pace with AI advancements; businesses must focus on making AI real and meaningful by implementing practical, value-driven solutions that directly address their unique challenges and drive tangible outcomes.

This report will provide a comprehensive and up-to-date overview of AI's current role in communications, focusing on: adoption and integration; ROI; investment trends; fraud and security; and forward-looking predictions from business leaders.

It will be updated bi-annually with the latest survey responses to a core set of AI-related questions, alongside a second set of questions under a rotating ancillary theme that will be revealed during the launch of each new report.

Because of the significant opportunities that voice communication presents—and how highly it is valued it is by consumers—the theme for this first edition is voice and the role conversational data is playing in leaders' AI and communication strategies.

# Table of contents

Chapter 1	<b>Adoption and integration</b>	<b>04</b>
Chapter 2	<b>Fraud, trust, and security</b>	<b>09</b>
Chapter 3	<b>Investment</b>	<b>14</b>
Chapter 4	<b>Return on investment</b>	<b>19</b>
Chapter 5	<b>Future outlook</b>	<b>25</b>

# 1

## Adoption and integration

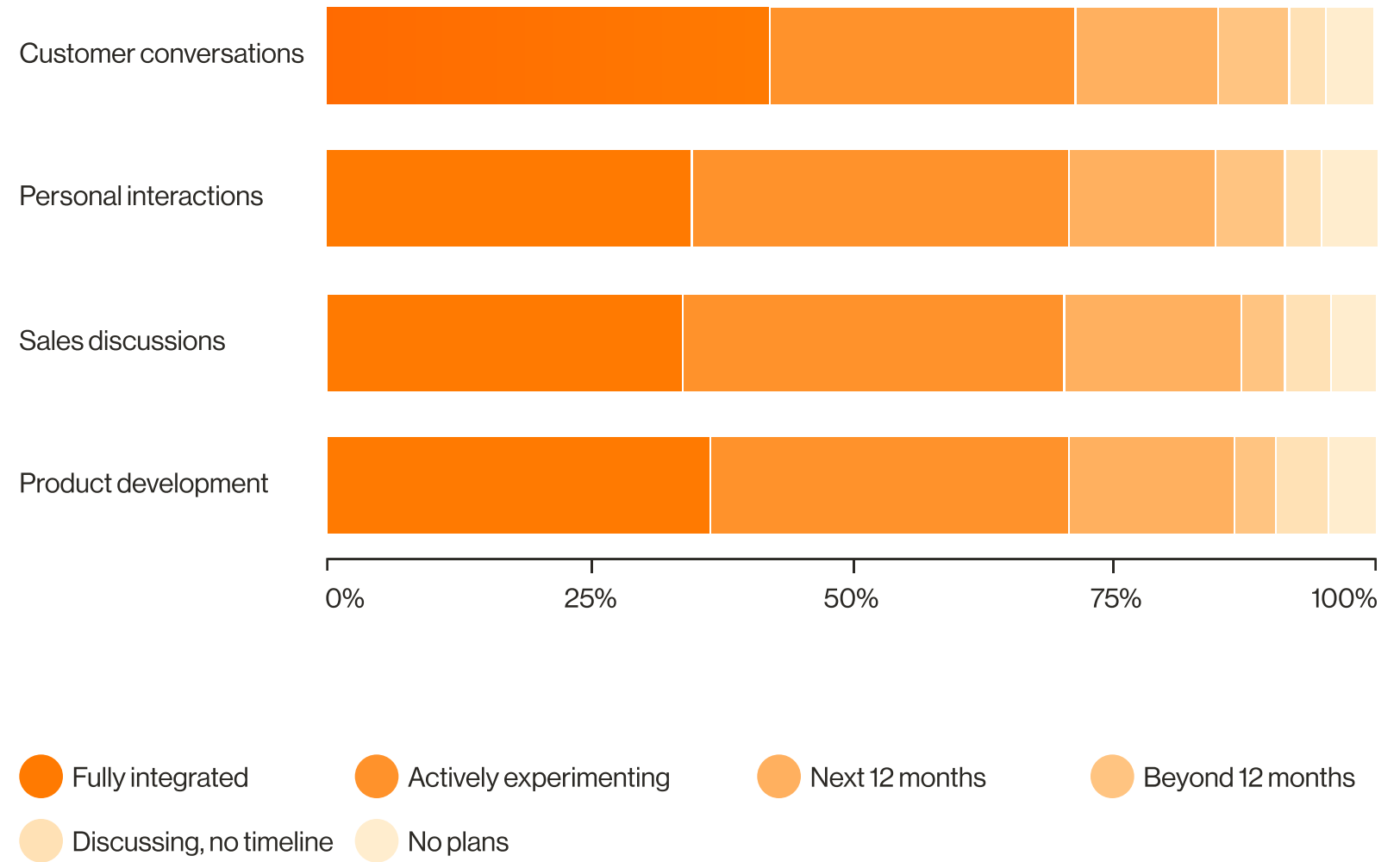
While many companies are still in the process of integrating AI into business communications, AI tools are rapidly evolving and already supporting new ways to engage with customers, manage internal collaboration, and drive sales processes.

Several key trends have begun to take shape, particularly with respect to AI's popularity and usage patterns.

## It's official: AI is here to stay

One of the most striking findings is the consistency of AI adoption across all four major use cases surveyed—roughly 70% to 72% of companies are either fully using or actively experimenting with AI in every area.

To what extent, if at all, has AI been integrated in the following contexts at your company?





## Key AI use cases in customer experience

Companies are prioritizing AI where it directly touches customers, with 42.24% of respondents reporting having fully integrated AI into their customer conversations already, while 29.44% are actively experimenting with chatbots and AI-powered customer support. This focus on customer-facing applications is fitting, as customer service is a perfect testing ground for AI—it is measurable, has clear use cases, and directly impacts the bottom line.

## Looking ahead

The expansion of AI across business functions is accelerating, with companies continuing to explore its potential to optimize operations, enhance customer experiences, and drive innovation. The next step for many organizations will be to focus on refining models and addressing challenges such as data quality and system integration to unlock further value.

## AI's growing pains: Integration barriers across organizations

At the same time, there is a clear hierarchy of concerns in AI integration, with data security emerging as the dominant challenge with over 200 respondents (33%). This is followed by practical barriers including high implementation costs (22%), and limited AI knowledge (21%), suggesting that organizations are grappling with both security and operational hurdles.

The middle tier of challenges, all hovering around 18 to 19%, includes workflow integration issues (19%), AI fraud concerns (19%), and technology readiness (18%), indicating that execution challenges are also top of mind.

**42.24%**

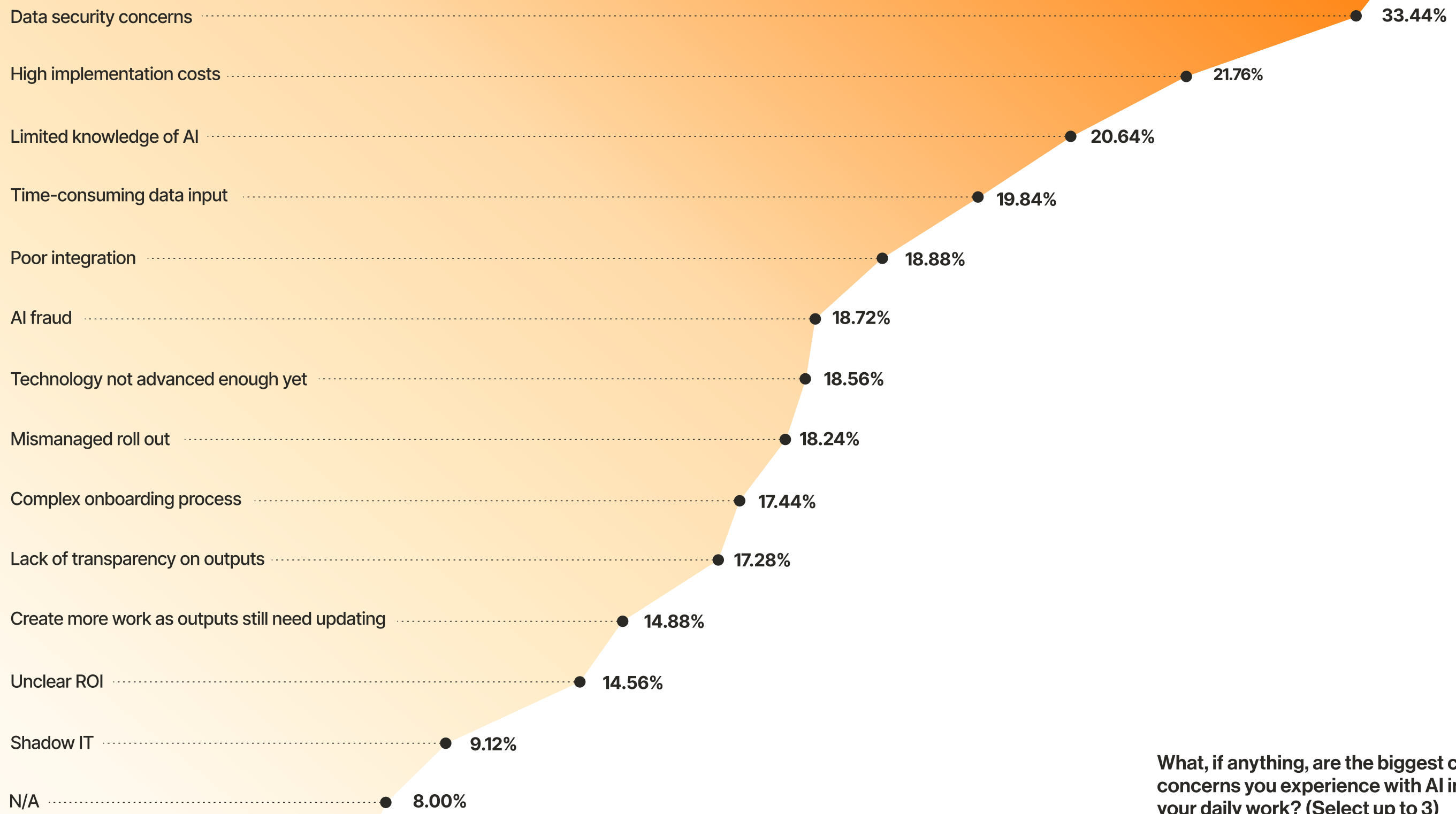
of respondents reported having fully integrated AI into their customer conversations already

**29.44%**

are actively experimenting with chatbots and AI-powered customer support







**What, if anything, are the biggest challenges or concerns you experience with AI integration in your daily work? (Select up to 3)**

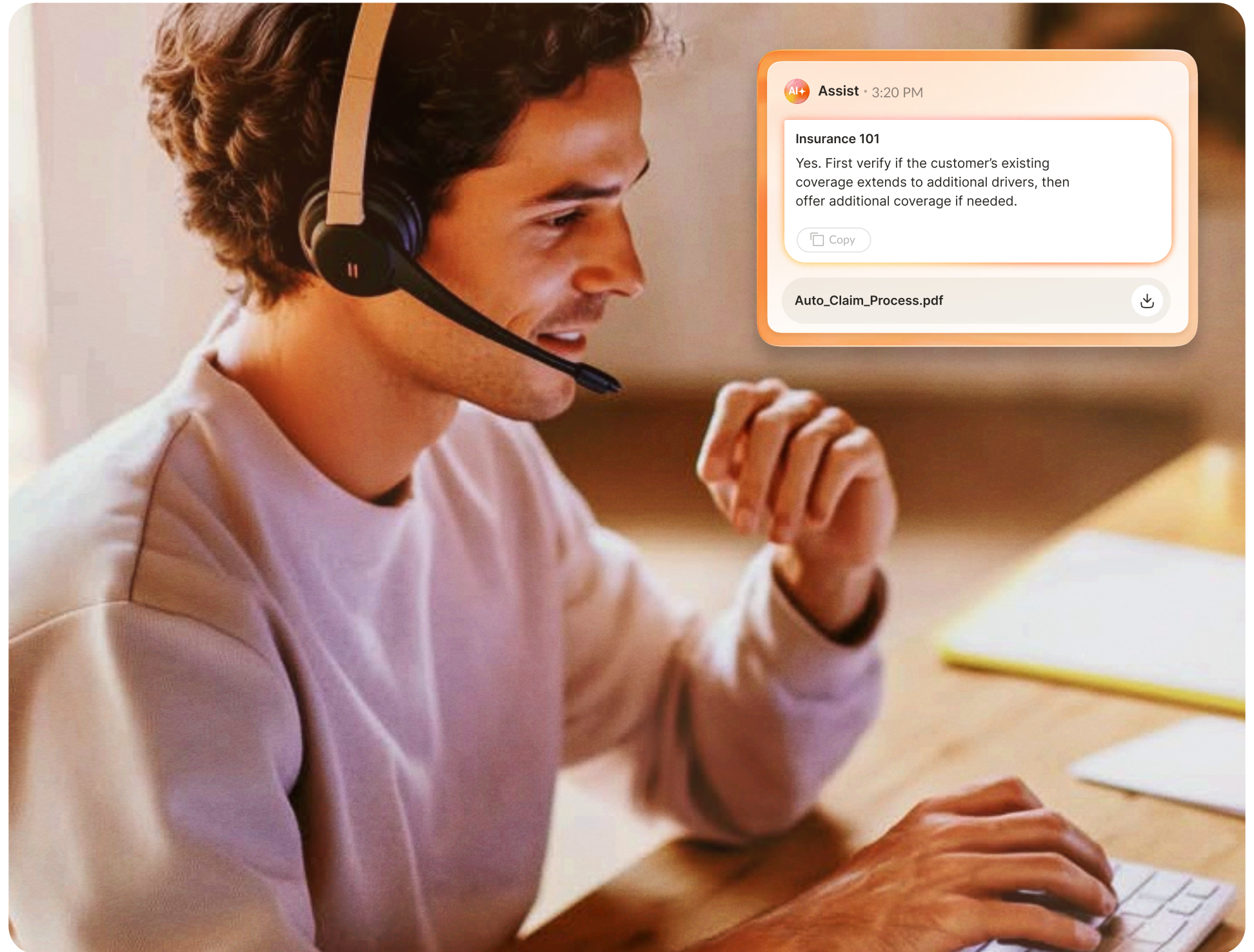


## The cost factor: Size matters

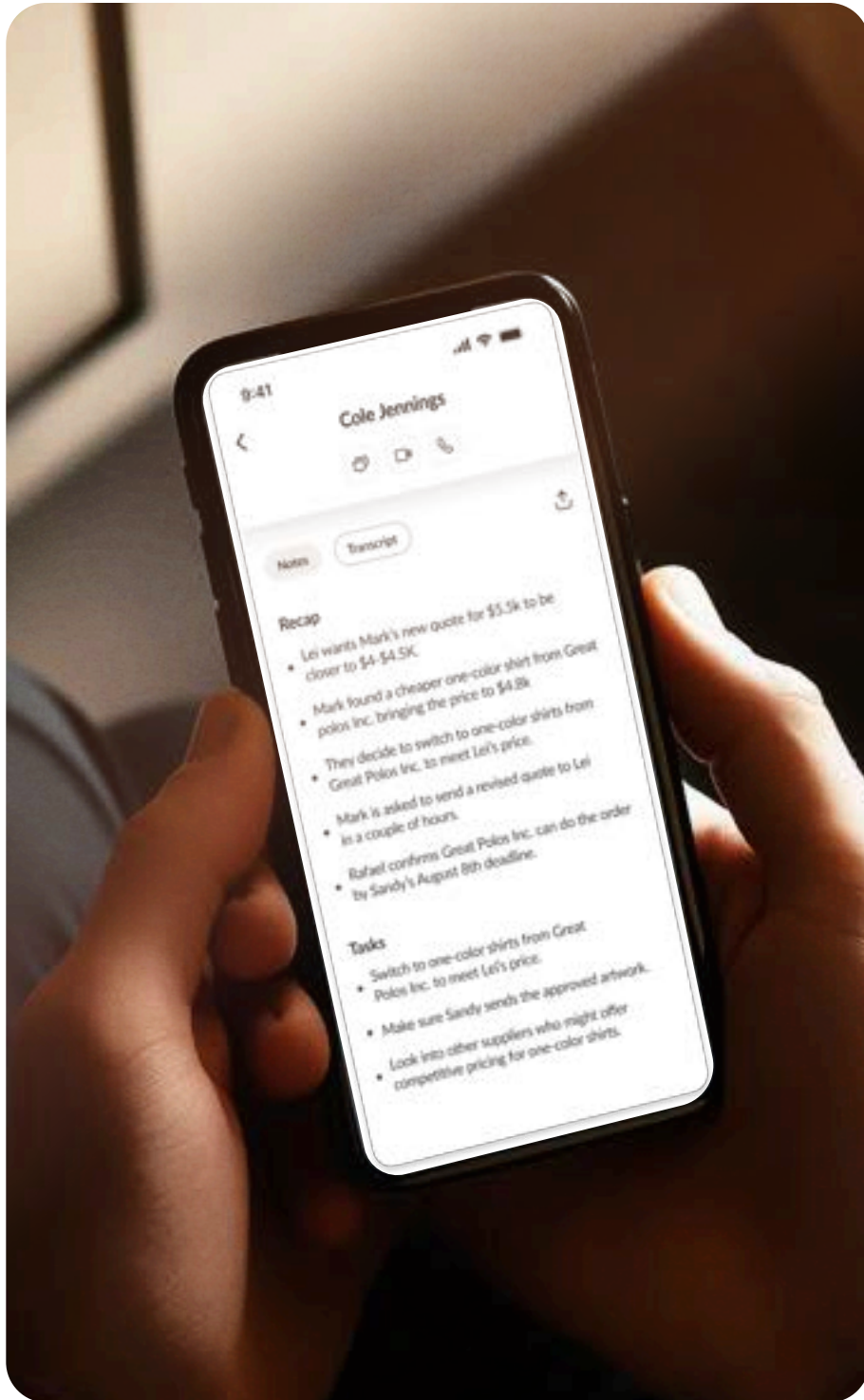
Implementation costs present a significant barrier, especially for smaller organizations. Companies with 21–99 employees (26.79%) and 400–4,999 employees (22.88%) report higher concerns about costs compared to larger enterprises with 5000+ employees (14.63%). This suggests that small and mid-sized companies might be in a particularly challenging position—they have the use cases for AI, but not the extensive resources of enterprises.

## Looking ahead

The expansion of AI across business functions is accelerating, with companies continuing to explore its potential to optimize operations. Addressing both security and operational barriers will be crucial for organizations looking to adopt AI tools. For smaller and mid-sized firms that face unique resource constraints, data protection and lowering implementation costs will be high on the list. Beyond offering the latest or most advanced features, AI tools may also need to provide more extensive training resources and support, which will make integration easier and more efficient. The next step for many organizations will be to focus on refining models and addressing challenges such as data quality and system integration to unlock further value.







## Weekly AI usage in the workplace is the new normal

While headlines often focus on AI's potential, the survey data shows the current reality of day-to-day AI usage.

# Teams are already adopting AI tools extensively in their daily operations, with 88%<sup>1</sup> using them at least weekly.

In fact, the data shows a strong trend toward very frequent usage:

- Just over one-third (33.60%) of teams use AI tools every day
- Just under half (47.68%) use them multiple times per week (combining 4–6 days/week at 27.36% and 2–3 days/week at 20.32%)
- Only a small fraction (2.40%) have never used AI tools

For most teams, AI tools have become a regular part of their workflow for tasks like customer service, data analysis, and routine automation.

There's a notable drop-off in usage frequency after the weekly mark—only 12%<sup>2</sup> of teams use AI tools less than once a week, with very few (0.96%) using them once every 6 to 11 months.

This distribution suggests that once teams adopt AI tools, they tend to integrate them into their daily tasks and use them regularly.

### AI usage peaks at the top

C-level executives are by far the heaviest AI users, with almost 54% saying they use AI every day while middle management (20.85%), senior management (36.61%), and business owners (33.33%) range from 20.85% to 36.61%, suggesting that frequent AI usage is closely tied to decision-making and strategic planning at the highest levels, and perhaps executives view AI as being particularly valuable for providing insights and optimizing operations.

### Looking ahead

Moving forward, the integration of AI tools into daily workflows is expected to accelerate beyond decision-makers who rely on them for strategic insights. This increasing dependence on AI for routine tasks and executive planning suggests a future where AI proficiency will become essential across all organizational levels, with new use cases emerging that may bring AI into creative problem-solving and even vital decision-making processes in real time.



# 2

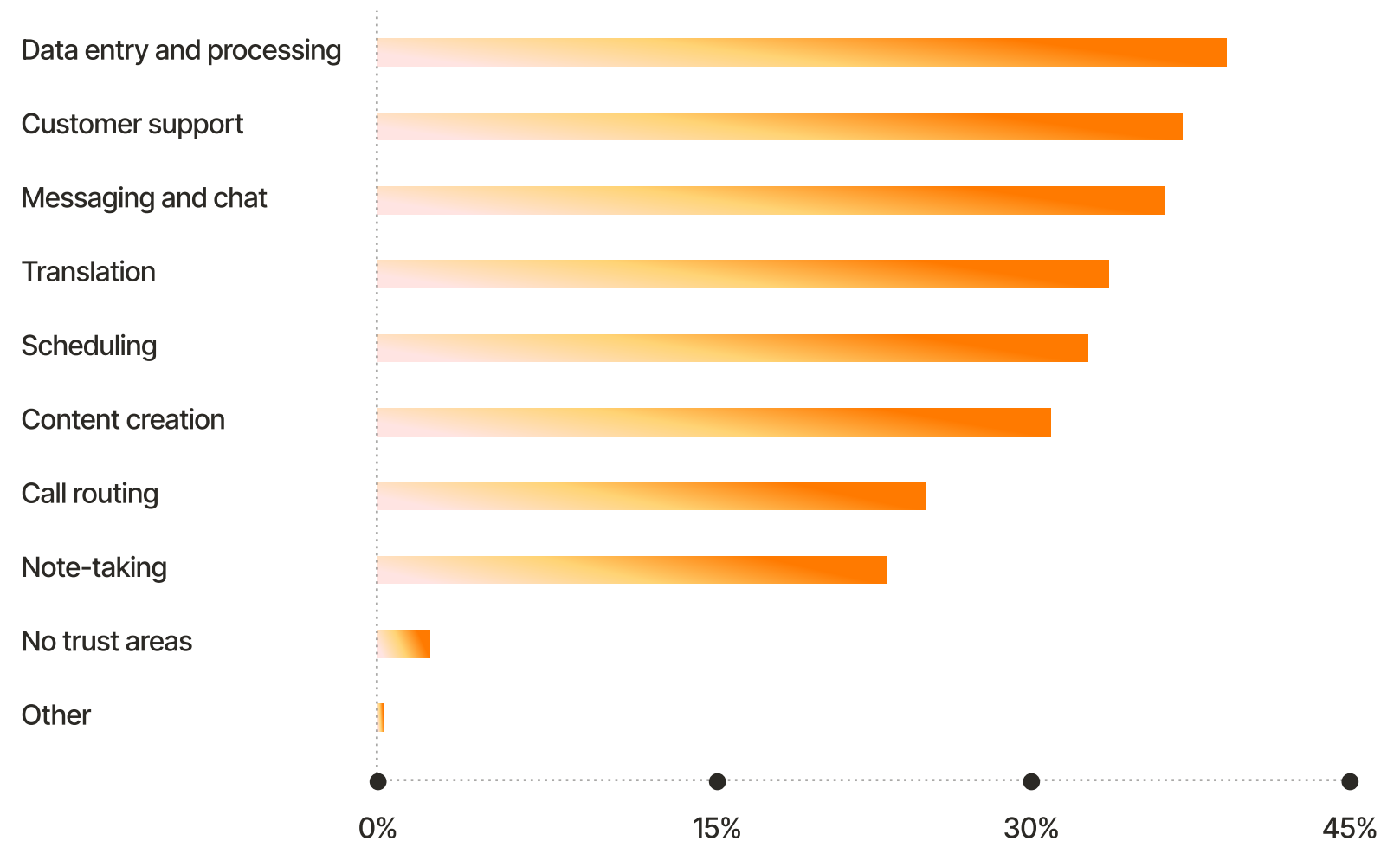
## Fraud, trust, and security

As AI becomes a trusted force in business operations, concerns about security risks are rising alongside it. Leaders are increasingly aware of the potential for AI-generated fraud, with many seeing their organizations as targets in the coming year. Yet, while trust in AI's capabilities grows, a notable gap in fraud prevention remains, underscoring the urgency for businesses to invest in defenses that can keep pace with evolving AI threats.

## AI trusted to handle a range of communications tasks

Respondents feel most confident in AI's capabilities of handling communication when it comes to data entry and processing (39.84%), with customer support (38.24%) and messaging or chat responses (37.92%) coming in a close second.

### Areas where businesses trust AI in communications



While these top three use cases emerged, it's worth noting that the data was fairly evenly distributed across options, as respondents could select up to three choices. This balanced spread indicates a growing trust in AI's ability to handle various aspects of business communications effectively. And with 98.72% of respondents trusting AI for at least one communication task, we're well past the question of "if" AI will be adopted and squarely in the territory of "where" and "how much."

### **AI solidifies its role in business communication**

With even the lowest-ranked tasks garnering trust from over a quarter of respondents, AI in business communications has clearly moved beyond the experimental phase. AI is becoming an integral component of business communication infrastructure.

### **Looking ahead**

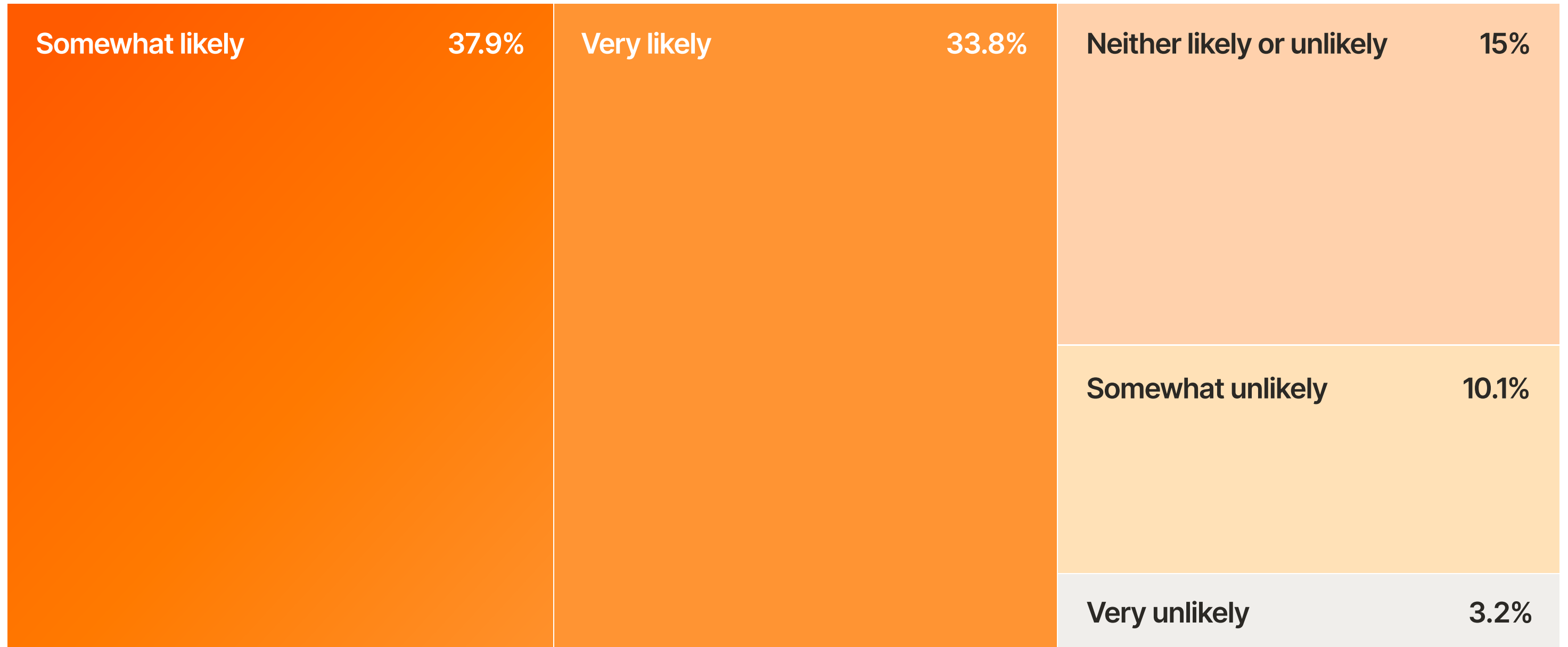
Continued trust in AI, while possible, will depend on challenges such as AI hallucinations being addressed, and further training and refinement of AI models to ensure accuracy and reliability. Effectively managing these issues will be essential, as they directly impact the confidence that businesses and consumers have in AI-driven insights. Only by demonstrating consistent, reliable performance will the industry set the stage for the next significant wave of AI adoption and integration across sectors.





# AI fraud threat looms: 72% of businesses brace for potential attacks

The rise of AI brings new security concerns, with 72%<sup>3</sup> of respondents believing their business could be targeted by AI-generated voice or video fraud in the next year:

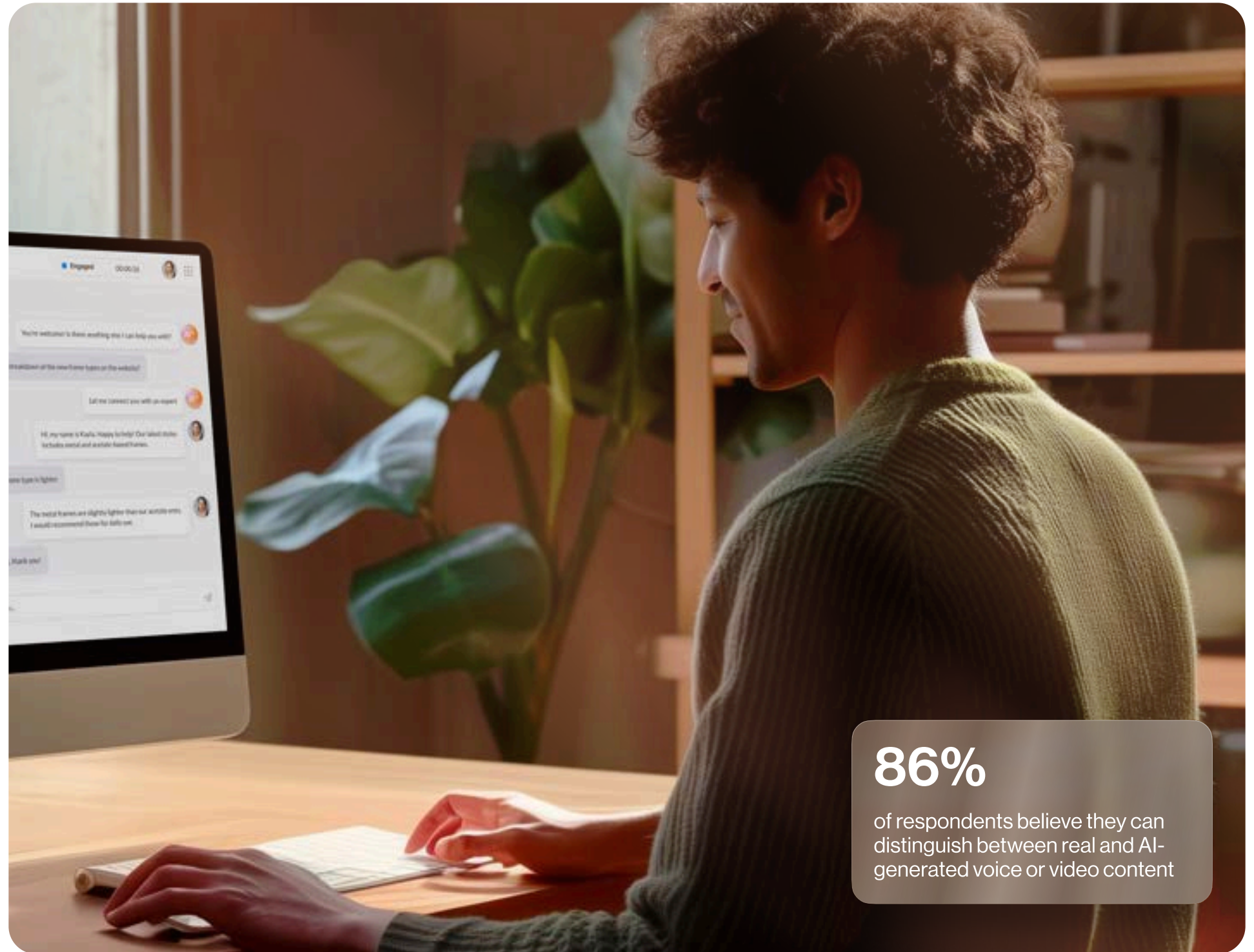


## Risk is high, but confidence is higher

Though the perceived risk of fraud is high, respondents are remarkably confident in their ability to detect AI fraud. Over 86% overall (44.48% very confident, 41.92% somewhat confident) believe they can distinguish between real and AI-generated voice or video content, led by C-level executives (95.65%). Respondents working in companies with 0–20 employees are the least confident at 62.75%, suggesting that smaller businesses may lack the resources, training, or advanced tools needed to effectively identify AI-generated fraud.

## Looking ahead

The gaps highlighted above show a need for targeted support and education, especially in smaller organizations to help them build the necessary capabilities to detect and prevent AI fraud. As AI technology continues to evolve, having these tools and knowledge will be crucial in maintaining security and trust. Organizations may consider developing robust security protocols, implementing training, and investing in advanced detection technologies within their contact center operations and internal communications systems to safeguard against AI-generated fraud.



**86%**  
of respondents believe they can distinguish between real and AI-generated voice or video content



# 31% of companies lack AI fraud prevention measures

The data reveals a significant implementation gap in AI fraud prevention, with 31.04% of respondents reporting their companies have yet to take measures to detect or prevent AI-generated voice or video fraud.

This gap aligns with earlier findings, which show that a similar portion (13.28%<sup>4</sup>) of respondents don't believe it's likely that their organizations will be targeted by AI fraud.

## Fraud preparedness: A tale of two extremes

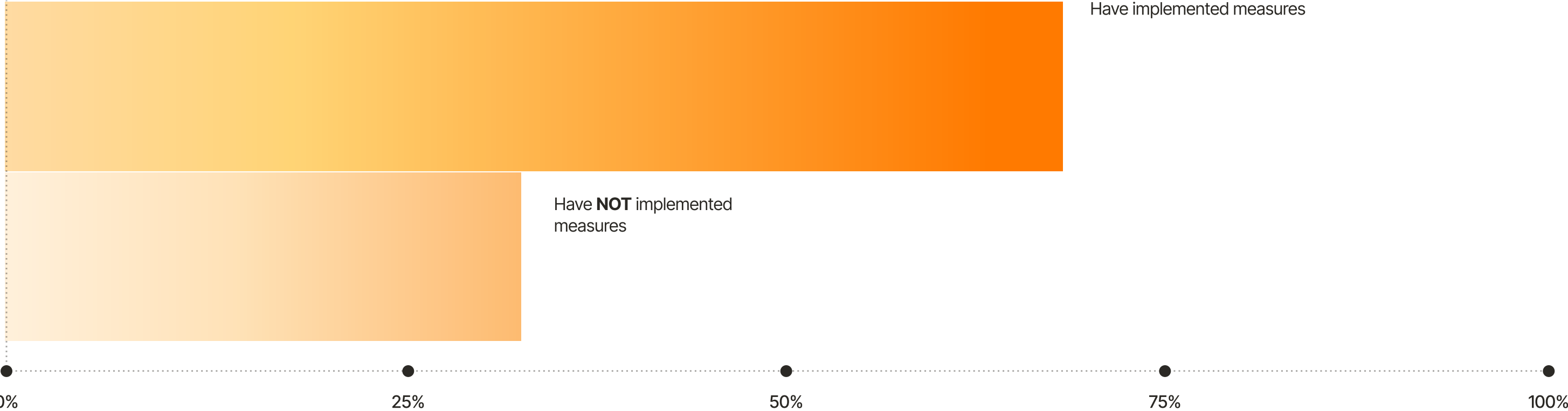
Though the perceived risk of fraud is high, respondents are remarkably confident in their ability to detect AI fraud. Over 86% overall (44.48% very confident, 41.92% somewhat confident) believe they can distinguish between real and AI-generated voice or video content, led by C-level executives (95.65%). Respondents working in companies with 0–20 employees are the least confident at 62.75%, suggesting that smaller businesses may lack the resources, training, or advanced tools needed to effectively identify AI-generated fraud. As AI-driven fraud becomes more prevalent, it will be crucial for smaller

businesses to adopt scalable, cost-effective solutions to bolster their defenses against emerging threats.

## Looking ahead

There is an opportunity for companies across all sizes to close the gap in AI fraud prevention and protect themselves from increasingly sophisticated AI threats. Though smaller businesses, particularly those with fewer than 20 employees, are disproportionately vulnerable, it will be critical for businesses of all sizes to invest in fraud prevention tools and build awareness to mitigate growing risks.

**Fraud prevention: A mixed landscape** Percentage of companies (%)



# 3

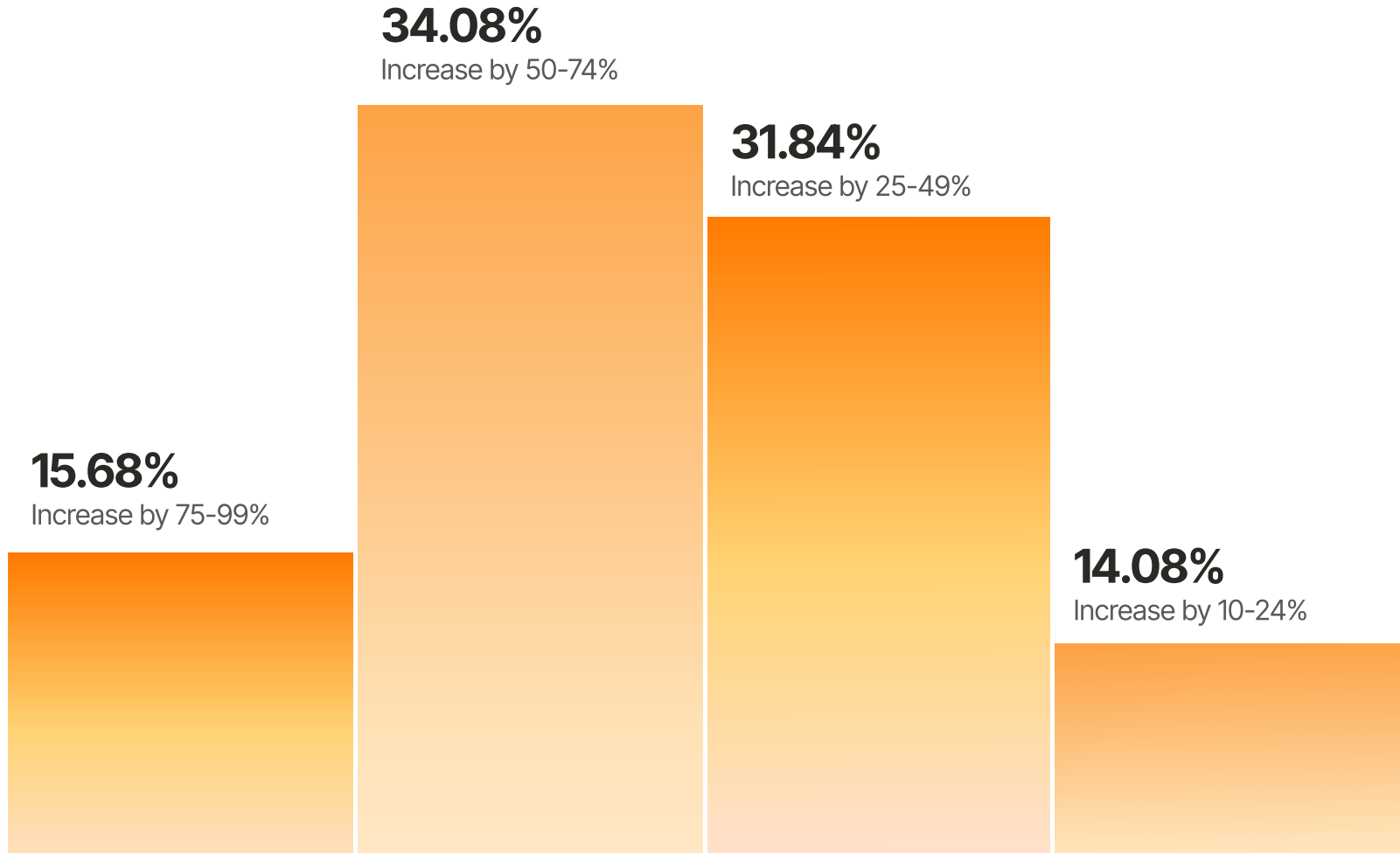
## Investment

Business leaders are preparing for a new era of AI-driven transformation, with nearly universal plans to increase investment in AI tools across industries. This growing commitment highlights the critical importance executives place on AI's potential to reshape operations and enhance customer engagement. From voice data analysis to expansive AI initiatives, companies are moving quickly to stay ahead, with many already laying out concrete strategies for implementation in the months ahead.

## AI trusted to handle a range of communications tasks

While this should not come as a surprise, AI investment is growing dramatically across industries. Almost all (97%) respondents expect their company's investment in AI tools to grow over the next three to five years, signaling a widespread recognition of AI's transformative potential. Over a third (34.08%) foresee substantial increases of 50–74% in investment, while one in six (15.68%) project even more aggressive growth, predicting increases of 75–99%:

By how much, if at all, do you expect your company's investment in AI tools to grow over the next 3-5 years?





The findings indicate a clear trend towards prioritizing AI, with only 14.08% of respondents expecting more modest increases of 10–24%. This data underscores a collective belief that investing in AI tools is not just an option anymore—it's a strategic necessity for companies that want to stay ahead.

### **AI budgets rise, but caution remains**

While the vast majority of respondents believe AI investment will increase in the coming year, there are a few outliers: business owners and 0–20 company size respondents (13.73% of both reporting they expect no change in investment), and customer service / contact center respondents (8.00%). These outliers could reflect concerns about the cost of investing in AI solutions, or a more cautious approach in industries where AI's impact is perceived as less immediate or transformative.

### **Looking ahead**

As AI continues to gain traction across industries, the forecast for investment growth remains strong, with the majority of companies planning significant increases in their AI budgets over the next few years. However, the journey to widespread AI integration could be uneven across different markets and company sizes—small businesses and certain departments like customer service may need additional support to overcome barriers to AI adoption before committing to additional investment.



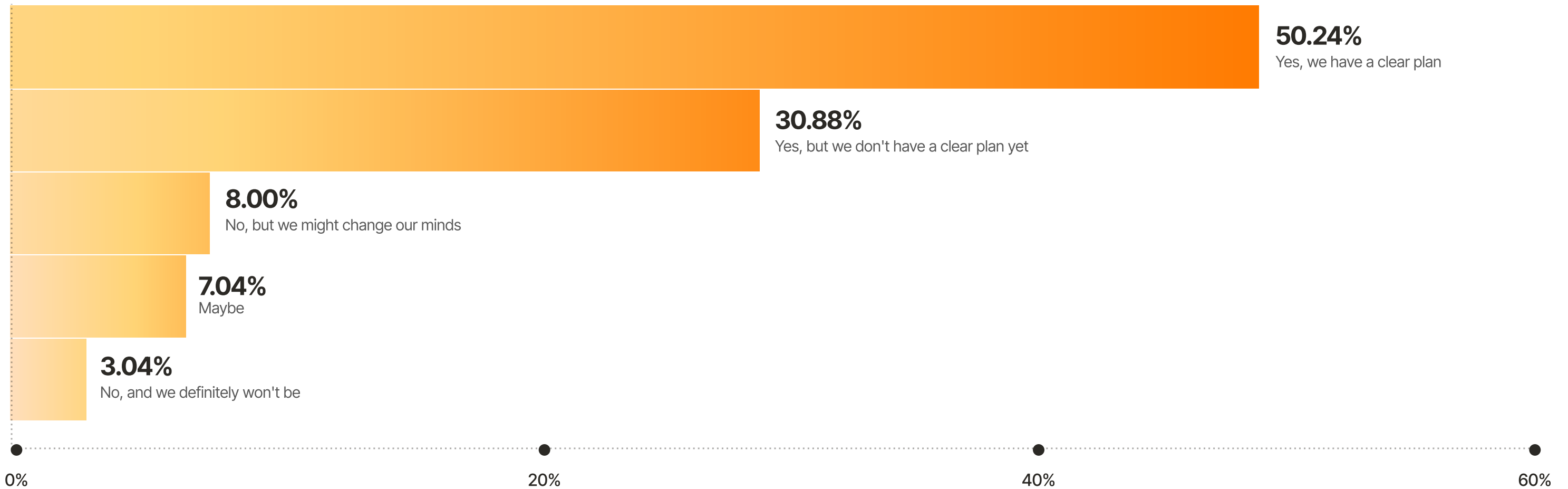
**97%**

of respondents expect their company's investment in AI tools to grow over the next three to five years

# Voice + AI reaches tipping point: 50% already use AI to analyze voice data, 81% plan further investment

A significant majority of respondents (81.12%<sup>5</sup>) intend to invest in or adopt tools and systems for analyzing voice data within the next 12 months, reflecting a growing recognition of the value that voice analytics can bring to their organizations. Among those planning to adopt these tools, half (50.24%) have already established clear strategies to implement them, indicating a proactive approach to integrating voice analysis into their workflows:

Do you have a plan to invest in/adopt tools or systems to analyze voice data in the next 12 months?





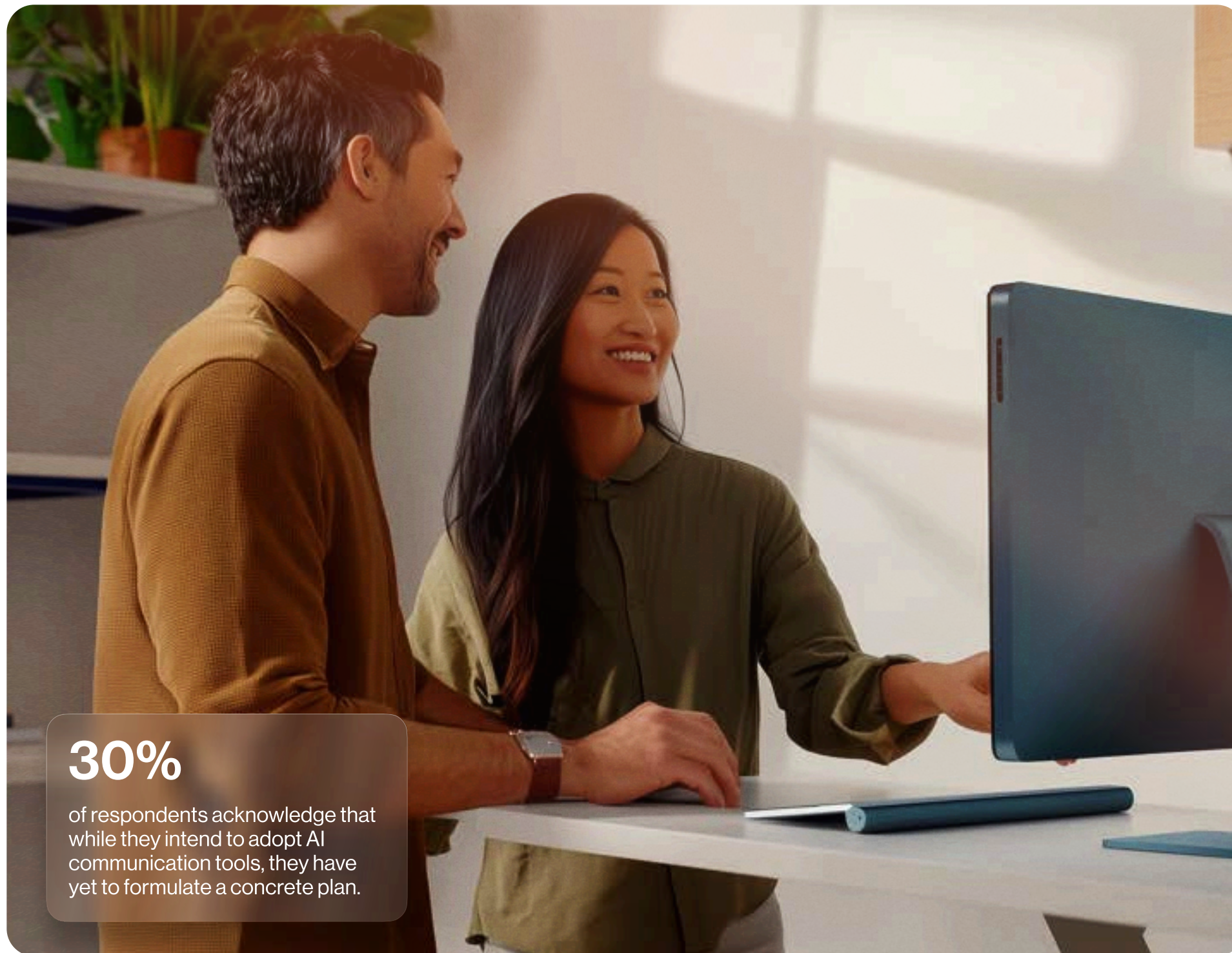
However, a still significant portion of respondents—nearly a third (30.88%)—acknowledge that while they intend to adopt these tools, they have yet to formulate a concrete plan. This highlights a potential gap between intention and action, and organizations may face challenges in fully realizing the benefits of voice data analysis without a defined roadmap.

### **Executives and senior leaders drive surge in AI voice data analysis**

C-level executives are once again leading the charge among all groups of respondents, with 91.30%<sup>5</sup> saying they intend to invest in / adopt tools or systems to analyze voice data in the next 12 months. They are closely followed by senior management respondents (85.27%<sup>5</sup>), suggesting that the drive to adopt AI-driven voice data analysis is being driven from the top down, with leadership at all levels recognizing its value in enhancing the customer experience and operational efficiency.

### **Looking ahead**

There is a clear widespread intention to invest in voice data analysis tools. However, the gap between intention and action—with nearly a third (30.88%) of respondents lacking a clear implementation plan—suggests that many organizations may face hurdles in fully capitalizing on its potential. Moving forward, companies will need to prioritize developing concrete strategies to integrate voice analytics effectively into their operations and ensure they are not just committing budgets to these tools, but also positioning their teams to leverage their full capabilities.



**30%**

of respondents acknowledge that while they intend to adopt AI communication tools, they have yet to formulate a concrete plan.

**“Businesses have the opportunity to leverage AI to automate and accelerate key business processes and improve the way they engage their customers. It starts with identifying the biggest pain points—be it in customer service, sales, or team collaboration. Start small, measure rigorously, and scale what works. **The goal isn't just adopting AI; it's solving real business problems and driving tangible outcomes.** By focusing on immediate value and gradual expansion, you'll stay ahead in the future of business communications.”**

**Jennifer Caukin**

Group Vice President, Corporate Marketing,  
RingCentral



# 4

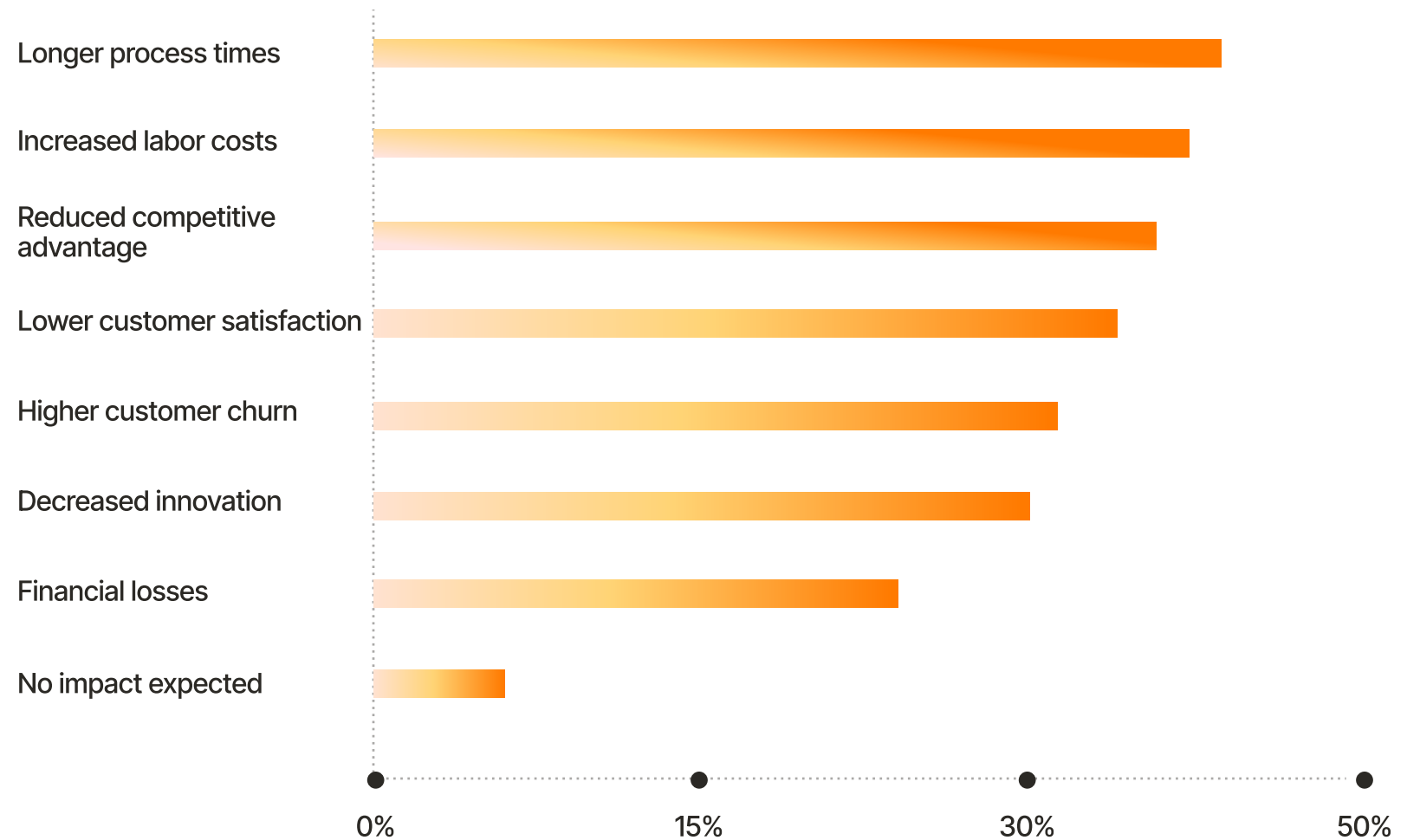
## Return on investment

The stakes for businesses that fail to leverage AI continue to rise, as companies risk falling behind in areas like efficiency, cost control, and customer satisfaction. At the same time, the advantages of adoption are becoming increasingly evident, with AI proving to be a powerful driver in areas ranging from customer engagement to measurable improvements in key performance metrics.

## Missing the AI wave: The cost of doing nothing

Leaders identified several significant impacts their companies would face from not using AI technologies. Process inefficiency emerges as the primary concern, with 43.36% of respondents expecting longer process times without AI implementation. Close behind, 41.12% anticipate increased labor costs, while 40.16% worried about a reduced competitive advantage.

### The cost of doing nothing



Customer-related impacts also feature prominently, with 38.72% predicting lower customer satisfaction scores and 33.76% expecting higher customer churn rates. Nearly a third of respondents (32.80%) believe innovation would decrease without AI adoption, while 27.52% anticipate direct financial losses.

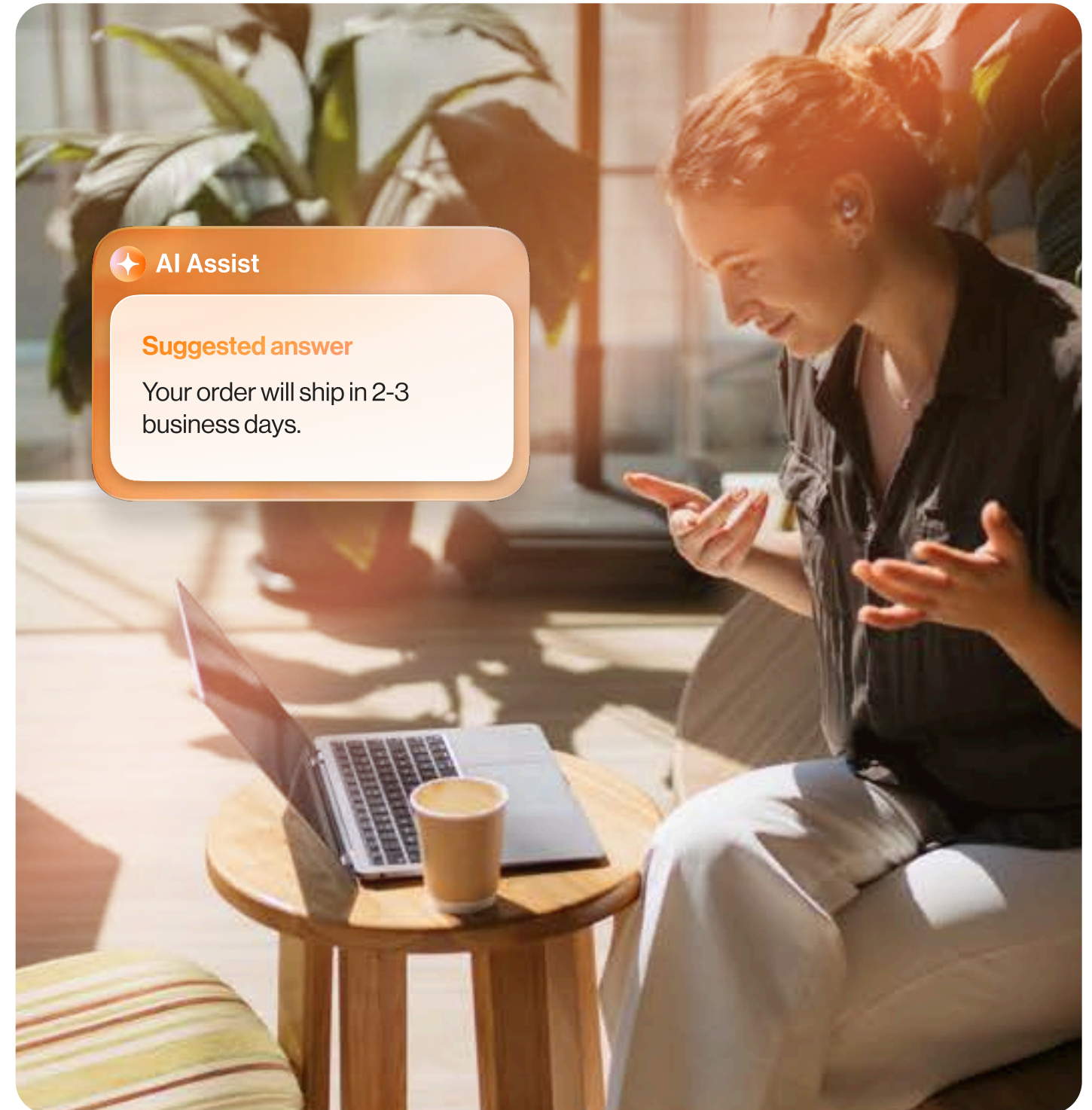
### The fears of failing to adopt AI across business segments

In organizations of different sizes, the fear of missing out when it comes to not adopting AI varies significantly, reflecting their unique priorities and challenges. For large enterprises with 5,000+ employees, nearly half (47.56%) report competitive advantage as a primary concern. Mid-size companies with 400–4,999 employees, on the other hand, have a different focus: 45.39% cite longer process times as their main concern.

Finally, small businesses with under 100 employees are primarily concerned with the immediate operational impacts of AI—suggesting that AI adoption is often a question of resource efficiency and cost savings as they look for solutions that directly impact their lean operations.

### Looking ahead

For large enterprises, staying competitive will require continual investment in advanced AI solutions to keep them at the forefront of technological change. Mid-size companies may find themselves pressured to adopt AI to keep up with rising customer expectations, as personalized and responsive service becomes the standard in many industries. For small businesses, failing to incorporate AI-driven efficiencies could lead to lost opportunities in productivity and cost savings, making it harder to compete with more tech-savvy peers.

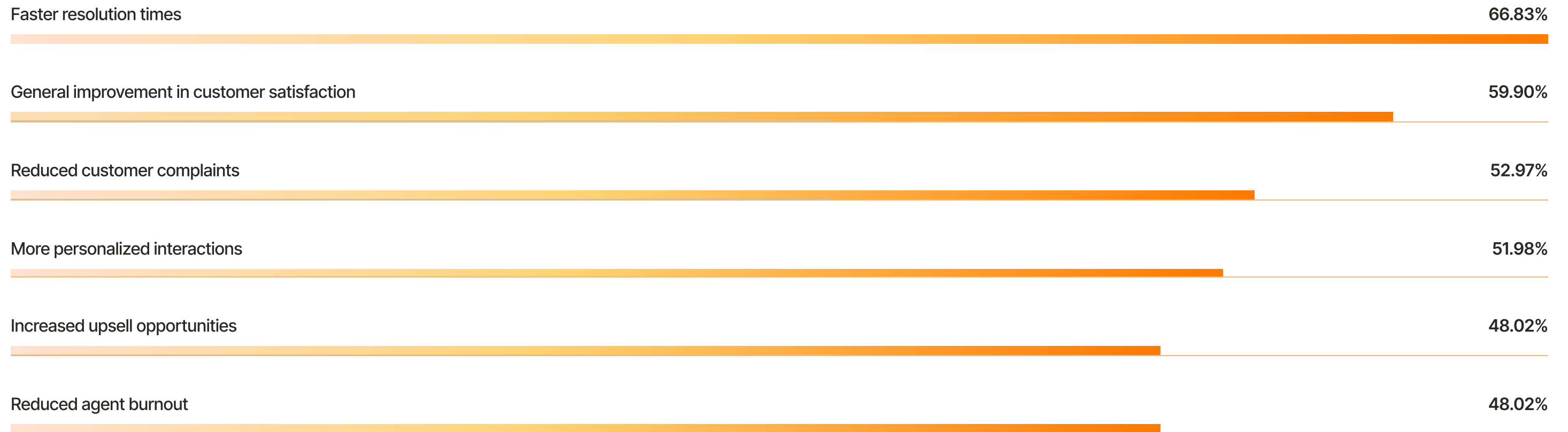




# The practical benefits of AI with voice calls for customer experience

AI's impact extends beyond automation—it significantly enhances the quality of interactions businesses have with customers. Specifically, when used for voice data analysis (of phone calls, customer conversations, and other voice recordings), AI provides a range of benefits including faster resolution times, general improvement in customer satisfaction, and fewer complaints.

In fact, every respondent<sup>6</sup> reported that their company experiences at least one benefit from using AI to analyze conversational data. And these benefits extend beyond customer service as well—almost half (48.02%) said their companies are experiencing increased upsell opportunities, and the same number of respondents reported lower agent burnout.



## The unanimous impact of AI-driven voice analysis

Notably, survey data indicates that voice data analysis with AI is delivering tangible value across the board. None of the respondents reported that they have not experienced benefits using AI to analyze phone calls, customer conversations, or voice recordings.

This high level of satisfaction indicates that AI's application in conversational analysis is not only effective, but may also become increasingly indispensable for companies looking to optimize customer interactions and internal processes.

## Looking ahead

Though many respondents have already reported benefits of using AI in analyzing conversational data, there are likely more use cases to be discovered. Based on current trends, companies that adopt this technology should see even greater improvements in customer satisfaction, operational efficiency, and employee well-being, keeping them ahead of competitors who may remain hesitant to adopt.

## The KPIs that will shape AI strategy in the next 12 months

Respondents identified the top KPIs essential for measuring the success of their AI communication strategies over the next year, with 35.52% saying customer satisfaction metrics (such as Net Promoter Score and Customer Satisfaction Score) are most critical.

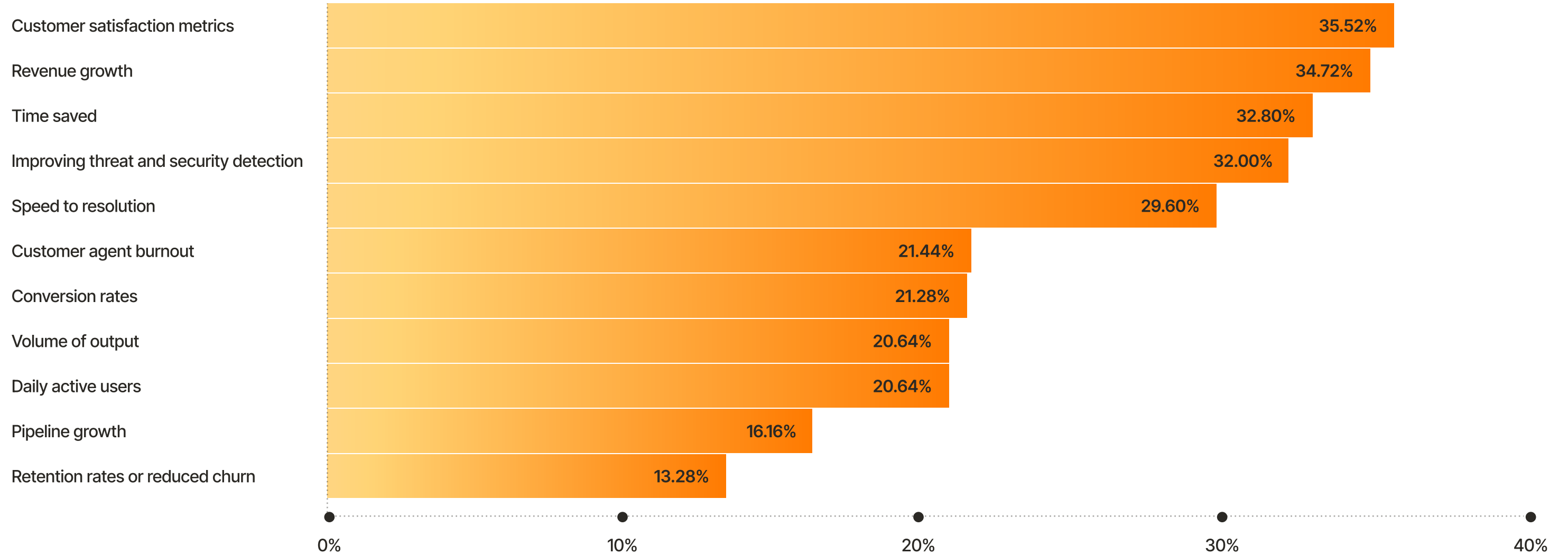




A close second at 34.72% was revenue growth metrics, while 32.80% said that metrics related to the amount of time saved was most critical to measuring success.

Beyond these primary metrics, decision-makers also pointed out other important indicators, including impact on customer agent burnout, conversion rates, output volume, daily active users, pipeline growth, and retention rates.

### Which KPIs will become the most critical to measure the success of your AI communication strategy in the next 12 months, if any?



# Expected AI impact on key business metrics

Expectations are high as well. 76.48% of respondents expect AI to impact<sup>7</sup> the quality of service, while 68% believe it will impact customer lifetime value and 64.80% in NPS and CSAT:

NPS/CSAT

65%

Quality of service

76%

Customer lifetime value

68%

## The wide-ranging impact of AI on business KPIs

There are significant differences in critical KPIs among every level of seniority, industry, and company size. Whereas customer satisfaction was a leading KPI for C-level executives (41.74%), middle management saw speed to resolution as the most critical KPI (35.74%). Improving threat detection and security (34.09%) was the top KPI for respondents in the legal field, while time saved (39.88%) was tops in healthcare. These far-reaching and varied impacts highlight the transformative potential of AI, not just in streamlining processes but also in engaging and retaining customers, ultimately driving business success across a wide range of areas.

## Looking ahead

While AI is already beginning to show an impact on KPIs, its ability to further drive performance in different areas will become more pronounced. The diverse range of KPIs—whether it's customer satisfaction, speed to resolution, or security—demonstrates AI's potential to deliver tailored value across different business needs. Organizations that are able to leverage AI to address these varied KPIs will be better positioned to drive sustained growth, improve operational efficiency, and enhance customer engagement.



# 5

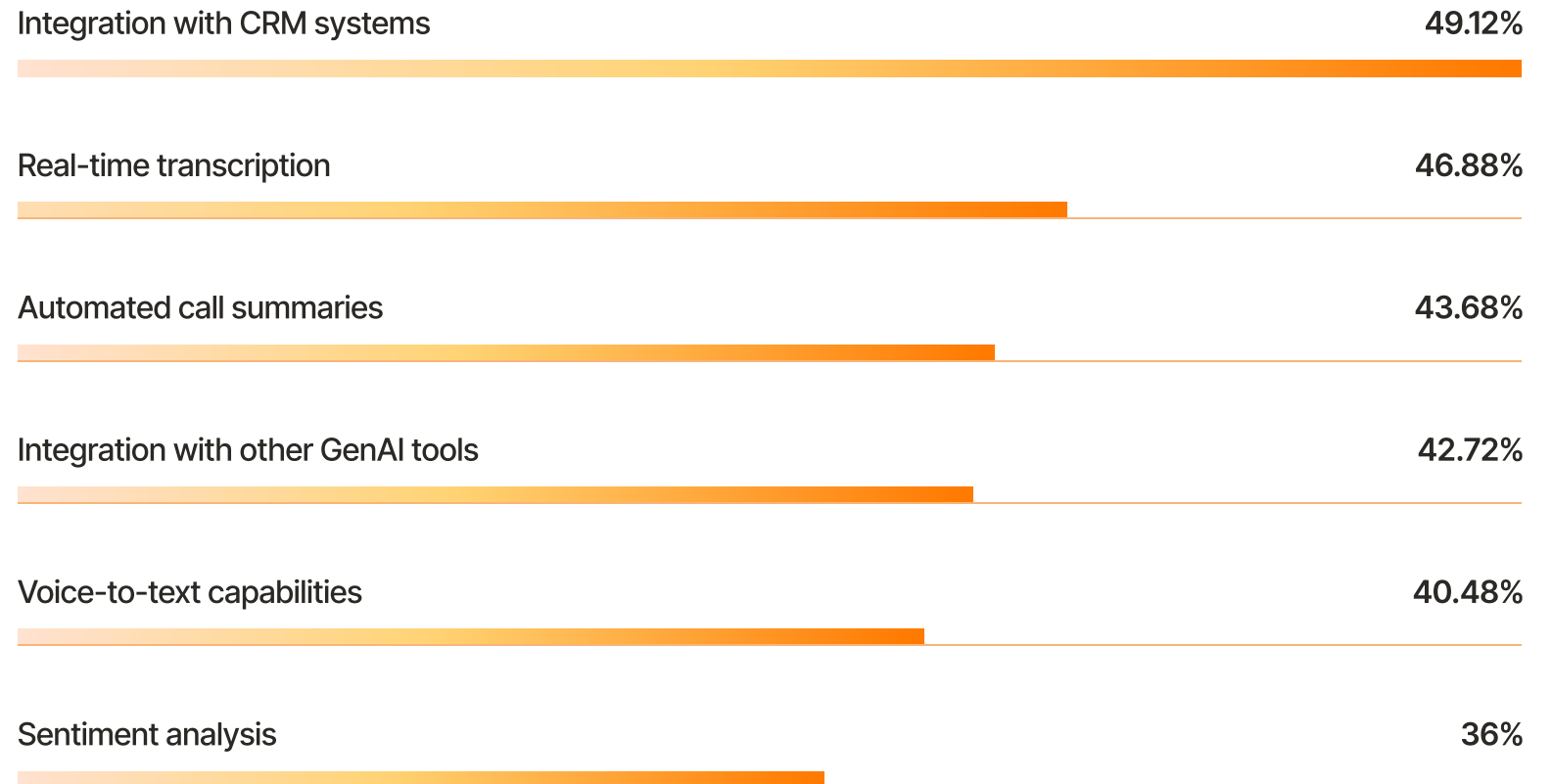
## Future outlook

Businesses are gearing up for a future where AI tools are woven deeply into daily operations and customer engagement—already, AI's role has expanded far beyond simple automation tasks. With an eye on the next three to five years, leaders are identifying the capabilities that will be essential for maximizing AI's impact and paving the way for a pivotal shift in how organizations operate and connect with their customers.

## CRM integration, transcription, and call summaries top the list of must-have features in AI tools

When asked about AI tools for analyzing meetings or customer calls, several key features stood out to respondents. While a few options emerged as clear favorites, such as CRM integration and real-time transcription, the remaining features—such as voice-to-text capabilities, sentiment analysis, and automated call summaries—were also closely popular, showing that businesses see value in a wide range of AI functionalities:

### Desired features in AI meeting analysis tools



## AI success hinges on integration

AI tools that operate in isolation are likely to struggle against solutions that plug seamlessly into existing workflows. In fact, CRM integration is cited as the most valuable feature in an AI tool by senior management (53.13%), C-level executives (51.3%), respondents working in retail (51.19%) and legal (43.94%), respondents in IT (52%), and respondents working in 5,000+ employee companies (53.66%).

This highlights the need for tools that can work within existing systems to enhance efficiency and drive meaningful outcomes, and this alignment between AI capabilities and operational workflows may be the key to unlocking the full potential of AI and ensuring it delivers tangible value—across all industries and company sizes.

## Looking ahead

AI tools will need to continue merging seamlessly into existing workflows as adoption continues, which means integration with CRMs and other systems will remain at the forefront of AI implementation strategies. Business leaders should consider integration capabilities as they evaluate AI tools, ensuring that the solutions they choose can easily align with their current systems to maximize efficiency and minimize disruption.

## AI transformation: Where business leaders expect the biggest changes

While data entry (50.72%) is, predictably, the top task that leaders think AI will replace in the next three to five years, customer service inquiries such as AI-powered chatbots and virtual assistants (43.04%) and customer service scripting (42.72%) are the next most probable tasks to be automated.

Additionally, 38.72% of respondents believe AI will replace call routing or intelligent call distribution based on customer needs, suggesting that AI will play an outsized role in transforming customer experience strategies in the coming years.





## AI poised to transform administrative and customer service tasks

Notably, only 2.24% of respondents believed no tasks would be replaced by AI in the coming years, suggesting widespread acceptance of AI's growing role in the workplace. The focus on administrative and customer service tasks indicates that—at least in the near future—AI adoption is expected to target routine, rule-based activities rather than more complex decision-making roles.

### Looking ahead

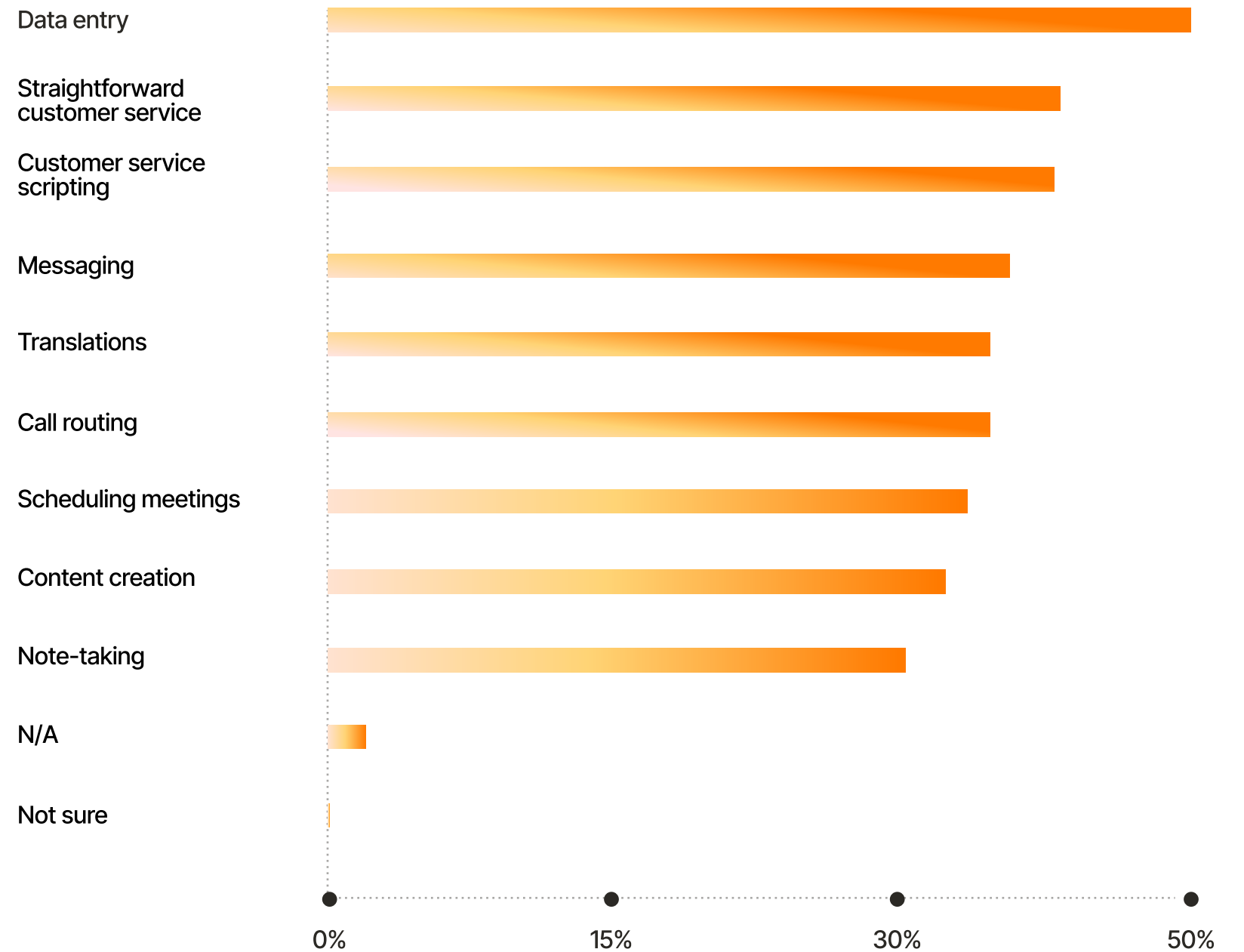
Businesses are gearing up for significant changes in how routine tasks are handled. With widespread confidence in AI's ability to automate data entry, customer service inquiries, and call routing, leaders expect AI to play a central role in streamlining operations and enhancing the customer experience while more complex decision-making roles will remain human-driven for the foreseeable future.

## The AI horizon: What's to come in the next 3 to 5 years

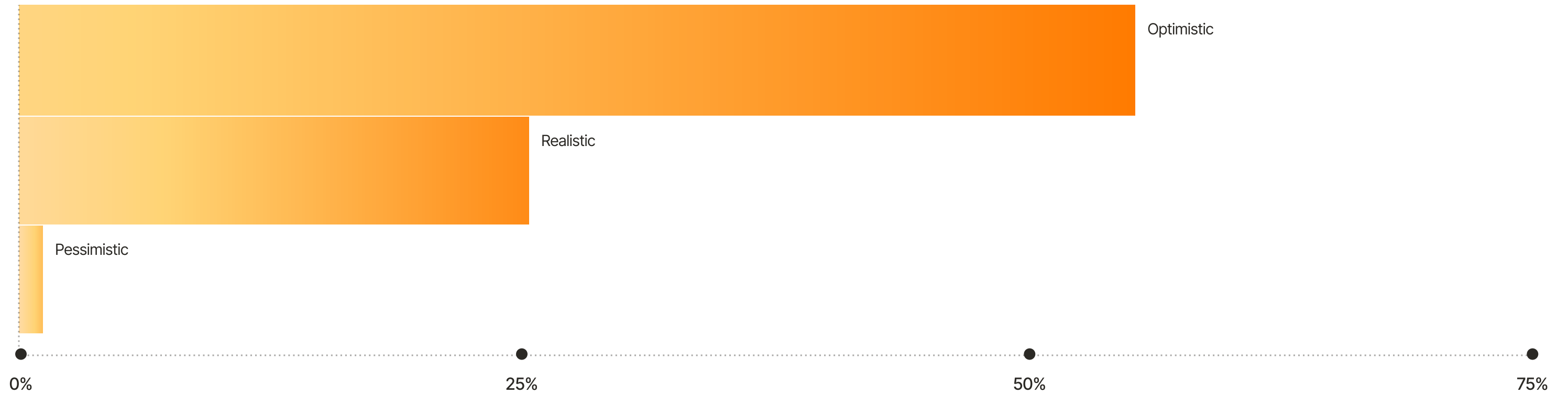
The landscape of business communications is on the brink of a significant shift, driven by advancements in AI.

For most business leaders, this transformation is expected to be a positive one, with 61.12% of respondents expressing optimism about AI's impact on their team's work, while 29.44% had a more realistic view.

## What tasks, if any, do you think AI will be most likely to replace in the next 3-5 years? (Select up to 5)



## Are you optimistic, realistic, neutral, or skeptical of AI's impact on your team's work?



### AI optimism varies by seniority level and industry

What's interesting to note is skepticism towards AI is not uniformly distributed across organizational characteristics. C-level executives (66.96%) and senior management (66.07%) are most bullish, while business owners (47.06%), respondents in legal (45.45%), and respondents working in 0–20 employee businesses (35.29%) are the least optimistic about AI's impact on their teams' work.

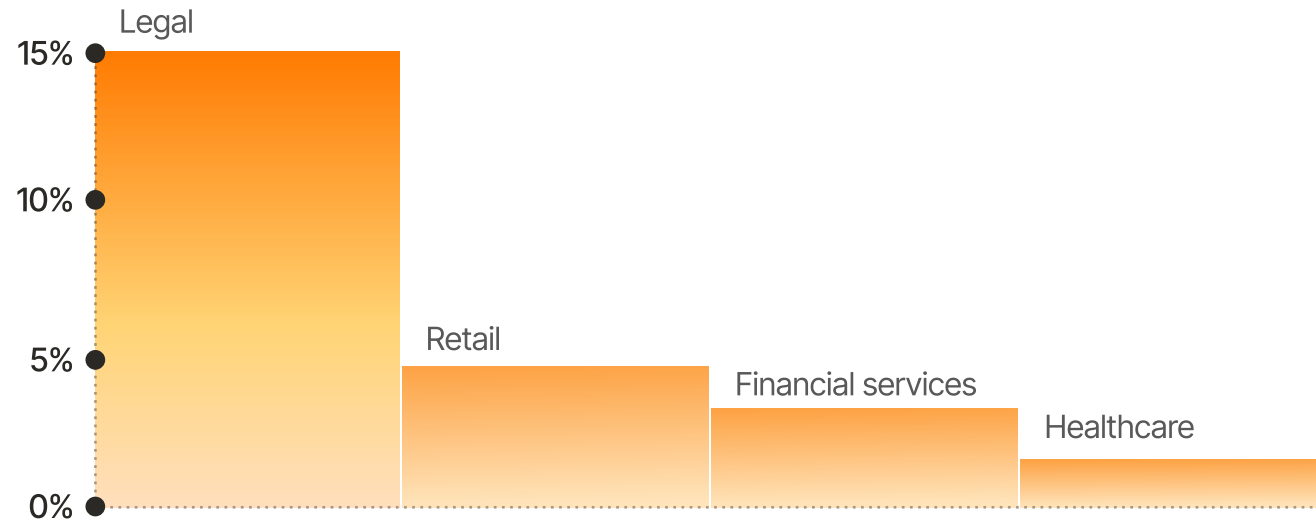
This is reflective of overall trends in previous findings related to perceived benefits and risks, suggesting that larger organizations and higher-level executives are more confident in AI's ability to deliver tangible value and address challenges.

The legal sector emerged as the most skeptical industry, with nearly a quarter (24.25%)<sup>8</sup> expressing concerns or uncertainty about AI's impact. In contrast, healthcare respondents show a remarkable openness to AI, with only 1.79% expressing pessimism.

This stark difference might reflect not only the varying levels of AI integration and regulation across industries but also the unique priorities, risks, and ethical considerations each one faces. In law, concerns often stem from strict regulatory standards and client confidentiality. Legal professionals may worry about the accuracy, accountability, and ethical implications of AI in areas like case analysis and decision-making, where precision and accountability are essential.



### AI pessimism by industry

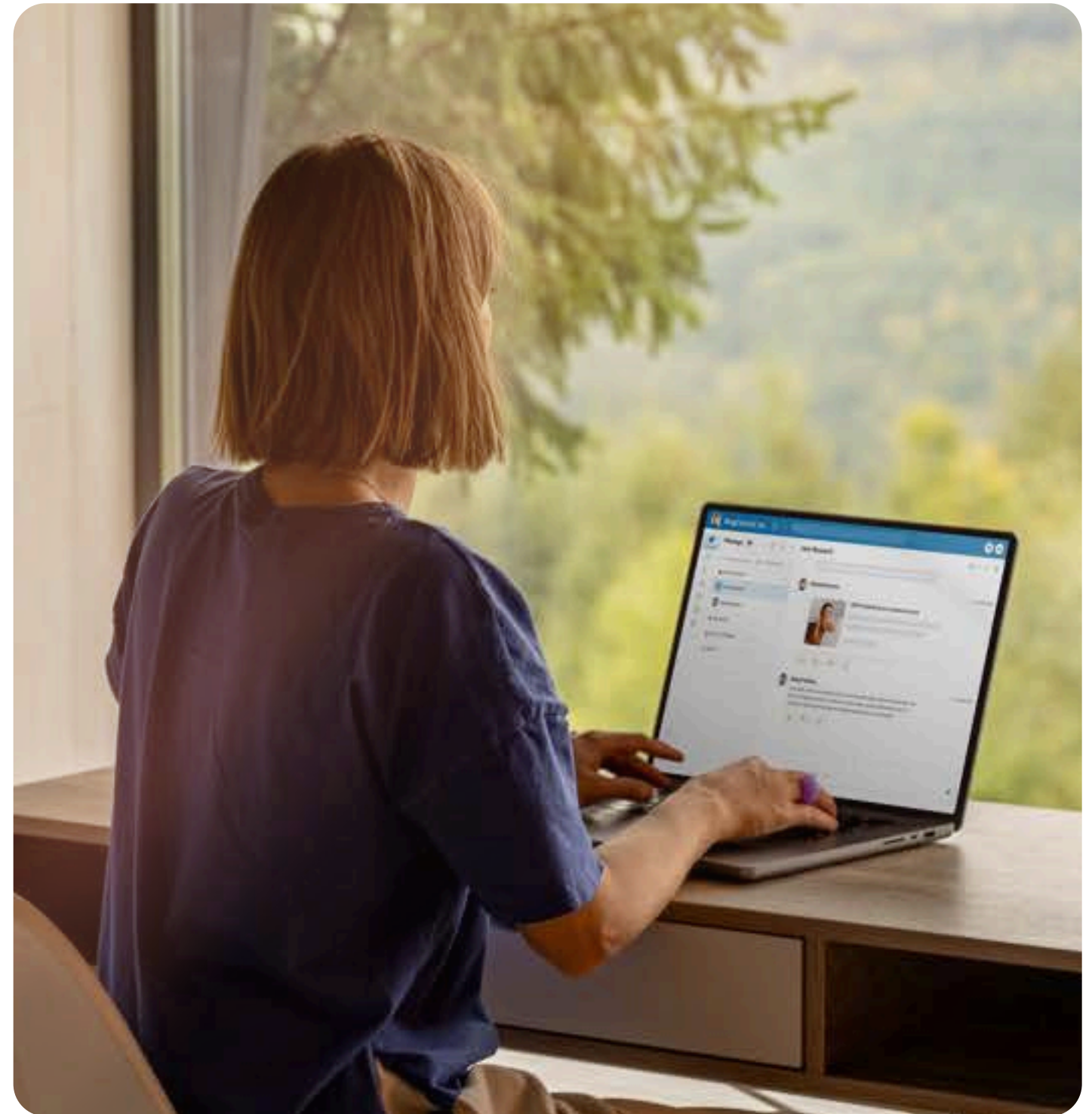


On the other hand, the healthcare industry’s optimism may stem from AI’s already transformative benefits in areas such as diagnostics and personalized medicine, with early indications that it will greatly improve patient outcomes and operational efficiencies.

### Looking ahead

Based on the alignment of survey responses, a case could be made for AI optimism fueling a virtuous cycle: as businesses invest in AI and see tangible benefits, they’ll be encouraged to continue expanding their use of these technologies, creating a cycle of reinvestment that will lead to even greater improvements in efficiency and productivity.

The challenge ahead lies in bridging the optimism gap between large and small organizations and ensuring that AI benefits are accessible across all levels of employees. Smaller businesses that fall behind may face quickly compounding challenges, with each missed opportunity exacerbating their difficulty in fully unlocking AI’s transformative potential. For industries still grappling with AI integration, the healthcare industry’s strong optimism might offer valuable lessons and insights.



**“The next few years will see AI transform business communications, moving beyond automation to true cognitive augmentation. We're entering an era where AI doesn't just connect people, but enhances every interaction. This shift will empower teams to communicate more effectively, make smarter decisions faster, and unlock new levels of productivity and innovation.”**

**Kira Makagon**

Chief Innovation Officer & CMO,  
RingCentral

## Reshaping business communications: AI as a strategic imperative

AI is no longer a futuristic concept. It is a transformative force that is already reshaping the landscape of business communications today.

As organizations increasingly use AI to streamline operations, provide more personalized customer experiences, and drive sales processes, it's essential for leaders to stay attuned to these evolving trends and adapt their strategies to leverage emerging AI tools effectively.

To successfully implement AI, organizations should begin with small-scale projects and gradually scale up based on their specific business needs. By prioritizing AI systems that can deliver immediate value (such as customer support or sales automation)—and partnering with trusted AI providers such as RingCentral—companies can maximize their return on investment early and ensure a smooth transition to AI-powered communications.





# About RingCentral

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide.

For more information, please contact a sales representative.

Visit [ringcentral.com](https://ringcentral.com) or call **855-774-2510**.

---

## Methodology

The research was conducted by Censuswide, among a sample of 625 18+ US DMs at middle management+ level working in IT and Customer Service/Contact Center departments. The data was collected between 09/26/2024 - 10/03/2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

<sup>1</sup> Every day," "4-6 days a week," "2-3 days a week," and "Once a week" responses combined

<sup>2</sup> Once every 2 to 3 weeks," "Once a month," "Once every 2 months," "Once every 3 to 5 months," "Once every 6 months to 11 months," and "Once a year" responses combined

<sup>3</sup> Very likely" and "Somewhat likely" responses combined

<sup>4</sup> Somewhat unlikely," and "Very unlikely" responses combined

<sup>5</sup> Yes, we have a clear plan" and "Yes, but we don't have a clear plan yet" responses combined

<sup>6</sup> The inverse of those who selected "N/A - my company has not experienced any benefits by using AI to analyze phone calls, customer conversations, or voice recordings"

<sup>7</sup> Significant impact," and "Some impact" responses combined

<sup>8</sup> Pessimistic," "Not sure," and "N/A - I don't have expectations of AI's impact on my team" responses combined



# RingCentral Trends 2025

RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. [ringcentral.com](https://ringcentral.com)

© 2025 RingCentral, Inc. All rights reserved. RingCentral, the RingCentral logo, and all trademarks identified by the ® or ™ symbol are registered trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.