

# Three Ways Intelligent Communications Can Benefit Faith-Based Organizations

**with AI-Powered Communications, Collaboration, and Productivity Tools**

## Help faith-based organizations support and serve their communities

Many faith-based organizations rely on strong communication to welcome visitors, keep members informed, coordinate internal operations, and support their communities. For organizations to better serve and grow, they need effective communication and collaboration tools that support the way they function. Members want consistent, simplified, two-way communication to easily be involved. As groups expand across multiple locations, volunteers, and staff, disconnected tools can make communication harder to manage.

An AI-powered intelligent communications platform can help your organization improve engagement, day-to-day productivity, and ensure privacy. By simplifying communications, members of the organization can spend more time better serving their communities. Let's look at three use cases, along with the member benefits and capabilities that help support each.

## MEMBER & VISITOR COMMUNICATION

**Improve engagement by reaching members, visitors, staff, and the community through channels they prefer.**

Your community communicates in different ways, and expectations vary by situation. Every interaction with the church is an opportunity to build relationships. A visitor may call with questions about service times, a member may prefer a text about an upcoming event, and volunteers might prefer a centralized platform for communication. At the same time, leaders often rely on a mix of communication tools to collaborate and engage with members.

When communications are spread across disconnected systems, organizations can spend more time managing technology and less time supporting their community and members. Calls can be missed, outreach becomes stagnant, and communication becomes complicated. Timely and meaningful communication can help your organization fulfill its mission.

Unified Communications (UC) helps your organization bring phone, SMS, chat, video meetings, screen sharing, and collaboration together on a single platform. Users can move seamlessly between communication methods as needs change while maintaining continuity across conversations. For organizations with higher call volumes, Contact Center (CC) and AI Receptionist help route inquiries and answer common questions, ensuring members and visitors always receive a welcoming experience even after hours. The result is a more efficient experience for users, more responsive communication with community members, and greater consistency across your organization.

### Benefits



#### Connect with ease

Connect with members, visitors and the community through phone, SMS, chat, video meetings, and other communication methods based on the situation and recipient preferences.



#### Improve visitor engagement

Respond more quickly to inquiries, welcome first-time visitors, and maintain consistent communication before and after events.



#### Strengthen collaboration

Keep pastors, staff, volunteers, and leaders connected whether they are at home or conducting outreach.

**Capabilities that help deliver this value:** Unified Communications, Business Voice, SMS and Company Messaging, chat, secure HD video meetings, screen sharing, AI Meeting Recap, AI Call Recap, and the mobile app.

## EMPOWER STAFF AND MEMBERS

**Give your staff more time for members and less administrative work.**

You want your organization and staff focused on teaching, supporting members, and serving the community. Switching between applications, summarizing conversations, organizing events, and responding to member inquiries can consume valuable time.

UC helps staff and members collaborate, manage calls, share files, simplify daily tasks, and connect from wherever. AI Assistant can help your staff create content, summarize emails, translate text, solve problems, and rephrase messages within the mobile app.

For meetings, services, events, community meetings, and other recorded discussions, AI Meeting Recap can help capture decisions, next steps, and main discussion topics. AI Call Recap can help document recorded calls with summaries, transcripts, sentiment analysis, and topic highlights when call records are needed for follow-up.

AI Receptionist (Beta) can answer common questions, route callers to the right department, and provide information such as service times, office hours, event information, ministry contacts, and facility directions – even after hours.

### Benefits



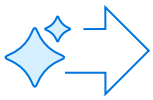
#### Connect from anywhere

Help members and staff communicate across phone, chat, SMS, video, and file sharing whether they are on site, at home, or on the go.



#### Reduce routine admin work

Use AI to help draft content, summarize emails, translate text, and rephrase messages within UC. Let AI Agents answer routine questions and route calls automatically to the right department.



#### Keep things moving

Use AI Meeting Recap and AI Call Recap to help document summaries, topics, action items, and follow-up details from recorded interactions.



**Capabilities that help deliver this value:** AI Assistant, AI Meeting Recap, AI Call Recap, AI Receptionist, chat, file sharing, mobile app, desktop app, video meetings, and secure communications.

## OPERATIONAL EFFICIENCY, SECURITY, AND RELIABILITY

**Support your organization today while preparing for tomorrow.**

Organizations need communications that remain reliable as they grow.  Campuses expand, ministries grow, and volunteers work across different locations. Many organizations continue to rely on legacy phone systems that provide limited flexibility. They need a secure way to manage communications, retain important records, and maintain organization.

UC helps you modernize communications with cloud-based calling, messaging, collaboration, and mobility. For organizations supporting visitors, staff, and community members, provides a centralized platform for managing inquiries across channels. AI-powered capabilities can help answer common questions, route callers to the appropriate department, recap calls, and provide leaders with insight into service quality and community trends. Archiving helps support retention of communications records with secure, searchable storage when records need to be preserved.

As your organization adds staff, volunteers, ministries, or locations, UC makes it easier to extend communications wherever they're needed. Mobile and web access gives users the ability to support from anywhere, giving your organization the flexibility to grow.

Did you know that we offer a range of phones, headsets, and accessories? Ask us about how these can help meet all your needs.



## Benefits



### Support growth

Support changing environments, remote needs, congregation growth, and community growth with integrated cloud communications.



### Strengthen security

Help protect personal phone numbers, centralize administration, and retain communications records with secure, searchable archiving.



### Worry less, do more

Help support groups with AI-powered call capabilities, add enterprise-grade calling to Microsoft Teams and keep communications running with mobile and web apps for built-in business continuity.

**Capabilities that help deliver this value:** AI Receptionist where available, AI Intent Routing, Contact Center for district support workflows, AI Agent Assist, AI Supervisor Assist, AI Evaluator, mobile app, Archiving, and Microsoft Teams embedded integration.

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Microsoft Teams + UC UNIFIED COMMUNICATIONS

If you currently use MS Teams for chat and video meetings, UC also offers an integrated Teams solution that gives users a one-app experience for phone, SMS, and advanced calling features right within Teams. If Teams goes down, staff can use the mobile app or web app for calls and SMS to support communications continuity.

Contact us today to find out how a fully integrated intelligent communications platform can help your organization deliver on its mission.

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CloudBusinessPhone.com

888.704.1789

info@CloudBusinessPhone.com
https://CloudBusinessPhone.com