Off.

But always on.

Have the freedom to work flexibly with an intelligent workplace

A guide to the benefits of Unified Communications & Collaboration

Mitel®

Powering connections

What is Unified Communications & Collaboration?

Unified Communications & Collaboration (UC&C) combines every modern-form of communication a business has into one easily manageable platform.

Compared to the use of separate phone systems, instant messaging and email management tools, a UC&C system combines every element of business communication and presents them on a single dashboard. This has significant benefits to productivity and collaboration, while also being significantly easier to train staff to use.

$62.4 million per year

is lost due to poor communication and lost productivity[2]

The benefits of Unified Communications and Collaboration

You'll already be aware of the fundamental importance of customer experience (CX). It's estimated that 86% of customers are willing to pay more for an excellent experience[1] and, in some cases, they're willing to pay almost 20% more[1].

Couple that with the crucial importance of providing a top-quality experience for your workers, as well as the need for an outcome that delivers increased efficiencies, greater productivity and faster ROI, and it can be quite a challenge to find the right solution. What's the best way of providing all of this, without it costing too much?

In order to create a workplace that delivers an exceptional CX, attracts new talent and improves the experience of existing staff, you'll need a seamless UC&C solution.

At Mitel, we're able to offer you the UC&C solution you need, while being more flexible and agile than anyone else. We work within your existing network and we're open to the way you do things. Our approach means we can adapt to legacy systems – seamlessly. And with our unmatched expertise in UC&C, we're ideally placed to help you achieve the best possible results, in a way that is customised to suit your business.

In this guide, we'll take a closer look at the six key reasons why a UC&C solution is now a necessity for businesses around the world, particularly in regard to customer and employee experience.

It enhances crucial experiences

An exceptional CX is more important to businesses today than ever before. In fact, two-thirds of companies compete on customer experience[3], with many businesses gaining an increase in revenue after they'd improved their overall CX standards. Quite simply, you can't afford to offer a bad experience to customers, they'll just go elsewhere. Every customer call, click, text, chat or email needs to be engaged with quickly, smartly and, if possible, seamlessly.

That's why you need a UC&C solution that'll help improve the overall CX. UCC helps with internal communications of this nature but without Contact Centre technologies you can going to get this 365 customer view. As well as providing one consistent record of every customer communication, meaning that someone who called on the phone doesn't have to reiterate themselves a second time, it also gives businesses the freedom to choose their preferred methods of communication. Frequently out of the office, but don't want to give out your mobile number? Redirect your desk phone. Want to provide a 24/7 contact option that doesn't require monitoring? Opt for an AI solution, such as a chatbot, that can support customers immediately, personalising and automating every interaction.

The same UC&C solution can also be used to significantly boost a business' EX. By opening up new possibilities for clearly communicating from a wider range of devices, in a wider range of locations, businesses are able to provide employees with the possibility to work on their own devices from home. This helps boost recruitment and staff retention, lowers costs and improves workplace performance.

UC&C provides a greater sense of personality, faster response times and easier CX and EX for a wide variety of users. As more businesses embrace UC&C systems, the ones who don't will stand out for the wrong reasons.

Crafting a smoother hotel experience with Hyatt Hotels Corporation

Having worked together for 25 years, Mitel has helped Hyatt Hotels Corporation upgrade to a modern UC&C solution that provides a 24/7 boost to CX, by improving mobility, increasing integration and reducing management time.

"Having a similar experience at every property is important to us and our guests. 70% of our hotels in North America utilise a Mitel solution, which provides a consistent experience for guests and staff, while also driving costs down."

Jeff Bzdawka, Senior Vice President of Global Hotel Operations, Hyatt Hotels Corporation

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It fosters closer working relationships

Collaboration between employees almost always leads to better results, so fostering the relationships staff have, in order to build a better team environment, is crucial to delivering higher standards of work.

Using UC&C allows staff to have a clearer view of their colleagues' status, availability and presence at an individual moment, promoting a greater sense of trust and co-ordination, as well as confidence in the expertise of others. And when staff trust each other, their overall happiness at work goes up too.

Teams that, under older systems, may not have worked together at all, suddenly have a system in place that makes it easy to communicate and work together, share expertise and improve their overall output, without needing to sit round one table, or even be in the same office. Wherever they happen to be, they can work together.

Providing a world class UC&C solution, fit for Tottenham Hotspur's new stadium

When Tottenham Hotspur were in the process of developing one of the most prominent and advanced new sports stadiums in the world, they used the opportunity to overhaul every element of their business, including their communications setup. To do this, they turned to Mitel.

The system implemented by Mitel aims to allow Tottenham Hotspur to better manage every fan of the club, handle a greater number of season ticket holders than ever before and communicate efficiently and securely with both staff and fans.

The new system aims to complement the state-of-the-art stadium, allowing Tottenham Hotspur to take a step forward as an elite London club.

"Mitel powers more than two billion connections every day and we are confident in their ability to provide communications solutions to meet the demands of our iconic new stadium and the wider business."

Matthew Collecott, Director of Operations,
Tottenham Hotspur Football Club

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It provides a significant boost to productivity and mobility

One of the most persuasive reasons to consider a new UC&C solution will always be productivity boosts. By enabling your staff to work more effectively, you get better results and push your business to new heights.

By allowing people to work flexibly, either as a group or individually, from anywhere at any time, you prevent wasted time and improve the performance of your business. This doesn't only improve staff happiness, by providing the same level of communication they'd expect in their personal lives, it also offers a significant boost to overall business performance.

For example, if people are busy in their personal lives and can't answer the phone, they'll often send a quick message apologising, and confirming they'll call back later. With UC&C, it's now easy to do that from a business perspective using instant messaging, improving relationships and productivity.

What's more, with Mitel cloud solutions enabling employees to work together from anywhere, at any time, there's less of a dependency on the office environment. Whether people are working from home while handling childcare, or on the train to a meeting, they can still connect with the people they need to.

Higher employee engagement led to better store performance for Best Buy. For every percentage point improvement, individual stores saw a $100,000 increase in annual income[2]

It promotes interoperability

Disparate, siloed communications and systems can't help but slow a business down. If the systems aren't seamlessly compatible with each other, transferring any useful data or knowledge from one program to another can be arduous. What's more, training staff to use a variety of different systems takes longer.

With UC&C, entire systems can be integrated, and experiences personalised, meaning these problems go away. Everything can be built to work together, so it's easier to capture one clear, consistent picture of customer interactions, as well as significantly boost the overall CX. Combine this increased ease of use with reduced loss of data and a simpler omnichannel IT setup and the benefits become much clearer to see.

The transition of customer conversations between chat, voice, text and social media has to be seamless and instantaneous. CRM and API integrations are must-haves if you want to create a personalised customer experience and provide truly stellar service[4].

Providing interoperability and driving public services for neighbouring English councils

By working with both the City of York Council and the neighbouring Harrogate Borough Council, Mitel was able to provide a UC&C solution that would work for both; preventing staff from being tied to their desks and improving data flow between the two organisations, without incurring prohibitive costs.

"This (Mitel UC&C) has enabled us to centralise communications across the council, enabling the main accommodation sites to have the same access to communications. This has meant we have been able to improve communications both internally and with the public, thereby improving public services."

Roy Grant, Head of IT Operational Services,
City of York Council and Harrogate Borough Council

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It lowers operating costs

A modern UC&C solution takes away all the unnecessary separate licences and puts them all together into one system, resulting in easy financial management and lower overall monthly costs. By opting for a managed service solution, the IT maintenance costs quickly disappear too. Your business will know what each month will cost, and the risk of unscheduled downtime will be dropped to a minimum.

As your requirements change – for example, if you needed to expand the available seats – you can do so quickly and easily, without infrastructure changes.

If that wasn't enough, a significant reduction in travel costs is also possible when UC&C is embraced. By ending the need to travel to meetings, instead replacing them with reliable, fast communications methods, there's no need to travel as often anymore, saving time, energy and money.

13%

of a respondent's working day is wasted as a result of inefficient and ineffective communications. This is an average waste per business professional of $10,200 a year[5]

Providing flexible communications for Liverpool FC

As the Official Global Unified Communications Partner of Liverpool FC, Mitel is constantly working to provide a peerless experience for fans and employees alike.

The club and Mitel are working to implement a new flexible UC&C solution that allows employees to collaborate from anywhere, as well as an advanced contact centre that delivers omnichannel support and personalised experiences to Liverpool's fans, to help the club set themselves apart from rivals by providing a superior fan experience.

"Ultimately, the partnership with Mitel will enable us to simplify fan journeys and create seamless interactions."

Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool FC

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It drives innovation

Innovation rarely happens in isolation. It takes multiple people, sharing ideas and expertise in order to produce something new. Promoting an environment that fosters this innovative spirit is crucial for businesses around the world, as it's the main differentiator for a business compared to its rivals.

A UC&C solution is an ideal way of providing this environment, as it allows users from across a business to work together in near-real time; the right platform choices allow you to connect with colleagues and suppliers across the globe, making it easier than ever to share ideas and have a voice. This extends to workers out and about too; whenever an idea comes to someone, they can share it with their team and get things moving. With more and more people using their phone for business, and some of the best ideas coming when people are away from the office, it makes sense to allow them to share their ideas.
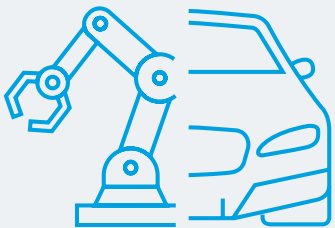
UC&C isn't just for staff; it can also be used to connect to IoT devices, such as factory machinery, vehicles, appliances and more. Machines will be able to better coordinate with one another and staff will be able to easily track the status of various products.

Find out more

Why Mitel?

- Our approach is flexible and agile

- We work within your existing network

- Innovation is at the core of our DNA

- We have over 1,600 patents and applications

- We've been an industry leader for over 45 years

- 70 million business users trust our services

- We're the #1 market leader in total cloud seats

- We have the biggest UC market share in Europe

As experts in your field, we understand that you're focused on driving change. But how do you improve the CX and employee engagement while increasing efficiencies, boosting productivity and achieving faster ROI? You need the power of choice.

At Mitel, we're focused on giving you the power to choose a unified communications solution that's fully interoperable with your existing systems; the power to collaborate confidently with your IT department; and the power to achieve real results as you help to evolve your business.

Our mission is to give you control in how you want to work, while eliminating any technical complexity along the way. We strive to make user adoption simple. And we'll work closely with you to improve your customer and workplace experiences.

Through any network, any systems and any challenges that you might face, we're here to help you drive business forwards.

Speak to us today to find out more.

Contact

w   www.mitel.com

t   +44 1344 208800

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