

Capturing the SMB Business Communications Services Opportunity

Report Fast Facts

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Abstract

This study included surveys with over 2,000 firms with fewer than 500 employees across more than a dozen major industries in the United States. The study primarily examines SMBs' marketing activities across various channels as well as printing and related services needs across document types. It also explores successful go-to-market approaches service providers are using to reach and capitalize on the SMB opportunity.

Capturing the SMB Business Communications Services Opportunity investigates:

- SMB spend across document types
- The usage of the Web, e-mail, and mobile channels as means for customer acquisition/retention activities
- SMB preferences and relationships with external business communications service providers
- Pain points and future requirements for business communications across major SMB verticals
- Innovative approaches in serving the SMB market
- Prioritization of verticals within SMB segment

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