GET AHEAD IN THE CLOUD
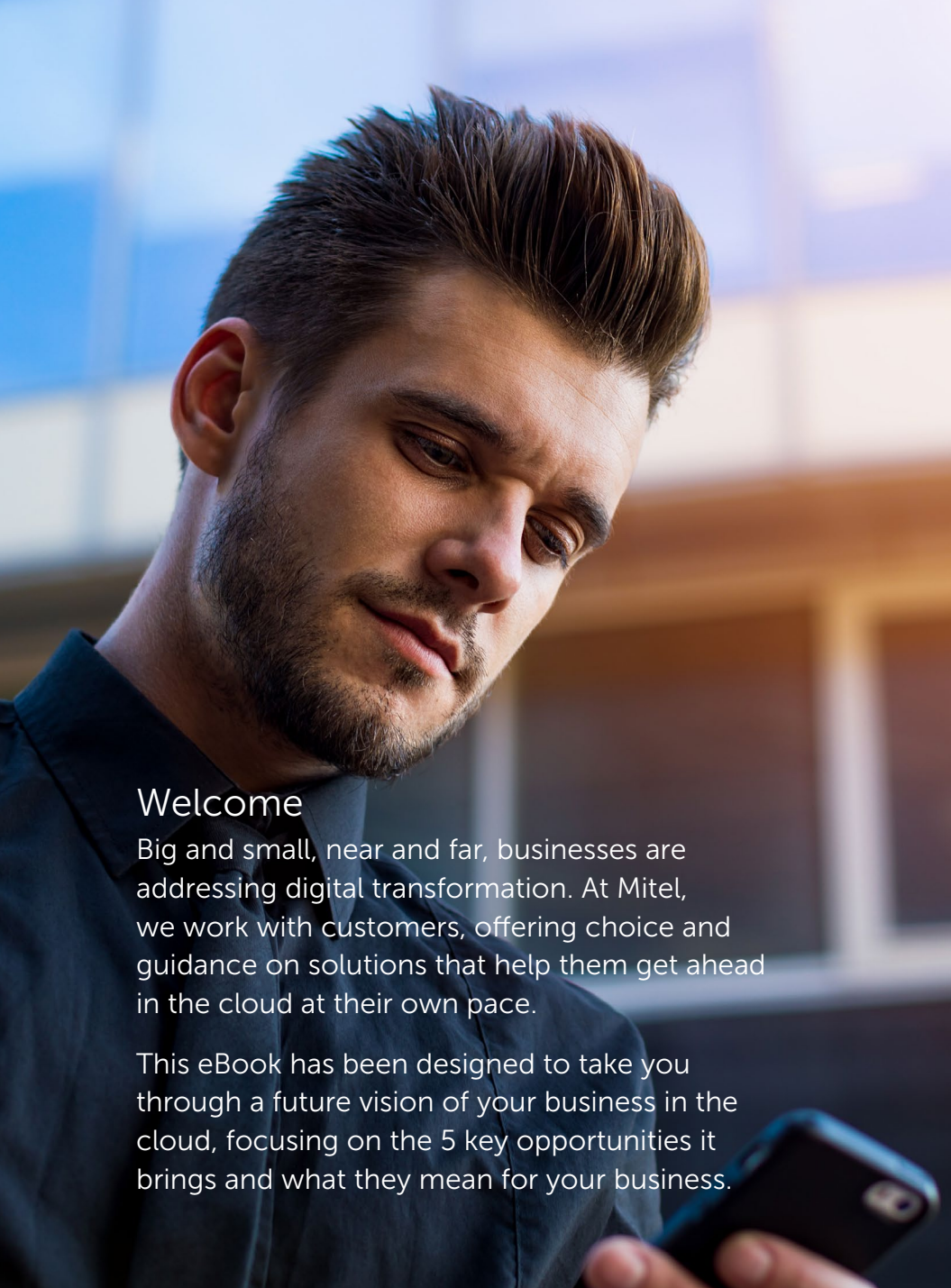
Digital transformation and enhanced communications

A MITEL EBOOK

Mitel®
Powering connections

Welcome

Big and small, near and far, businesses are addressing digital transformation. At Mitel, we work with customers, offering choice and guidance on solutions that help them get ahead in the cloud at their own pace.

This eBook has been designed to take you through a future vision of your business in the cloud, focusing on the 5 key opportunities it brings and what they mean for your business.

Contents

Introduction

Developing a competitive advantage has become increasingly difficult as businesses face the reality of a globally connected customer base. The Internet has made it just as easy for your clients to buy from Beijing as Birmingham.

To help counter these threats, businesses have been forced to change the way they do things. This is where "digital transformation" comes in.

"Digital transformation is really about businesses using technology to change their business. It's changing fundamental parameters like revenue, cost, and it's looking at how a business is built up and then rebuilding it, essentially, for better outcomes."

**Jim Davies,
CTO Enterprise Solutions, Mitel.**

More than just another buzzword, digital transformation fundamentally changes the way you operate. At the most basic level, you use technology to refocus and improve everything related to the customer experience.

Increased revenue and profits are your primary indicators, of course, but improved customer experience is the key to delivering those gains.

"By the year 2020, customer experience will overtake price and product as the key brand differentiator."

Walker Information.

The customer must be at the heart of everything you do — and technology will help you achieve this and improve their experience too. However, this is not technology for technology's sake. When applied correctly, technologies like enterprise comms, Big Data, the Internet of Things and advanced analytics provide insights and opportunities that allow businesses to better understand — and fulfil — their customers' needs.
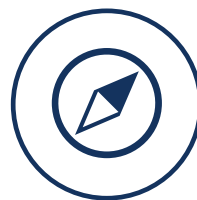
Preparing for the future – what it means for you

Digital transformation sounds big and scary—and that's just the way big business wants it. Jargon like "Big Data", "enterprise comms", "Internet of Things" and "advanced analytics" implies these technologies are outside the budget and comprehension of all but the very largest of businesses.

But thanks to developments like cloud technologies, anyone can begin creating customer-centric processes. Anyone can begin a digital transformation program.

And anyone can use technology to improve the customer experience.

Anyone, including you.

Cloud platforms are available any place, any time, anywhere. You only ever pay for what you use, so there's never wasted investment in redundant equipment to cover seasonal spikes in demand.

Just like the "big boys", you can streamline operations, reduce costs, increase customer loyalty and boost profits—without busting your budget.

What does that look like? 62% of B2B and 42% of B2C customers purchased more after a good customer service experience, for instance. More sales are always good, especially when you have the same people coming back again and again.

If digital transformation allows your business to compete equally on the world stage against the largest firms, can you really afford not to engage?

What the experts say

There is broad consensus across industries; improving customer experience at every opportunity will be crucial to staying competitive. And technology will be at the heart of those efforts, from increased collaboration in-house to increasing the number of communications channels used with customers.

"Digital transformation, to me, means bringing customers closer to their providers and providers closer to their customers to give their customers a better experience and, obviously, to develop more business."

**Jay Lassman,
Professional ServicesPractice Leader, IntelliCom Analytics.**

Improved communication and collaboration will be essential to improving the customer experience. SIS International Research reports that up to 40% of the working week is lost to communications inefficiencies into and out of your company.

"Digital transformation is going to be putting together multiple modes of communications: voice, messaging, mobility, collaboration, in a unified solution so that users have access to all of those modes of communication. As they become more used to those, they'll be more convenient, more efficient for them, more effective communication amongst themselves."

**Byron W. Battles,
Principal, Technology Trends Group.**

Digital transformation is about changing your business to become more efficient, productive and profitable, all without compromising the quality of service offered to your clients.

"For me, digital transformation is really about reshaping your business based on your customer's needs. There are various different touch points, ways in which your customers interact with business. It's really looking at the ways at which you can optimise that, but through the lens of the customer."

**Tim Banting,
Principal Analyst, GlobalData PLC.**

The current state of play

The fact is that small and medium size companies already know that digital transformation presents a risk to their business – even if they aren't familiar with the term. 73% agree that bigger threats will come from competitors making better use of customer data, analytics, and engagement.

Key decision makers are also well aware that there are improvements to be made in the way that they do business. But many do not fully understand the role that technology needs to play in their growth and profitability plans. Instead technology is often de-prioritised as they 'make-do' with what they already have.

Engagement through every channel – including traditional telecoms – is an integral aspect of exceptional customer service.

But the nature of work itself is also changing.

For instance, Generation Y workers ("millennials") want greater control of their work-life balance, demanding flexible work provisions wherever possible.

At the other end of the age range, an increasing number of Baby Boomers are choosing to stay on beyond the traditional retirement age. And just like their youngest counterparts, 26% of retirement-age employees are looking for flexible working provisions.

To better serve your customers, you also need to better serve your employees. You will need to offer new ways of working – and technology – to ensure employees can do their jobs effectively.
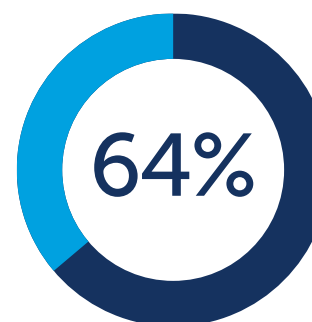
64% of Millennials would like to occasionally work from home.
Price Waterhouse Coopers
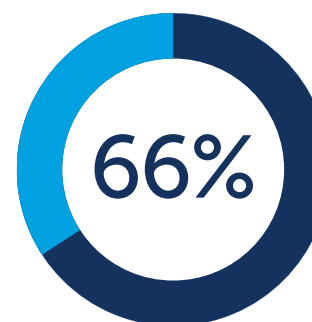
66% of Millennials would like to shift their work hours.
Price Waterhouse Coopers

## 5 key opportunities for enhanced communications

Improving the customer experience often means shaking up the way you do everything. Investing in the right technologies will help to deliver significant returns, particularly when they come into direct contact with your clients.

With so many channels available to customers and prospects, enhancing your communications capabilities is a great place to start. Despite a massive proliferation in online channels like live chat, chatbots and social media, the humble telephone is still essential—even if the way in which it is used has changed significantly in recent years.

People are now inseparable from their smartphones, so much so that Ofcom no longer reports on device ownership statistics. The same behaviours can be seen at home and work too, demonstrating just how important the phone remains.

61%
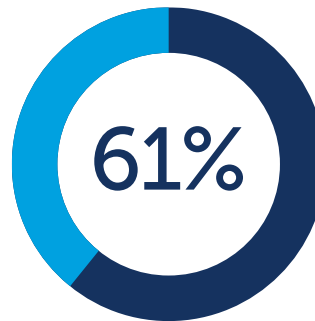
of customers report the telephone is still the most popular source of help.

Liveperson

71%
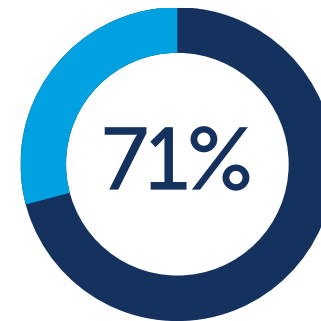
all adults claimed to own a smartphone—more than any other connected device. Among adults under 35, this rose to nine in ten.

Ofcom

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Pick up the pace of doing business

The speed at which you do business will have a direct effect on profitability. Processing orders more quickly increases availability of your processes and your capacity to take on more work, for instance.

Speed is also of extreme importance to your customers. Short on time and impatient, they expect an almost instant response to their requests for assistance. A significant number of consumers expect an answer to their email and social media complaints within one hour.

Phone calls bring an expectation of immediacy, however. In fact, 64% of consumers and 80% of business buyers said they expect companies to respond to and interact with them in real time.

Legacy technologies often go against your business interests. You can work around known problems and issues, but this is inefficient and slow. Your existing phone system is a case in point; you may find it hard to respond to customers and colleagues quickly, and you can't change the way you operate because the system isn't flexible enough.
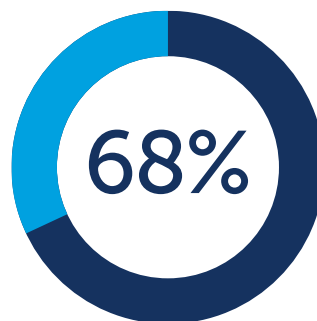
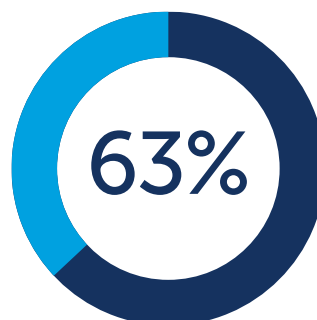**68%** of respondents stated that they experience difficulty coordinating communications between team members, which affects a team's ability to respond quickly to time-sensitive customer requests.

SIS International Research
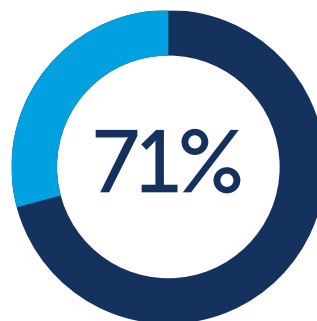
71% of small businesses report that their productivity has increased as a result of flexible working practices.

Regus

63% of SMEs also link increasing revenues directly to flexi-working.

Regus

What can you do?

Choosing a cloud-based telecoms solution will dramatically improve operational flexibility and speed. These hosted platforms boost collaboration and connectivity, making it easier than ever to contact the right person whenever you want them—and wherever they are.

How? Because cloud telecoms are software-based. Yes, you can use a traditional desk-based phone handset to make and receive calls, but the options don't stop there.

"Soft phones" allow you to connect other devices and have them work like a handset. Simply install the relevant app on your laptop or smartphone, and you can connect into the company phone network.

Now, you can make and receive calls on your work extension, anywhere in the world. You or your customers can always reach the right person to answer their questions. Factor in support for instant messaging, video calling and audio conferencing, and you expand the number of "instant" communication channels on offer too.

How do you select the right solution?

How do you choose technology that will help increase the speed at which you do business?

Your ideal platform will include:

- Cloud-based technology, which is always available and allows employees to connect whenever and wherever required.

- Support for application integration to extend functionality and ensure key information is available.

- Mobile-enabled systems to further increase operational flexibility.

- Complete scalability to grow (or shrink) in line with business demands.

- Remote access support for flexible and remote working.

Case study:
Tottenham Hotspur

When Tottenham Hotspur Football Club began building a new sports and entertainment stadium, they needed a way to improve customer service capabilities and employee collaboration.

Rather than risk growth being constrained by a traditional on-site phone exchange and an associated capacity ceiling, Tottenham Hotspur's management chose Mitel's advanced unified communications solution, which can scale in line with changing demands. In addition, the new system offers a consistent experience for all users, reducing the learning curve and accelerating adoption.

Goals

- Find a contact centre platform to support customer service functions for fans.
- Utilise a secure solution that enables employees to communicate, collaborate and connect from anywhere.
- Provide a consistent, unified communications experience at the stadium and within the rest of the organisation.

Results

The new stadium has been fitted with three Mitel products – MiCollab, MiVoice Business and MiContact Center Business – with the following outcomes:

- Disparate technologies are now consolidated and advanced contact centre capabilities are incorporated.
- Improved scalability and flexibility to enable future strategies and innovations.
- One system to learn across the organisation, maximising efficiency and improving workflows.

Source: https://www.mitel.com/en-gb/learn/case-studies/tottenham-hotspur-football-club

(2)

Make operational cost savings

The modern workforce is increasingly mobile as more employees go out on site or work remotely. This has been accompanied by an increase in the number of mobile phones in use, even in small businesses.

But different staff use different devices on different call plans, complicating your telecoms setup. Complication inevitably causes increased costs because you can't easily manage the handsets or the bills—or calculate spending and efficiency.
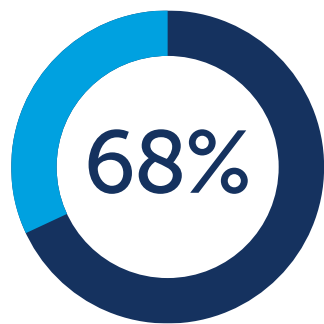
68% of all respondents experience work delays while waiting for information from others they have attempted to reach live multiple times using multiple methods. The average delay is 3.5 hours per week per knowledge worker.

SIS International Research

Do not underestimate the effects of inefficient communications. A business with 100 employees could be leaking a staggering $524,569 (£401,336) annually as a result of communications barriers and latency, according to SIS International Research.

Inefficient operations have a genuine, significant effect on your bottom line. And they make you look bad to your customers too.

What can you do?

Savings can come from two places: a reduction in the level of service offered to clients or a streamlining of operations to reduce costs. Obviously, a reduction in service quality is out of the question; you may even have to increase the quality of your offering to keep up. Finding new ways of working is clearly the answer.

Emerging technologies like smart sensors will become increasingly important, allowing you to monitor processes in real time. Objects become even smarter when these sensors are empowered to optimise operations automatically. Applications will depend on your business and its needs, but the same logic can be used across almost any industry.

By automating common, low-level tasks, you can free up employees to devote time and attention to customers. And enabling more efficient communications will ensure person-to-person processes become more effective too.

How do you select the right solution?

How do you choose the right solution to increase efficiencies and reduce operating costs?

Your ideal platform will:

- Use automation to complete low-level tasks without human involvement.

- Centralise communications tools and key data so time isn't wasted hunting for information.

- Provide a range of channels with a consistent experience so staff and customers can communicate using the medium that best suits them.

- Offer a range of open software integrations so it works easily with tools you might already be using in your business in order to increase potential for further automation and efficiencies in the future.

- Be as simple to use as possible; you want staff to be productive immediately, not waste days and weeks learning a new platform.

Case study:
Great Ocean Road Real Estate

Great Ocean Road Real Estate provides property sales, property management and short-term holiday lettings services from their four offices in Victoria, Australia.

The agency decided to migrate to a Mitel MiCollab solution to reduce the need for employee travel between offices, along with ongoing communications costs. After going through a rigorous cost analysis, they found that the Mitel solution would immediately pay for itself by reducing total monthly communications expenses, improving customer service delivery and reducing the need for employee travel.

GreatOceanRoad
REALESTATE

Goals

- Reduce ongoing communications costs.
- Improve call handling for customer inquiries across the business.
- Reduce the need for employees to frequently travel between offices.

Results

Weetman's team chose MiCollab and IP phones from Mitel to deliver:

- A significant reduction in ongoing costs.
- Presence information across offices for all employees, providing at-a-glance availability information.
- Improved conferencing and information sharing, reducing the need for travel between offices to attend meetings.

Source: https://www.mitel.com/en-gb/learn/case-studies/great-ocean-road-real-estate

"We crunched the numbers and found that, by moving to Mitel, we could spend less every month, while providing all of our employees with the latest unified communications and conferencing tools. Our Mitel solution paid for itself with immediate cost savings."

**Brad Weetman,
Finance Manager,
Great Ocean Road Real Estate.**

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Empower your people – recruiting and retaining staff

According to customers, empowered employees are the second most important trait of a great service experience. Giving your workers tools that provide direct access to people and resources gives them everything they need to serve customers more quickly and effectively.

Empowerment also plays an important part in employee retention. When staff have the tools they need to do their jobs well, they are more productive and happier at work. With job satisfaction on the rise, you can retain existing employees and attract new staff more easily.

Teleworking and flexible working greatly increase the reach of your business when recruiting. Issues of relocation, accommodation and commuting can be resolved if candidates can work from their current location.

Teleworking offers important secondary benefits too. Permanent remote working solves the problem of sourcing and equipping premises to accommodate your growing workforce, for instance. And with a geographically-dispersed workforce – potentially even worldwide – you can expand opening hours to better service the needs of international customers.
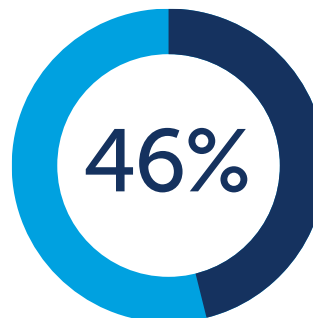
46% of companies that allow telework say it has reduced attrition.

Global Workplace Analytics
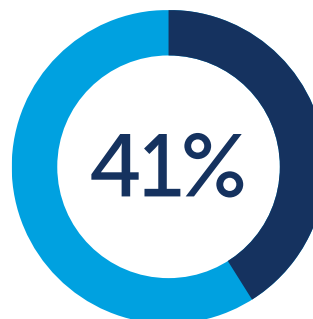
41% of European companies already employ "nomad workers" — people who primarily work on the road or out-of-office.

Mitel

What can you do?

Flexible working programs benefit your business and are extremely popular with employees of all ages. But success hinges on building processes and platforms capable of bringing geographically dispersed people closer so they can work effectively together.

Your choice of phone system will play a pivotal role in this process. With the right platform in place you can connect employees across a range of channels so they can communicate quickly and easily.

With instant messaging, voice and video calling and conferencing functionality, your team can trade information using the medium that best suits them and their situation. Collaborating across the country – or the world – using these tools is simple and (arguably) more effective than the face-to-face equivalent.

Teleworking benefits your business and its employees. Building a remote workforce helps to save money that would otherwise be spent on offices, travelling expenses and time wasted travelling to meetings.

How do you select the right solution?

How do you choose the right solution to empower your staff?

Your ideal platform will:

- Make relevant information available whenever and wherever your employees need it.

- Offer enhanced mobility functions like mobile app calling so workers can be fully productive in the field.

- Use cloud-based technology to simplify deployment and access for employees.

- Offer a range of integration options, such as click-to-call functionality for your CRM system, so you can extend functionality and information-sharing features.

Case study:
Sonnen

Sonnen is a manufacturer of energy storage and management solutions, employing 250 employees worldwide. With no business communications system in place, they needed a mobile-first solution that would streamline communications in the office and in the field.

○ sonnen

When choosing a new communications platform, Sonnen's checklist of must-have features included click-to-dial capabilities, Salesforce.com integrations and a mobile-first design. Just three cloud service providers offered these features: Jive communications, Massergy and Mitel.

Sonnen ultimately chose Mitel's MiCloud Office solution for its full feature set and competitive value.

"Mitel's price was competitive to the other companies we evaluated, but Mitel offered more features."

**Jessica Brawner,
Internal Operations Manager, Sonnen.**

Brawner was particularly impressed with Mitel's MiTeam collaboration solution, enabling employees to chat, share content and communicate via real-time voice and video directly from their mobile devices.

Sonnen's field service technicians and remote sales workforce stay connected no matter where they are using MiCloud Office, empowering them to collaborate internally and better serve customers.

Goals
- Streamline global communications between sales, back-office support, manufacturing, service, field technicians and inbound call support.
- Attain a mobile-first communications solution.

Results
The Sonnen team chose MiCloud Office and MiTeam products from Mitel to deliver:

- Increased communication among employees to efficiently serve customers.
- Click-to-dial capabilities and application integration, enabling Sonnen to reach more customers easily.
- Analytics that reveal areas of improvement, helping Sonnen to ensure all support and technicians receive proper training.

Source: https://www.mitel.com/en-gb/learn/case-studies/sonnen
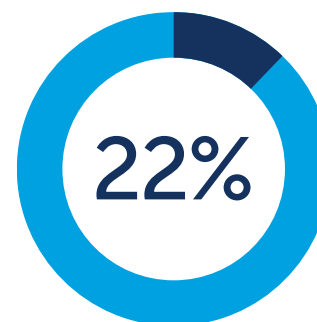
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Transform your sales approach

The modern customer is better informed than ever before. But they are also time poor and distracted, which means your business has to fight harder to win them over. Personalisation is more than just a buzzword: it is the only way to speak directly to customers and their needs.

But you also have to balance conflicting demands. Customers want more for their money. Shareholders and management demand a reduction in the cost of sales. How do you deliver more for less?

A successful sale is often the result of a team effort, meaning your employees must have a way to work together seamlessly. Having the right information allows your staff to answer questions effectively and resolve service issues quickly.

22% of the rep's working week is taken up with sales activities.

Gartner

"**Customers are likely to have multiple interactions with a company, but the entirety of the information collected from a customer is rarely within a service rep's reach. The lack of continuity between touchpoints can be frustrating to customers who feel they have to start at square one in every interaction. Moreover, as certain organisations become skilled at providing highly tailored, informative interactions, customer expectations are changing.**"

Gartner.

Your sales process also needs to be flexible. The market is constantly changing, and you need to be able to keep up. External factors and ongoing economic uncertainty could have a major effect on the way you do business, but you will need to be able to connect with customers regardless.

Remember, sales – like every other process – must be focused on the needs of the customer in a digitally transformed world. By increasing efficiencies and information availability, you free sales reps to focus on their accounts and the actual sales process.

Collaboration via the cloud is just the beginning, however.

What can you do?

There are other tools your team uses to identify and close deals, and these need to be integrated with communications for maximum effect. The smoother you can make the collection and transfer of data, the easier and cheaper the sale becomes.

This information needs to be available to your sales team too. Mobile and CRM integration ensures that information and the tools to contact customers are available any place, any time from a salesperson's smartphone.

Customers want products, services and assistance now. Your sales reps must be able to answer questions immediately. Even if they cannot provide solutions themselves, they will need real time communications tools to contact someone who can.

You should also seriously investigate how newer technologies can be used more effectively. Video calls with B2B and B2C clients to demonstrate a new product? General dial-in conference calls to expand the reach of your pitches? Discussions via instant message with customers who prefer communication by text?

Unified communications allow you to connect with customers through channels of their choice and centralise every interaction into one console.

How do you select the right solution?

How do you choose the right solution to transform your sales process?

Your ideal platform will:

- Give your sales team a full range of communications channels—from smartphone to tablet to traditional desk phone and more.

- Support all sales channels used by your customers.

- Centralise all available communications channels into a single app.

- Provide advanced mobility options, such as mobile VoIP apps with central switchboard integration, to support sales teams in the field.

- Integrate with your CRM system to ensure the sales team always has relevant customer account data at hand.

- Use intelligent call routing to ensure follow-up queries from customers are always routed to an available salesperson.

- Offer a range of communications channels – video calling, audio conferencing and more – so the sales team can reinvent their sales pitches for greater effect.

Case study:
Pacers Sports & Entertainment

Pacers Sports & Entertainment is a high-performance company that manages the National Basketball Association's (NBA) Indiana Pacers and all events at Bankers Life Fieldhouse. The Pacers strive for superior customer service, with quicker response times to customer inquiries and better training.

"After implementing the Mitel system, we've had outstanding results. We have a mobile workforce that can get out in to the community and do their job, we have a completely reliable system that never goes down, sound quality is outstanding... we really are able to use our phones as an asset to do our jobs better."

**Ed Frederici,
CEO, Pacers Sports & Entertainment.**

With a new integrated telecoms system in place, The Pacers were able to streamline and improve every aspect of their operations – internally and externally – as well as keep customers engaged longer term for more sales.

Goals

- Replace an aging phone system that provided zero visibility into customer interactions.
- Minimise employee downtime and increase productivity.
- Improve customer satisfaction.

Results

By replacing the existing on-site telecoms system with Mitel's MiCollab cloud platform, The Pacers were able to:

- Access robust analytics to identify training opportunities, peak traffic periods and customer insights.
- Leverage full mobility to keep employees productive, no matter where the day takes them.
- Improve customer satisfaction scores on the annual NBA survey.

Source: https://www.mitel.com/learn/case-studies/pacers-sports-and-entertainment

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Create an amazing customer experience

Digital transformation projects can be quickly derailed if the emphasis shifts away from the customer. Yes, technology is important, but every investment and enhancement must be targeted at improving the customer experience.

Over the course of the relationship, customers will (generally) be in touch with your business several times. From lead generation to sales to ongoing service, every contact must be of a consistently high quality—or customers will leave.

Call centre staff have access to customer information instantly as the customer calls so they can deliver a personalised customer service. Calls are handled more quickly and the overall customer experience is improved. In addition, the customer experience is more consistent at every touchpoint.

A poor customer experience has serious consequences. There is a genuine risk of losing a client and their future business. Your employees waste time and resources "fixing" bad experiences. And chasing down issues that could have been avoided is demoralising for your employees, increasing the risk that they will jump ship too.
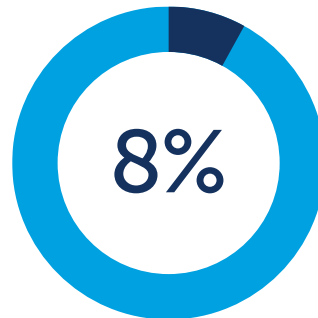
82%
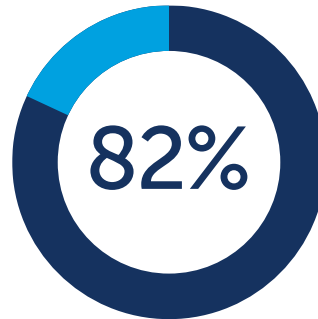
of people have stopped doing business with a company due to bad customer service.

Zendesk

74%
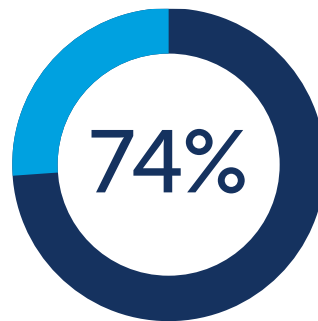
of all respondents stated that they spend, on average, 3.3 hours per week dealing with negative comments or complaints from customers, specifically because the customer was unable to reach them in a timely fashion.

SIS International Research

8%

loss in productivity is itself significant, the true cost of customer dissatisfaction is surely much greater.

SIS International Research

What can you do?

Availability is key to improving customer experiences: availability of the right person at the right time, availability of people empowered with the right information to answer their questions and availability of a range of communications channels to suit their personal preferences.

Using cloud-based platforms ensures your team has access to key applications and services anywhere in the world—all they need is an internet connection.

You can build a global network of service agents to support a global customer base, for instance, by equipping them with exactly the same tools as those used by your team at the head office. This allows you to extend operating hours, reduce the time it takes to solve customer issues and make the support process quicker, easier and more cost-effective for everyone.

And by connecting key applications to your communications platform, you can ensure that sales and service reps in the field are just as informed as their office-based colleagues. Knowing your customers is crucial to delivering the high quality, personalised service they demand.

How do you select the right solution?

How do you choose the right solution to create an exceptional customer experience?

Your ideal platform will:

- Provide automated routing so that incoming customer calls are always directed to a real person.

- Use cloud technologies to transparently route calls anywhere within the company, including between offices.

- Integrate with customer data applications so that agents and salespeople can provide a personalised service to every caller.

- Support a full range of communication channels to match your customers' preferences.

- Scale according to demand so there is always enough capacity to keep up with your customers and their needs.

- Capture and record call data for analysis, allowing you to improve service delivery and direct training resources as required.

feefo

Case study:
Feefo

Feefo operates an online review platform, displaying authentic feedback on products and services from verified customers. Business subscribers benefit from trustworthy customer insights, along with tools to increase traffic, footfall and sales. Feefo needed an IT solution that offered a simpler way for employees, partners and customers to engage and communicate, whether office-based or remote working.

Ideally, they wanted simpler communication and engagement between employees, partners and customers, whether they were remote or office-based. They also needed call recording and reporting tools to analyse how calls were handled and identify potential customer service improvements.

MiCloud Connect was chosen as an end-to-end cloud phone and unified communications solution that could handle everything for Feefo—from phones and applications to network operations, maintaining excellent call quality and guaranteeing a solid performance for all users. Feefo was particularly satisfied with the resilience and ease of use of the Mitel solution.

"The relationship with Mitel from start to launch date has been very positive and staff have been on hand 24/7 to ensure we had a smooth transition and seamless integration from one system to another. It's an ongoing working relationship: as our company grows and changes, we collaborate with Mitel on updates and new developments, providing valuable future-proofing for the business."

**Andy Mabbutt,
CEO, Feefo.**

Goals

- Increase the range of phone features and functionality.
- Integrate the phone system with other applications to increase productivity and efficiency.
- Boost call quality and accessibility to improve customer service.

Results

By implementing MiCloud Connect, Feefo made some significant advances:

- 50% cost savings over legacy telecoms provider.
- More features and greater telecoms functionality.
- Enhanced communications and collaboration, resulting in more productivity and improved customer service.

Source: https://www.mitel.com/en-gb/learn/case-studies/feefo

Why Mitel

When you connect to the power of Mitel, it's the only connection your business needs.

Leaders in PBX and now cloud, we're powering connections for more than 70 million business users in over 100 countries every day.

Trusted by the second largest cloud-based unified communications customer base in the world, according to Synergy Research, we're the only brand recognised in all three Gartner Magic Quadrants for communications.

We're relied on by fast-moving organisations like Tottenham Hotspur, Carlsberg, Worldhotels, Make-a-Wish Foundation and more.

Connect to the power of Mitel today.

#1

for total cloud seats globally with 4.2M cloud users.

#2

in UCaaS seats worldwide with 1.2M UCaaS users.

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