

# UPGRADE:

## Smart Investments for Employee & Customer Communication

### *IT'S TIME TO UPGRADE YOUR BUSINESS COMMUNICATIONS*

Business leaders spent the bulk of 2020 in emergency mode, adapting and reacting at top speed. It was like jumping off a cliff and building an airplane on the way down: It didn't have to be pretty or soar to new heights. It just had to land safely.

Now, however, it's time to re-assess and refine. We're not trying to keep from crashing anymore; we're trying to fly higher, faster, and farther.

Upgrading your business communications capabilities is a key part of the process. A few key investments now can help you increase efficiency and collaboration between remote, hybrid, and in-person workers, as well as meet customer demands for a consistent omnichannel experience.

This brief guide combines Mitel's experience in communications technology with advice from industry experts. Read on to discover how to strategically upgrade your communications systems to benefit your workforce, your customers, and ultimately your business.

# INTEGRATE Communications

Many businesses are working with an uneasy patchwork of communications solutions from different vendors, each implemented separately at different times. That type of Frankenstein framework is okay for just getting by. But compatibility and efficiency issues can hamper a business' capacity to grow and thrive.

An integrated platform ensures a seamless experience for management, employees, and ultimately customers. Combine that integrated platform with a culture of communication and collaboration, and you're ready for liftoff.



"There have been no issues with the technology. The integration was seamless, the system is working well, and it is very user-friendly. We know we are only using about 60% of Mitel's capabilities, so the technology has the scalability and agility we need as we grow or evolve."

~ Kris Vrancken  
*Telephony System Engineer,  
Hasselt Council*



# ADAPT PROCESSES TO MAKE THE MOST OF COMMUNICATION TECHNOLOGY

If your business is not ready yet for cloud migration, you can still improve your internal and external communication.

Remember that technology is here to save your time. If you find yourself spending more time on communications tools after a partial or complete migration, you may not be making the best use of them. Define your optimal ways of working before you implement the tools. Will you recreate your current processes with your new cloud solutions? If so, go back to the whiteboard.

Improve your business processes: Define KPIs and set up the measurement tools before you deploy your solution. You can't improve what you don't measure!



"Remember that technology is here to save you time."

~ Cyril Coste

*Founder and Chief Digital Officer, Digital and Growth*

## DEVELOP Flexibility and Security

Whether your employees are remote, hybrid, or in-person, they're likely to use personal devices for work purposes.

With the right solutions, you can support secure work and promote collaboration regardless of which devices your employees use.

Make sure the communications suite you choose empowers employees, rather than restricting their options. And make sure it's flexible enough to continue to meet your needs as they evolve.



## OFFER ROBUST TOOLS TO AVOID "SHADOW IT"

Keeping employees from using unauthorized IT is a question of leadership. There is a famous email by Jeff Bezos that was allegedly sent to all employees at one point, stating that all communication between teams must be done through centralized service interfaces and that these interfaces needed to be designed in a way that they could be exposed to the outside world at any time.

I'm not a fan of threatening your employees, but I do believe that he had the right intention. Businesses need to focus on one central, lean IT infrastructure with well documented interfaces. Closed Data-Bases and "internal" tools do not scale. Offering modern and agile tools will help establish a central IT infrastructure that works for everyone.



"Businesses need to focus on one central, lean IT infrastructure."

~ Frank Thelen  
*Founder & CEO, Freigeist*

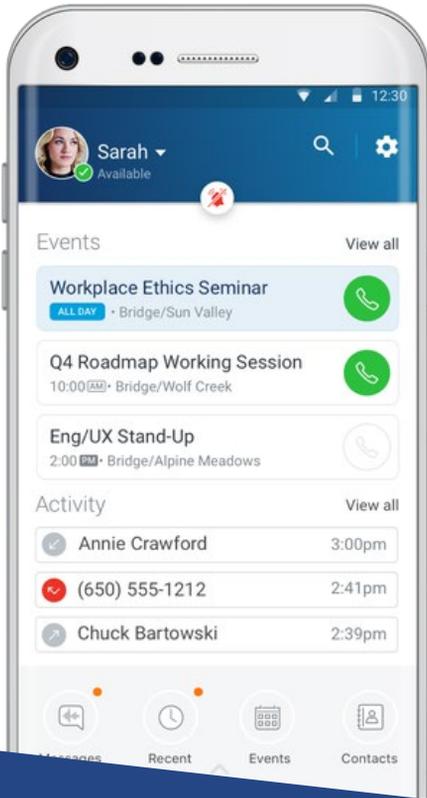
## INVEST IN Omnichannel Customer Communication

We've been focusing on employee communication so far, but customer communication is an essential part of any communications upgrade.

Customers want to have a single conversation with your brand. If they start on social media, switch to email, then give you a call, they don't want to start all over every time.

An omnichannel communications solution removes friction for customers and helps you meet them where they are, regardless of channel. The key is to have the entire customer conversation available to every customer-facing employee, ensuring customers don't have to repeat themselves.





“Mitel’s cloud collaboration tools have enabled real-time collaboration for AllSaints employees, using voice, video, Instant Messaging and document sharing, all from a single, unified application that moves seamlessly between desktops, mobile devices and the cloud. AllSaints now has the ability to scale up its requirement during peak times, enabling contact centre agent seats to increase threefold, if necessary.”

~ Andy Dean

*Technical Operations Manager, AllSaints*

## PREPARE FOR Takeoff

The pandemic accelerated many businesses' digital transformation, but many were forced to choose between speed and strategy. If your business has been making do with these types of emergency quick fixes, it's time for an upgrade.

Use the tips in this guide to help you get onto the runway, with your route to the future fully mapped and ready for takeoff.

Mitel is committed to helping businesses redefine their communications strategy. Ready to upgrade? [Contact us today.](#)

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