# Digital Transformation

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# Introduction

Simply put, digital transformation is the integration of digital technologies into a business with the aim to improve the way it operates with the end goal being to improve the overall customer experience and increase profitability. Adopting a digital transformation strategy should be a high priority for any modern business. This can sometimes be a difficult decision to make if your business has many processes ingrained into the company's daily operation. Although the decision to digitise your business may be a difficult one, the benefits from doing so can be huge. Digital transformation ushers in many changes for your business and none more so than your businesses communications systems. Let's look at some of the key points to consider when moving your business forward in this new digital age.

Digital transformation is a combination of a few different technology areas. We will highlight 5 of the main areas of digital transformation:

- Cloud
- Mobility
- Big Data

- Collaboration
- Social Media
- Communications

Communications

Collaboration

Mobility

Big Data

Social Media

Cloud

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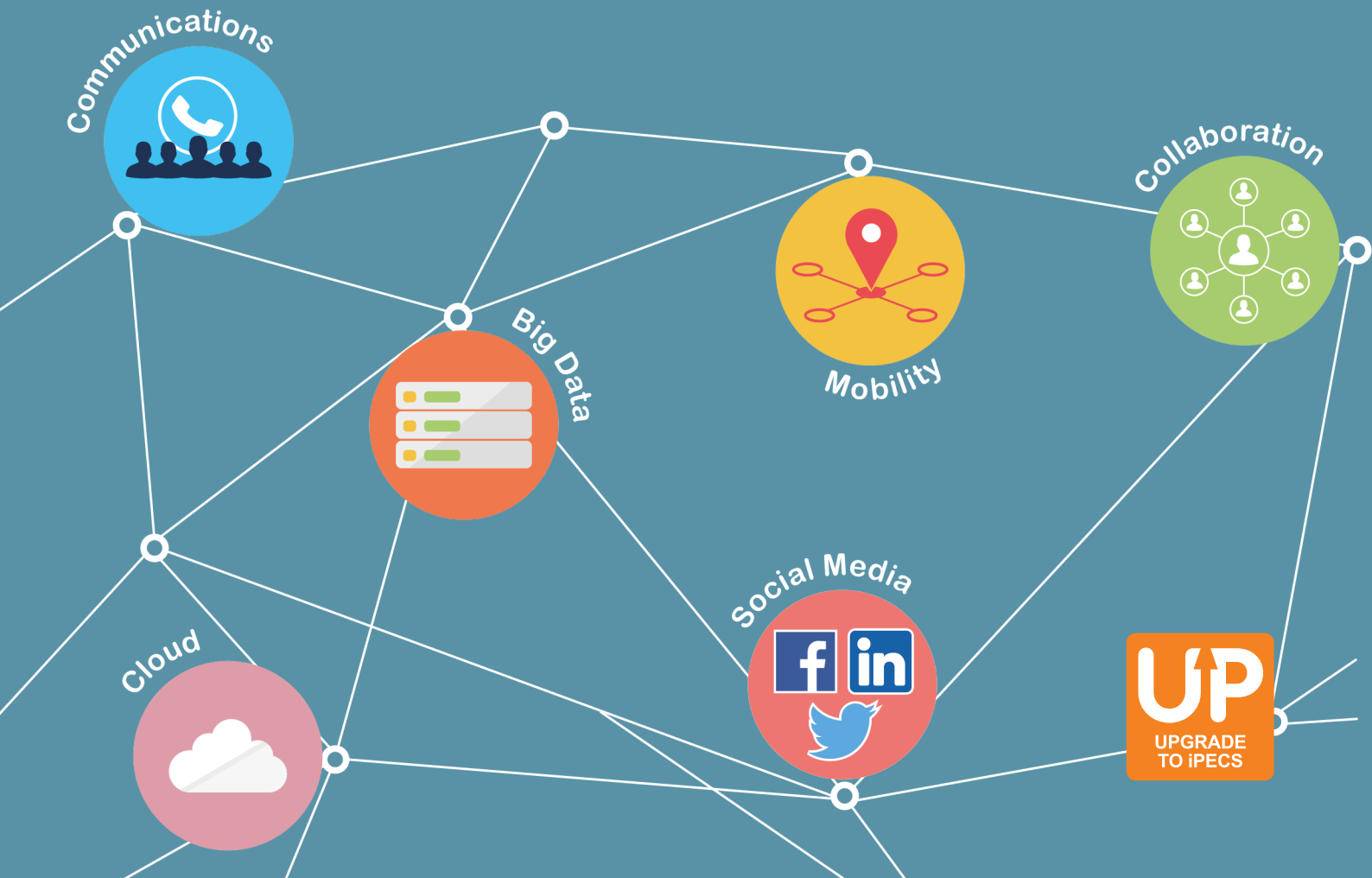
# The Cloud

The cloud is the provision of digital services over the internet. Companies that offer cloud services are called cloud providers and offer products such as storing telephony data, hosting websites, streaming media, analysing data and much more. These services will often be running on computers or servers hosted by the cloud providers and accessed via the internet. There are three main types of cloud services; public, private and hybrid. Public clouds are hosted off-site by the cloud provider, private clouds are hosted on a private network by the organisation, hybrid clouds use a combination of public and private options.

Cloud services can offer many benefits including:

## Cost

Using cloud services means that you do not need to buy and look after expensive hardware and software. Also, you do not need to hire specialists to maintain these products. The monthly costs for cloud services are often low-price subscription payments.

## Reliability

Cloud providers maintain their products to a high standard and any data stored on their servers will be backed up and highly secure. This means that, if you use public or hybrid clouds, you do not have to worry about any data-loss or hacking disasters that could occur using on-site hardware.

## Performance

Most cloud providers use high-end hardware and software which is constantly being upgraded to the newest products. In order to match the performance of these offerings using on-site solutions you would have to regularly pay for new products and their installation.

## Scalability

As cloud services can be accessed from anywhere there is a high-speed internet connection your business can grow into multiple locations without worrying about purchasing hardware for each site. Often, as your business grows you will only need to purchase more licenses for the cloud services which offers great cost savings over on-site alternatives.

These cloud-based technologies also allow us to provide communication solutions that are fully integrated into your businesses unified communications system (UC). Unified communications solutions such as iPECS from Ericsson-LG can offer full integration into existing CRM products (e.g. Salesforce or other applications like Skype for Business). iPECS Cloud is tailored to deliver reliable and simple communications to your desktop from highly secure and resilient data centres. This means the phone system is managed for you and you just use the handset, web portal or applications to access everything you need, when you need it.
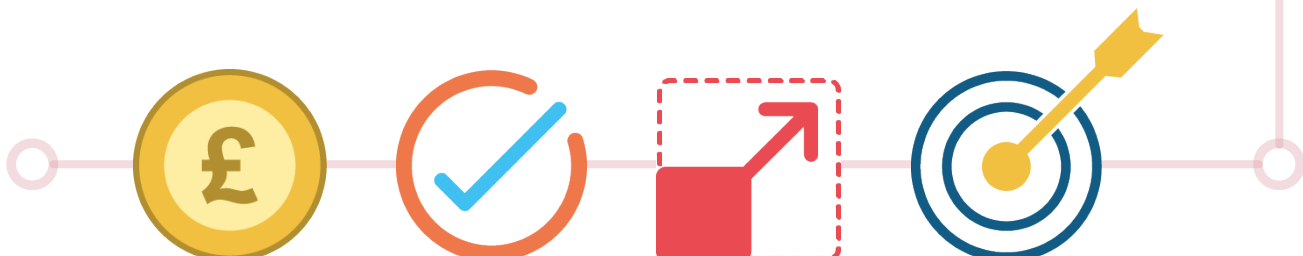
# Mobility

Mobility has become one of the most important areas for businesses to focus on when reshaping their organisations for this digital age. With smartphone usage continuing to increase, many people now use mobile as their main computing device. Customers now expect seamless experiences when using an organisations mobile solution. If you fail to recognise the importance of mobility you may risk falling behind your competitors. Employees are also offered benefits if a business embraces mobile solutions including the opportunity work independent of location, using a variety of devices. Embracing mobility as part of an organisation's digital transformation can take many forms. Some examples can be as simple as ensuring that a website is mobile-friendly and developing mobile applications, to more advanced cases of utilising mobile applications to support team collaboration and communications.

Mobility is a key part of the iPECS UC solution. It offers ways for you to securely connect and collaborate with employees. As many companies are now utilising personal devices for work, there is a need for secure mobile communications. iPECS call platforms and applications support BYOD to help companies and users reduce costs, increase productivity and enhance customer experiences in secure environment.

Business integrated mobility solutions enable seamless and streamlined communications for workers as they no longer miss their business calls or messages and can respond promptly. In addition, iPECS provides real-time collaboration applications for mobile workers. From laptop to smartphone, users can fully utilise the features of unified communication including voice call, chat, SMS, presence, video conferencing and more. Wherever you are, you can collaborate with your colleagues in real-time, for robust business productivity and efficiency.

Smartphone users spend up to 85% of their mobile usage on non-voice activities

Statistics show that 77% of mobile searches happen at home or work where desktop PCs are available

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# BIG DATA

In this new digital age there is an abundance of data that can be leveraged to support your business in delivering a superb customer experience. Both large and small businesses can benefit from utilising big data in a number of ways. Customers can benefit from enhanced experiences and employee workflow can be improved. However, the sheer amount of data can sometimes be overwhelming and often this information is not utilised for the best interests of the business and their customers.

A great solution for companies who need manage customer data is iCall Suite (iCS) from Tollring. It is a fully integrated hosted or on-premise call management solution that will improve business efficiencies that deliver a return on your telecommunications investment. It can help you to make informed decisions on system, department and user call activity to deliver a more effective service to your customers.

Data collection can often be complex or expensive but there are options that exist for collecting data about your customer interaction that are simple, beneficial and low-cost.

icall suite captures every customer interaction and helps you understand the product call volume and match resources to customer demand. iCall simplifies large volumes of call data to deliver simple graphical dashboards and replays to help you better your business.

SO WIFI offers a plug and play WiFi network for your business which allows customers to connect to the internet for free. SO WIFI will then collect data such as email address, location, interests, age, gender and more. This data can give you valuable insights into your customer base and help you to build a contact list of visitors.

# COLLABORATION

Digital technologies change the culture of business and traditional ways of doing things make way for new strategies. It is now easier and more important for organisations to work in a collaborative manner. This collaboration is important across disparate teams, loyalty and often involves mobile workers. Digital tools make communicating, sharing files and information much easier than it has been in the past. It is important that your organisations are set up to encourage teamwork and communication. Often when information is shared between personnel it can result in innovative ideas and cost-savings.



Setting up your organisation up with a unified communications (UC) systems is the solution to deliver such values of connectivity. Your teams can easily see each other's status or presence and know when they are contactable. A one-way email can be easily replaced with an instant message connection and can involve multiple people. Setting up video calls and meetings is simple, and you can easily join together teams from across the globe in a video meeting. With a simple and easy unified interface for communication and collaboration. iPECS UC helps to bring your teams together with simple tools for collaboration and communication. On-demand access to features and the ability to add or remove users means you have the flexibility to adapt to your business needs.
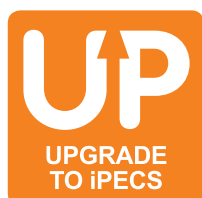
# Social Media & Communication

As we are all aware the internet has opened new avenues of communication and social interaction. It is imperative that businesses integrate these into their strategies. Having a social media presence is almost non-negotiable these days, be it for marketing and promotion or customer interaction, it is essential to be in control of your social presence on the web. Many social media sites now offer the ability for customers to leave reviews and comments on their experiences of services offered by organisations. It can be hard to manage all these interactions as they happen across multiple platforms. Fortunately, there are solutions that exist to help your business take control, manage and respond to these reviews from one place.

SO Review is an online dashboard for all of your organisations online reviews. You can sign in just once to receive all your reviews in one clear overview, sorted by positive or negative sentiment and per subject. SO Review continuously scans all sites such as TripAdvisor, Yelp, Google and Facebook for new reviews. It allows you to respond directly to reviews that concern topics that are most important to your business such as staff affected, service and pricing, without leaving the dashboard. It allows you to become more efficient and spend less time working on your reviews but achieve the converted 5-star rating that will help win your next customer.

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# Conclusion

In this digital age of constant change, it can be daunting for businesses. Especially when it comes to investing in new products, as certain solutions become defunct quickly. Fortunately, there are communication solutions available that are future-proof, scalable and affordable.

Adopting a digital transformation strategy is a must in this digital era and will significantly improve productivity and customer relations.

**Contact us today for more information on how we can help your business.**

**www.upgradetoipecs.com**

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