

A man with a beard, wearing a dark blue suit jacket, a light blue shirt, and a grey tie, is looking down at a tablet computer he is holding. The background is a blurred city street at night with warm, bokeh lights.

**Keeping your Business Agile and  
Safe in a Digital Society**  
Making Technology Matter

Applying technology and telecommunications within your IT strategy and projects whilst allowing for ever-changing advances, staff needs but more importantly customer expectations can be challenging.

Change is probably one of the biggest challenges and threats you face. But it presents many opportunities that, in turn, will lead to a better customer service and ultimately increased sales and revenue.

There are still lots of companies out there profitably using traditional ICT on-premise technology, but there is equally a large amount being successful from digital, cloud-based technology.

As always, it will be your customers that ultimately decide what customer experience they prefer and wish to engage with. The impact of digital transformation is a reality.

Consumers are demanding more digital interactions resulting in digital services becoming more popular.

In this Whitepaper, we've summarised a few different services that are experiencing a technology evolution and how they are becoming more efficient and scalable for your business.





## Cloud Services

In today's super-connected society, businesses need to excel at communications and collaboration so that they remain competitive, but also enhance inward-facing productivity and outward-facing customer service (often referred to as Unified Communications).

Cloud services are one of the most efficient ways of delivering Unified Communications and we see firms at different stages of using cloud in their IT strategy. Some are still considering the move, others are steadily making their way across using a combination of on-premise and cloud, whilst other firms are applying cloud services to their networking and data, their call services (office and mobile) and third-party applications.



From an IT perspective the benefits and reasons why vary:

- ✓ Reduce IT infrastructure costs.
- ✓ Increase business agility by scaling IT infrastructure and provisioning resources as needed.
- ✓ The desire to provide employees access to systems regardless of location or type of device.
- ✓ Multitenancy, allowing for the sharing of resources and costs across a large pool of customers.
- ✓ Disaster recovery, well-suited for business continuity and disaster recovery.

## Quick Tips and Considerations

### Scalability and flexibility

Different solutions have different limitations; some can easily scale up to handle hundreds or thousands of users and they also allow you to flex up or down as your business requirements change.

Other solutions can be more restrictive, either because of technology constraints or the pricing structure.

The need for good planning with advanced applications such as call recording or CRM integration is important; you could be making an expensive mistake if you opt for a solution that doesn't offer the flexibility that you need. Ensure that adding and removing users is a straightforward task, and isn't going to add a significant admin overhead to your costs.

Given the rapid pace of change in many markets, it's also important to prepare for the unexpected.

Ensure that whatever solution you choose is able to scale to support anticipated business growth over the medium to long term.

### Resilience and service levels

Cloud takes away some of the direct burden of business continuity and disaster support but it is essential to ensure that your data is fully protected and always available.

If the ability to maintain communications and access information is vital to the running of your business, your business continuity measures will be a high priority. For example, in the event of a fire, flood or network failure, if desk phones are unreachable, automatic redirection to mobiles will help to ensure your customers can still reach you.

## Instant Availability also Applies to your Telecoms System



75% of buyers faced with an automated telephone system will not leave a voicemail...

...85% of those people never call back

Fortunately, technology has moved on from the traditional on-site solution, and businesses of all sizes can benefit from more advantageous alternatives to help deliver improved customer service without a hefty price tag. Cloud technologies provide intelligent features that help businesses like yours to improve customer service delivery and manage customer communications more effectively. You could route your calls anywhere, at no extra cost.

### Do you have several premises in the UK or even internationally?

And it doesn't have to be a fixed location; it can be work-from-home employees or even workers on the road – effectively anywhere that an employee has a connected device.

### Digital customers want more options when making contact with you

**74% of consumers today use 3 or more channels when seeking customer care.**

**The use of web self-service options has dramatically increased over recent years:**

58% of consumers opted for online chat options,  
38% used SMS messaging, and,  
37% opted for Twitter interactions.



## Managing Risk and Security at the Speed of Digital Business

### Preparing for a disaster

Any kind of localised incident that takes your business offline also has the potential to put you out of business. If the incident prevents you from accessing your office location and you don't currently use any cloud services, it will also mean that:

- ✘ You are unable to receive calls routing via your on-site phone system. Setting up call diverts at short-notice can be difficult as many providers can take more than 24 hours to make these changes.
- ✘ If all of your work, the work of your employees and your customer data is stored on-premise, you could potentially lose everything. At best, you simply wouldn't be able to access it temporarily.

### Business Continuity

It's not just a disaster that can cause disruption. Bad weather can test a company's infrastructure to breaking point, often wreaking havoc on corporate communications. From broken phone lines to power cuts, a company's hardwired communication systems are uniquely vulnerable to outside events.

## Staying Agile: 5 nimble facts beyond the financial benefits

1. Businesses must **embrace the 24/7 availability** culture or lose out to forward-thinking competitors. If you're a customer-focused business, if the customer has a way of communicating with your business in times of need (for example if a fault occurs) then it helps to have measures in place to support them.
2. Do your staff ask for or need remote working and beyond the traditional 9-5? Staff these days need to have the **ability to work from anywhere**.
3. Cloud-based services allow you to **scale up quickly and easily**. You will only ever pay for the resources you actually need.
4. Many firms now have the requirement to **remain compliant** at all times. Up-to-date technology will allow you to record calls.
5. Cloud-based telephony allows businesses to **pay for what they need** in one fixed, monthly payment; covering installation, handsets, and maintenance.



We're in a constant state of migration; from one form of access to another, faster and more cost-effective form of connectivity.



Stay ahead and  
make technology  
matter



If you would like to review the way technology can improve interactions with your customers, we can help.

We specialise in helping you to communicate efficiently and effectively. We work closely with you every step of the way.

We offer a no-obligation review and ensure that we fully understand your goals and objectives before discussing solutions.

Get in touch to find out more.

You can follow us on...





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