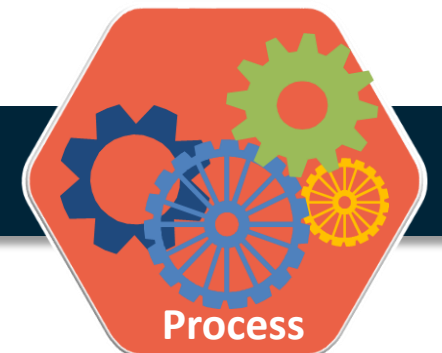




Strategies for your Business' Journey



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PROCESS IMPROVEMENT IS EASIER AND FASTER WHEN COLLABORATION IS INTEGRATED!

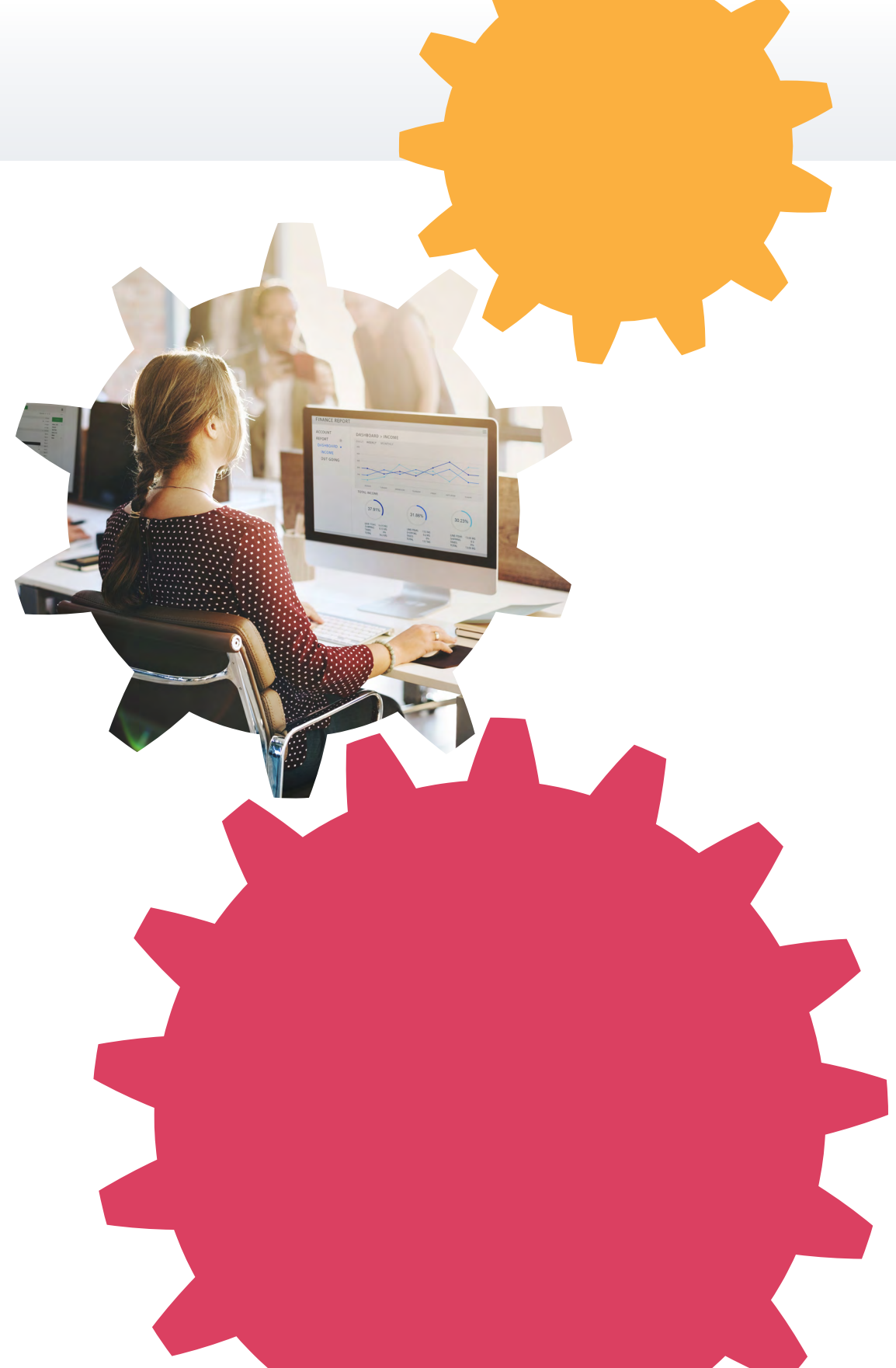


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You'll learn about:

How businesses can enable process improvement when integrating communication and collaboration tools powered by cloud based unified communications. In addition, you'll learn how to optimize opportunities presented in the Business Moment by leveraging communications technology to streamline and optimize external communications - with customers and prospects and drive results to your business' bottom line.

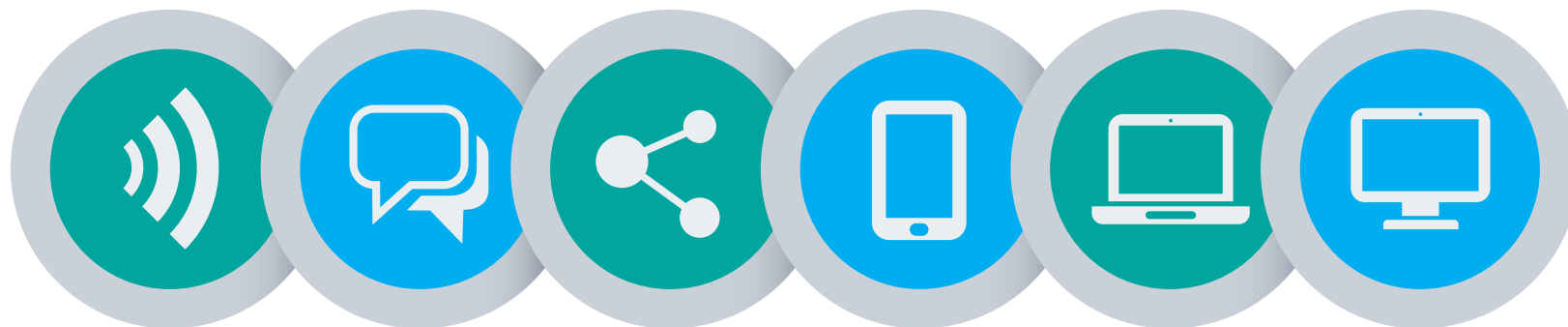


INTRODUCTION

The pace of innovation and demands to build new products, roll out new services, win new business, and keep customers happy keep increasing. Given the often distributed nature of work teams who are not only in different time zones, but on different continents, or who are in the same town but working from different offices or from home - keeping business processes rolling can be complicated and frustrating. While there are great applications available that help teams store and share documents, or manage projects, real upside can come from choosing the right real time communications tools.

When your team can quickly access web-based real time voice, messaging and collaboration services to access to all their resources (from their contacts, to corporate directories, to workflow systems, virtual meeting rooms, and more) they can simply get more done - faster than ever! Being in the office can happen virtually, with colleagues “down the hall” when they are available instantly using cloud-based, web and mobile friendly platforms.

Beyond internal communications, the same Unified Communications services, delivered via the cloud, can dramatically improve how your company interacts with prospects, partners and customers, by ensuring incoming calls and messages are directed to exactly the right person instantly, and redirected if that person is unavailable.



THE BUSINESS MOMENT

Many Business Processes are triggered by an event frequently initiated by a customer, prospects, or partners. These events can be referred to as a Business Moment which contribute to an organization's livelihood.

"In the context of digital business, a business moment is a brief everyday moment in time and the catalyst that sets in motion a series of events and actions involving a network of people, businesses and things that spans or crosses multiple industries and multiple ecosystems," according to Gartner, as "digital business...breaks down traditional barriers between industry segments, creating completely new value chains and new business opportunities that may not be filled by incumbent players."

In order to optimize the Business Moment and their associated opportunities, it is important to evaluate processes that support the interaction, engagement and communication with these external entities.

How does your company communicate today?

Today business environments are digital. Within the context of continual digital interactions, from voice to messaging to video a variety of communications occur on a variety of devices such as on mobile devices or on desktops, business moments are happening every day, all day long.

Context drives interest and contacts, and the companies who can quickly understand and respond to opportunities driven by "in the moment" contextual builds a distinct competitive advantage.

"These moments of opportunity and competition that lead to the gain or loss of a sale or the transformation of an industry can happen in an instant. CIOs, IT leaders and business leaders should identify business moments that will be critical to their enterprises and to their customers or citizens."

— Don Scheibenreif, Vice president, Industries Research, Consumer Experience at Gartner

To stimulate thinking, companies should:

Communicate stories that illustrate the potential of digital business and help build their leadership networks with like-minded business partners.

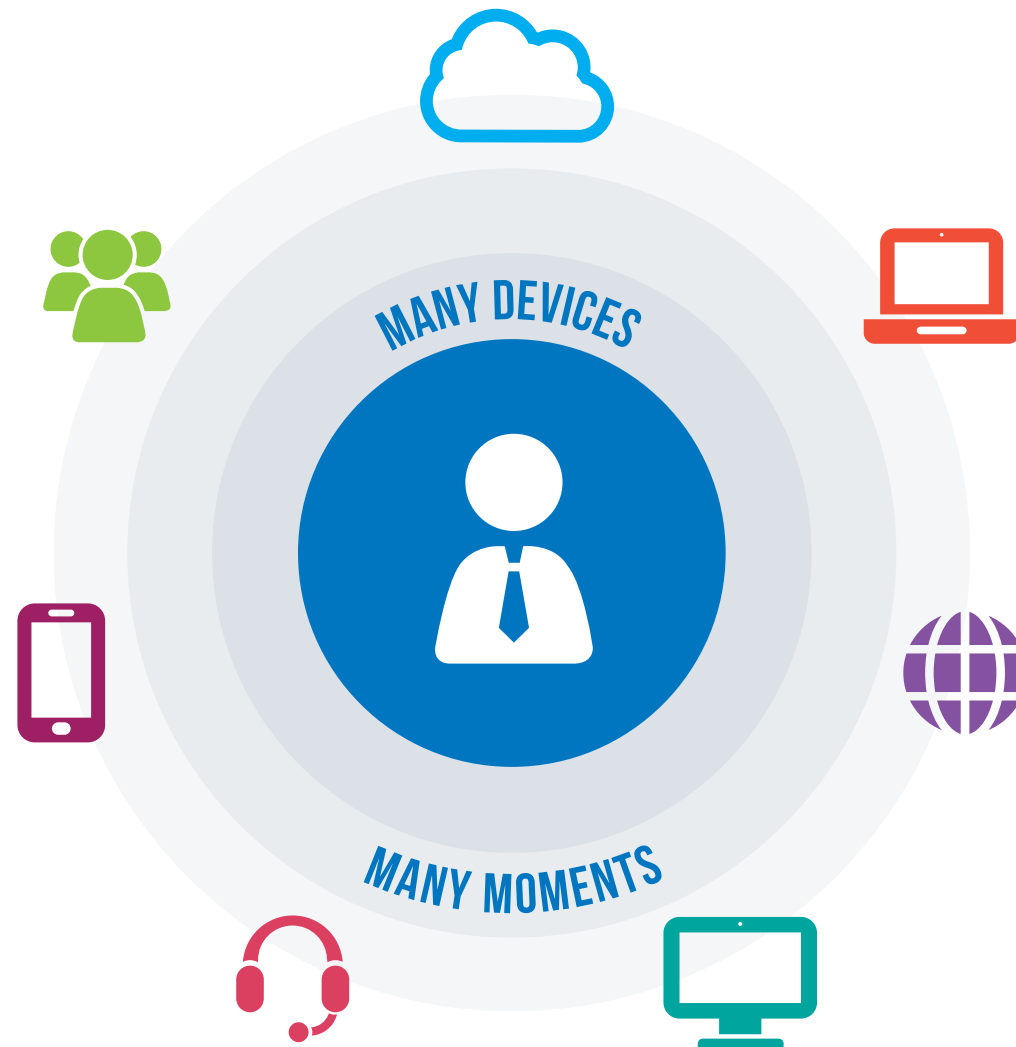
Integrate business moments into their thinking about customer journeys and associated processes, even as firms digitalize those processes.

Begin to see how "things" become important in ways they hadn't envisioned and use these moments to help see new connections for their organization.

Begin to investigate and create their own business moments. Use business moment scenarios like the house paint story to make connections and see possibilities for their enterprises."

COMMUNICATION PROCESS TOOLS

Prepare for an ever increasing stream of internal and external communications – and never miss an opportunity in “the business moment” to streamline and optimize your business processes.



Unify The Experience!

WHY UNIFY?

- More Revenue
- Happier and More Loyal Customers
- More Efficient Internal Teams
- Optimized Partner Collaboration
- Management and Insight Across Channels
- Business Transformation!

COMMUNICATION PROCESSES DRIVE RESULTS

Here are a few samples of how integrating Communications into your processes drive results:

For a retailer, it may mean that a very cold season drives demand for cold-weather apparel, and with “business moment” awareness, can prepare to meet the demands of their customers to deliver not only a stylish winter coat but the scarf and gloves to go with it.

For a luxury hotel company, it may mean responding to a sudden increase in demand for rooms when an event is announced in a certain resort destination and blocks of rooms will be requested.

For an energy company, a summer storm may threaten service outages, and being able to staff up to respond to a surge in calls from governments, partners and consumers can be easily accommodated through a cloud-based platform making it possible for additional staff to work from home.

Get your customers to the right person at the right time – instantly



Increase Revenue

Augment staff to accommodate seasonal spikes with scalable cloud-based services



Manage Expenses

Staff connect from home to manage increased call volume



Increased Customer Satisfaction

FIVE (5) WAYS TO EASILY IMPROVE TEAM COMMUNICATIONS

1

Make UC available to every team member everywhere



2

Enable team members to join {connect} even when they are on the move



3

Leverage the power of collaboration without breaking the bank



4

Offer multiple means to receive and respond to messages including visual voice mail



5

Take full advantage of a Menu Tree and self service

- Send Email
- Send Text Message
- Connect on LinkedIn
- Add Friend on Facebook
- Follow on Twitter

FIVE (5) WAYS TO EASILY IMPROVE CUSTOMER INTERACTIONS

1

Give customers choices on how to reach your company



2

Don't frustrate customers when they can't reach you quickly



3

Get your customers to the right person at the right time – instantly



4

Track your interactions and learn from the data to continually improve customer experience



5

Build internal teamwork into the process using a unified system that can push calls to the next right person



COMMUNICATION TOOL BENEFITS

Cloud



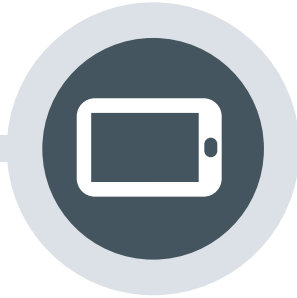
- Free up your IT Staff to work on internal processes and back office systems.
- Eliminate maintenance, power and labor cost necessary with premise based solutions.
- Mitigate Risk with redundant, secure and consolidated infrastructure available with cloud communications

Messaging



- Ensure employees never miss a call or opportunity by providing voice mail.
- Streamline by directing voicemail transcriptions to a single email inbox.
- Broadcast messages to departments and groups simultaneously.

Mobility



- Decrease Real estate office expenses by enabling teleworkers.
- Optimize productivity to enable staff to connect while on the go.
- Route calls to mobile phones on demand via online tools.

Conferencing



- Empower quick issue resolution by providing staff with simple easy to use conferencing.
- Ensure operational excellence via Teamwork armed with collaboration tools .
- Decrease travel cost by leveraging conferencing tools across regional offices.

A single, multimedia communications system makes everything easier! By streamlining communications, by extension, business processes can be simplified, while interactions and results are more easily tracked.

With Cloud Communications there are no upfront capital costs, no premise-based equipment to manage, and all the benefits of an untethered approach so team members can be available for each other and for customers via their mobile devices or while working from home.

PROCESS IMPROVEMENT RESOURCES

There are many process improvement disciplines and standards that are used globally across all industries. Here are just a few excerpts from best-in-class approaches for reference:

Six Sigma DMAIC Principals

Define (the voice of the customer and their requirements)
Measure key aspects of the current process and collect relevant data;
Analyze the data to investigate and verify cause-and-effect relationships.
Improve or optimize the current process based upon data analysis
Control and Monitor the future state

Lean's Transformational Model Questions

What is the purpose of your change?
How are you improving the work/process?
How are you building capability?
What behaviors and systems are required for support?

Regardless of which approach you choose for your business, integrating communication tools into your process improvement plan will ensure your organization is on the path to achieving success!

Details outlined in this publications are intended to serve as resources and tools to aid in the preparation Process Improvement . Any content within is not intended to represent legal or regulatory guidelines for any specific entity, government or organization.

Processes Improvement Resources

[Wiki](#)
(Process Improvement)

[ISO](#)

[Lean Enterprise Institute](#)

[Tools and Principles to Integrate into Six Sigma](#)

[Six Sigma](#)

[PMBOK](#)



Lean Enterprise Institute



UNIFIED COMMUNICATIONS

Why Cloud Communications Makes Sense: Beyond Process Improvement

More and more business are moving to cloud communications solutions not only to enable process improvement purposes but also as a solution that better fit your business and financial models. Cloud-based real time communications, including voice and collaboration tools , compared to traditional phone system approaches are:

LESS EXPENSIVE

Sold on a per-seat subscription basis, minimizing capex

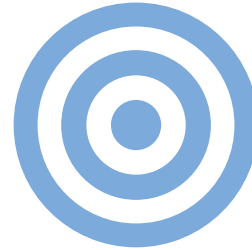


SCALABLE

Businesses can adapt for growth and scale up or down as needed. Allowing your communications to grow with your business' needs.

AVAILABLE EVERYWHERE

The right real time communications systems allows multi-device access to cloud UC from anywhere with a network connection



CLEARLY DEFINED

Unified Communications Services eliminate obsolescence and outsources the challenges of communications processes to the managed services provider

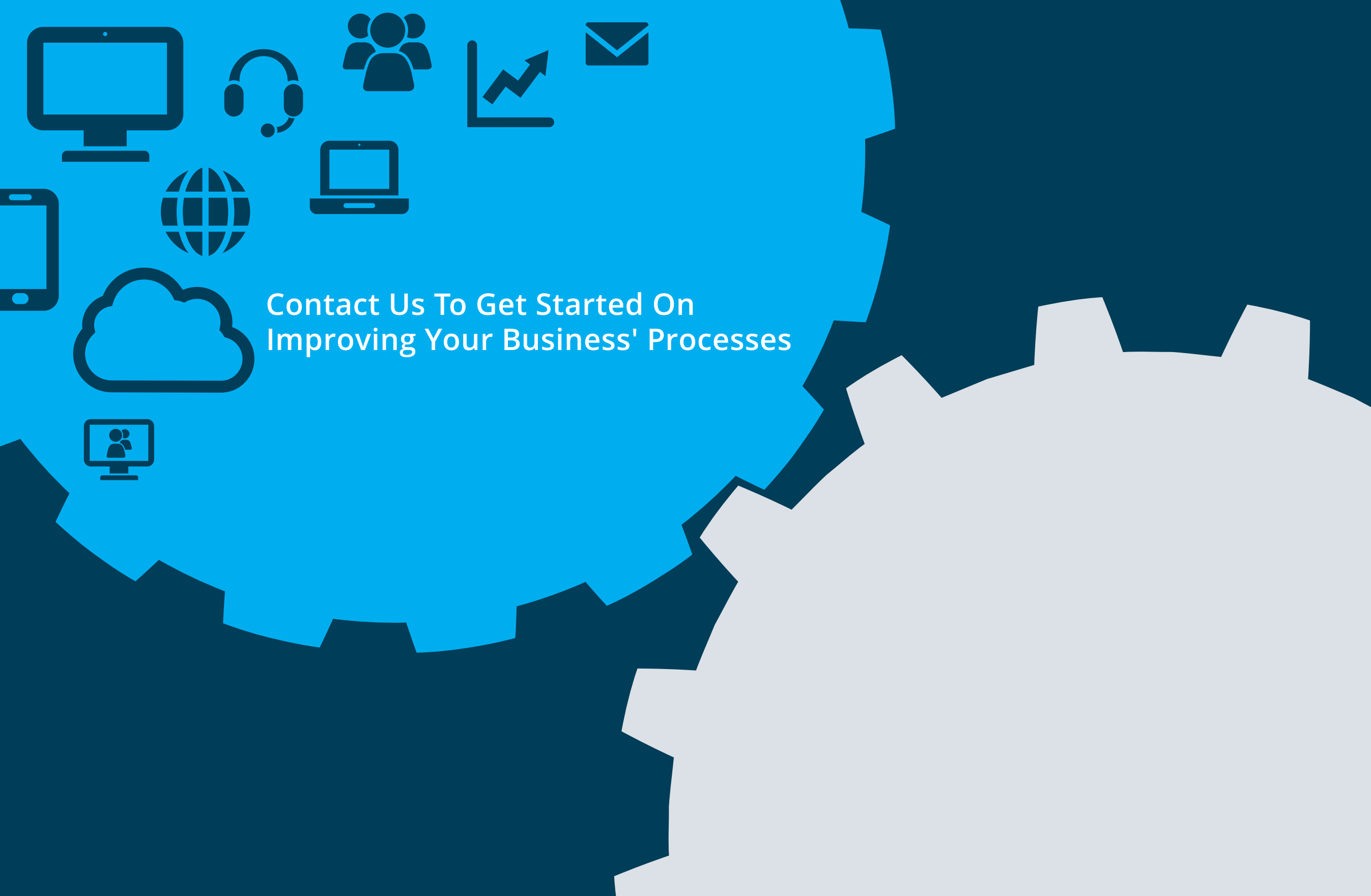


FLEXIBLE

New features and services can be activated on demand

Unified communications (UC) is a broad concept but one that has great significance and upsides for businesses, from start ups to global enterprises. In increasingly competitive environments, leaders need to continuously drive speed and efficiency by finding ways to optimize business processes.

By providing the tools to help the enterprise become more aware and responsive, the right real time communications platform can streamline communications within the enterprise and drive efficiencies across the value chain.



Contact Us To Get Started On
Improving Your Business' Processes