



Does Your Business Need a Digital Facelift?

How to Compete and Win in Today's Digital Economy



“Future Proof” Your Business

Today’s digital economy is upending how we do business. Companies successfully riding the wave are turning to new communication and mobility apps, social networks, cloud computing and big data analytics to transform how they get work done and serve customers.

The pace of change has been staggering. Just a few years ago, mature, digital superstars like Uber, Airbnb, Spotify and Netflix seemed like crazy ventures doomed to fail. Soon, though, they disrupted entire industries. And no one knows which segment of the economy will be next.

Is your business prepared? Have you adopted the underlying technologies that are powering today’s digital transformation so you can compete and win?

In the pages that follow, we show you ways to get the ball rolling. Remember that if you’re late to the party, your competitors have time to build a digital advantage. Don’t get left behind!



Supercharge Customer Interactions

The experiences customers have when they interact with your business are fundamental to whether you win or lose in a digital marketplace. And expectations are sky-high. Everyone wants convenient access to information at each stage of the buying journey – regardless of location or the device used at the time.

How to do it:

To capture and retain customers, it's time to transform customer contact into a strategic business asset. And that means adopting new cloud-based, multichannel customer engagement services. When you do, voice, web, email, chat and social channels all become part of a unified contact center environment that can dramatically improve the customer experience end to end.

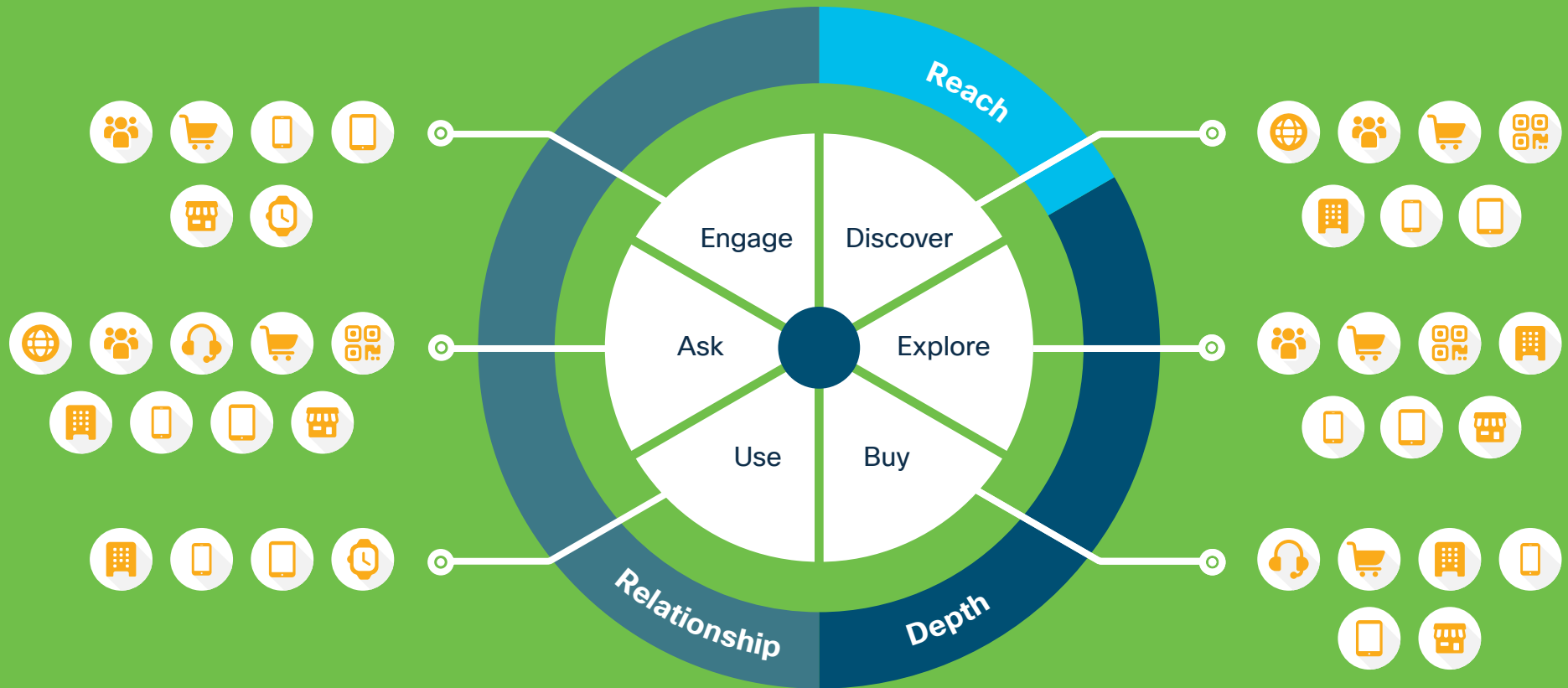


A few examples:



- You get speech-enabled interactive voice response capabilities, automated call distribution and workforce automation tools that can increase your efficiency, reduce wait times and improve performance.
- You get a consolidated view of your interactions with customers over multiple communication channels so you can deliver a seamless experience.
- You get predictive analytics that use interaction history to dynamically match customers and agents for the best possible outcomes.
- You get outbound campaign tools that let you engage customers via email, chat and social channels.





Digital Transformation Impacts Every Stage of the Customer Life Cycle









External digital touchpoints

-  Web (search, comparison shopping, etc.)
-  Social (social network, reviews, community, etc.)

Traditional touchpoints

-  Call Center
-  Branch / store

Branded digital touchpoints

-  Digital content (video, editorial, etc.)
-  Company Website
-  Mobile (apps, mobile web)
-  Tablet (apps, web)
-  In-store device (kiosk, associate device, etc.)
-  Wearable device (smartwatch, 4 fitness tracker, etc.)

Change how Work Gets Done

In a recent paper on the digital economy, analysts at Forrester offer one important caution.¹ Don't think about a digital transformation as something that involves customer-facing assets only. It's also crucial to focus on how to improve your operational agility and speed-to-market.

How to do it:

As a first step in changing how work gets done, eliminate old school, premises-based phone systems and move to a modern, cloud-based unified communication platform. When you do, you can bring together voice, video and messaging and communicate in new and highly efficient ways. Find colleagues quickly, send a chat message, make a call, start a video session, jump into a virtual meeting room, share your screen, swap files and more. You can stay connected to everyone and everything, regardless of where you are and how you choose to communicate.

Topic UC solution include:

- High-definition voice and video calling from any device
- Collaborative meetings and conferences using voice, video, messaging and screen sharing
- One-to-one messaging and group chat
- Mobility apps that let you use your smartphone or tablet to make and receive office calls, send messages and meet while on the go
- Context-sensitive communications that place relevant emails and files at your fingertips so you spend less time searching and more time getting work done and meet while on the go



Turn Collaboration into a Competitive Advantage

Companies leading today's digital economy have learned they can't do everything on their own. Instead, they've built an extensive network of partners to help them accelerate their business and adapt to changing market dynamics. Individuals across these new ecosystems are able to work together seamlessly to achieve shared goals.

How to do it:

New team collaboration tools can simplify the flow of work across an extended partner ecosystem. You can combine project and task management with notes and file sharing, group chat, live meetings and more. You get all the tools you need for anyone on your team to be productive from any device – regardless of the company they belong to.

The best collaboration platforms include:

- Persistent, online workspaces that let your extended team keep messages, notes, tasks and files organized in one place
- Contextual intelligence so the information and content you have in common with a colleague or partner will display during every interaction
- Business chat for 1-to-1 or group messaging, complete with search and sync capabilities
- Drag and drop file-sharing, including instant update notifications and comment capabilities
- Integration with Google, Office 365 Mail and Calendar, Salesforce and Twitter so all the information and tools you need are continuously at your fingertips – without hopping from app to app



Build a Team that Embraces Change

As you launch your digital transformation, don't forget the people factor. Build a team that embraces innovation and is willing to upend established practices in order to achieve new efficiencies and to delight customers. It can take time and effort, but the payoff can make all the difference in how your business performs.



How to do it:

Here are five tips for cultivating innovation:

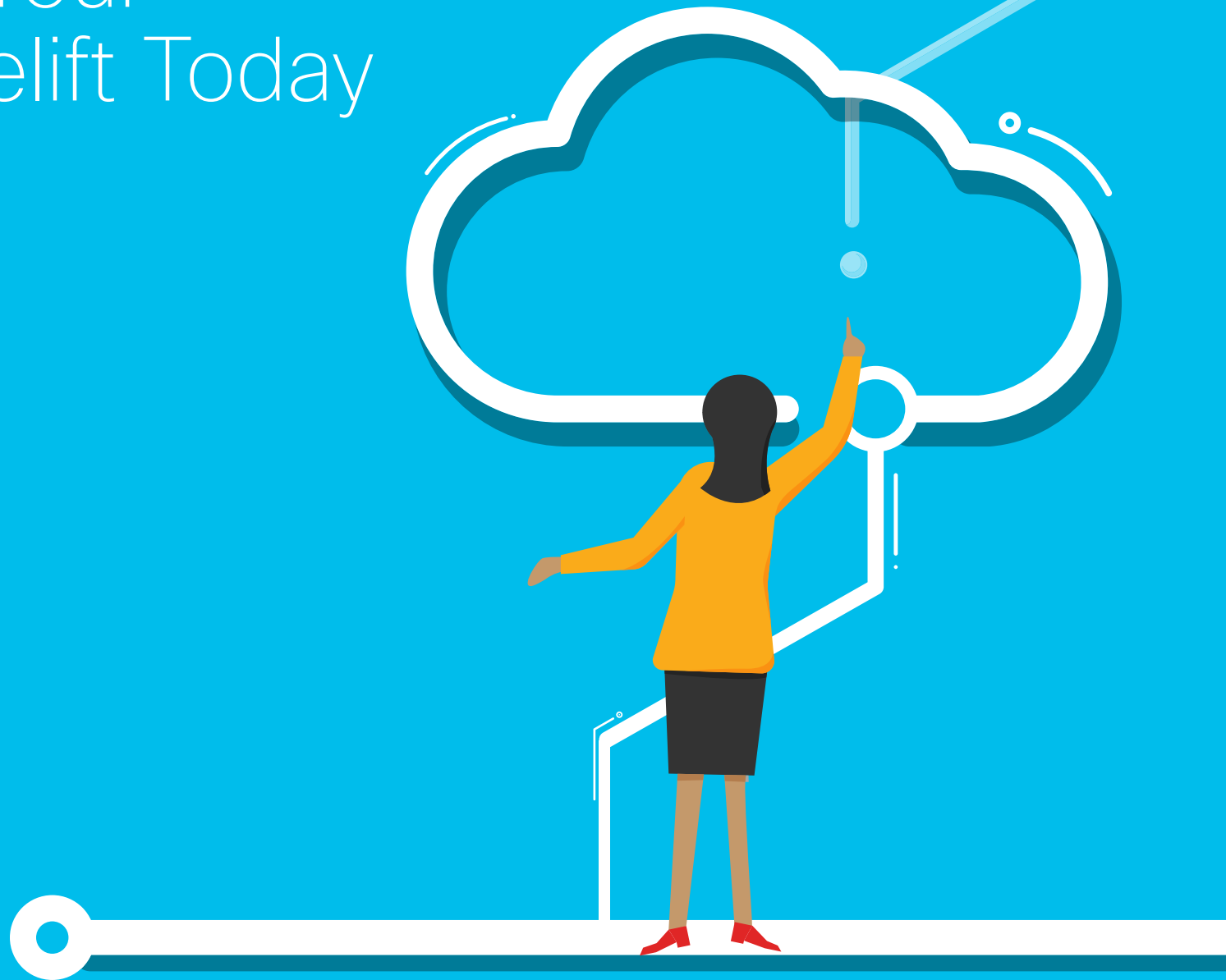
- 1 You get what you reward. Make new ideas and innovation part of the job description and link them to your compensation and incentive programs.
- 2 Launch training initiatives to teach your team how to create and nurture new ideas.
- 3 Make time. Begin every meeting by brainstorming ways to transform how you do work and serve customers.
- 4 Set the tone at the top. Listen carefully to new ideas that bubble up across the organization and take steps to nurture them along. Share innovation successes broadly and hold them up as a model to emulate.
- 5 Give everyone the technology to bring innovations to life – including unified communications, a multichannel contact center and team collaboration tools.

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