iPECS
Your Communications Solution

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Telecom Experts

Digital Transformation

Introduction

Simply put, digital transformation is the integration of digital technologies within a business. This includes cloud computing, faster and more powerful internet connectivity, virtual telecoms support, VOIP and collaboration software. As well as integrated mobile communications and software support.

New technologies can improve operations, customer experience and increase profitability. Adopting a digital transformation strategy should be a high priority for any modern business but this could be a difficult decision to make if your business has many ingrained daily operations. Although the decision to digitise your business may be a difficult one, the benefits from doing so can be huge. Digital transformation brings many changes to your business and your businesses communication 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
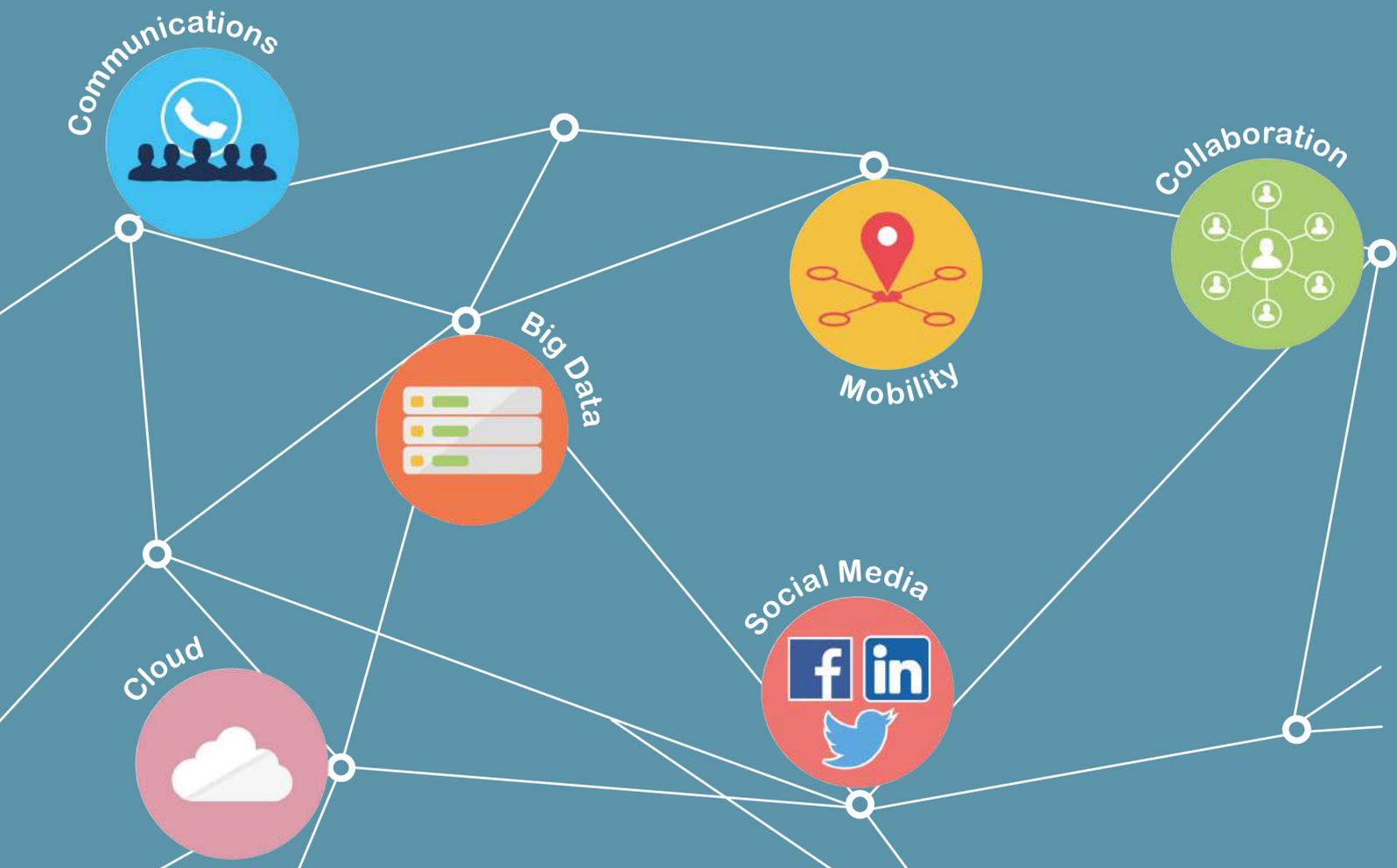
The Cloud

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.

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

Cloud providers use high-quality equipment which is regularly updated. 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 communication solutions that are fully integrated into your phone system. 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.
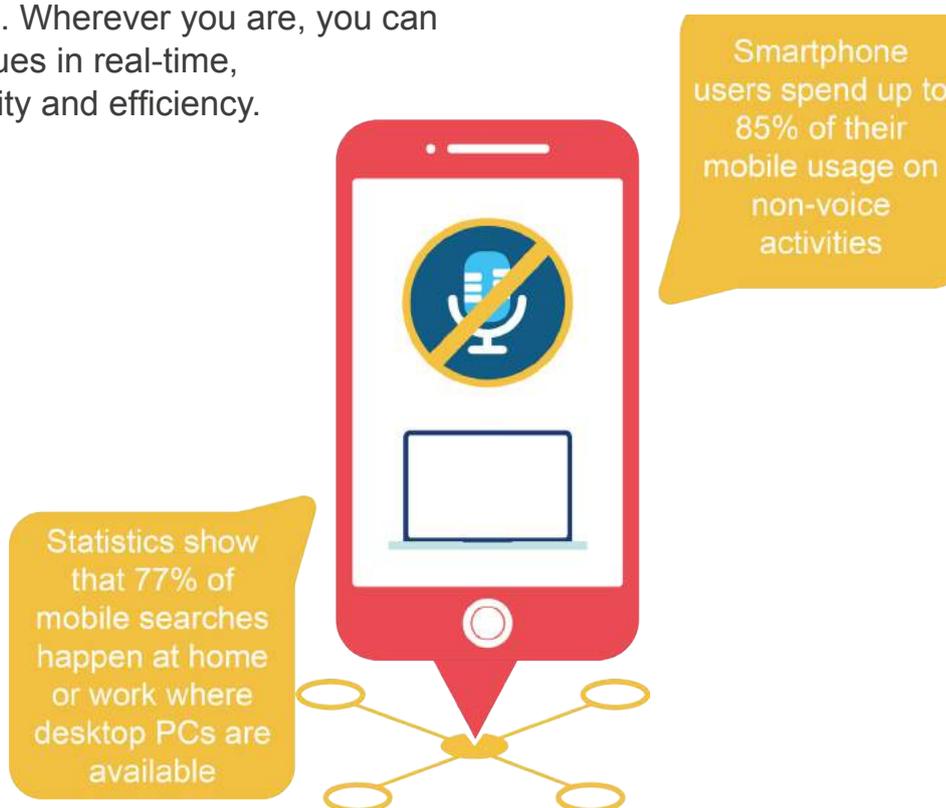
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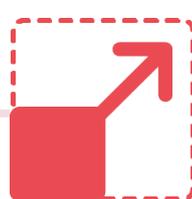
Mobility

Mobility has become an important area for businesses to focus on when restructuring their organisation for the digital age. Smartphone usage continues to increase and many people now use mobiles as their main computing device. If you fail to recognise the importance of mobility you may risk falling behind your competitors. Embracing mobility as part of an organisation's digital transformation can take many forms. This could be ensuring that a website is mobile-friendly to utilising mobile applications which support team collaboration and communications.

Mobility is a key part of the iPECS unified communication solution. You can 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 (Bring Your Own Device) to help companies and users reduce costs, increase productivity and enhance customer experiences in a 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 a large quanity of data that can be used to support your business and deliver a superb customer experience. All size businesses can benefit from analyising data in a number of ways. Customers can benefit from enhanced experiences and employee workflow can be improved from findings. However, the sheer amount of data can sometimes be overwhelming and the information isn't utilised for the best interests of the business and their customers.

A great solution for companies who need manage customer data is iCall Suite. It is a fully integrated hosted call management solution that will improve business efficiencies that deliver a return on your communication 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.

DataKom:GuestWiFi offers a WiFi network for your business which allows your customers to connect to the internet. DataKom:GuestWiFi 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 to make way for new strategies. It is now easier and more important for organisations to collaborate simply with remote teams and mobile workers. Digital tools make communicating, sharing files and information much easier than it has been in the past.
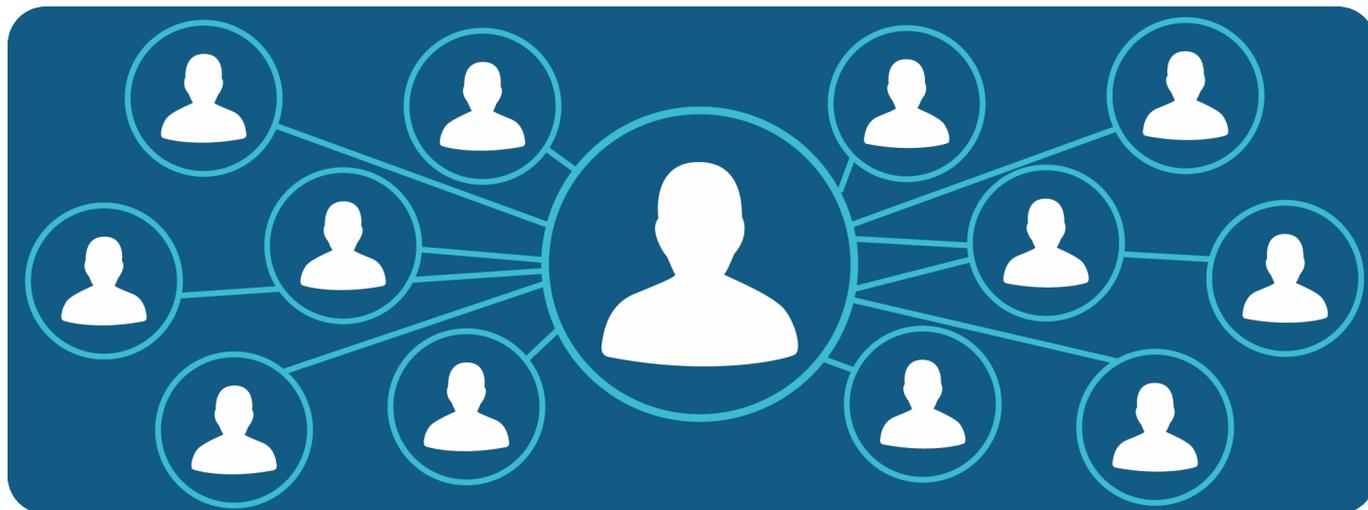
Setting up your organisation up with a unified communications (UC) systems is the solution to deliver such values of connectivity.

A user can seamlessly collaborate with another person on a project, regardless of being in separate locations. The user can quickly locate another user by accessing an interactive directory and launch instant messaging, a voice call, or a video meeting.

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. 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.
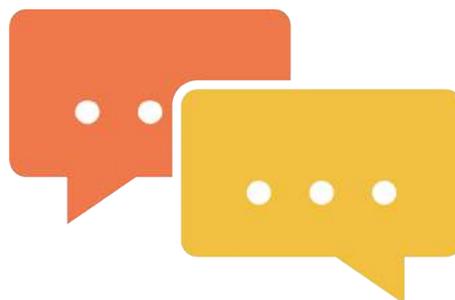
Social Media & Communication

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. Many social media sites now offer the ability for customers to leave reviews and comments on their experiences of services offered by organisations.

With DataKom:GuestWiFi you can enable customers to login via social media check-in. You are able to collect even more demographic data, which can later feed into your strategy. This has the added bonus of giving your business free publicity, as the system automatically shows all the users Facebook friends where they are – so they can join them – or check you out later.
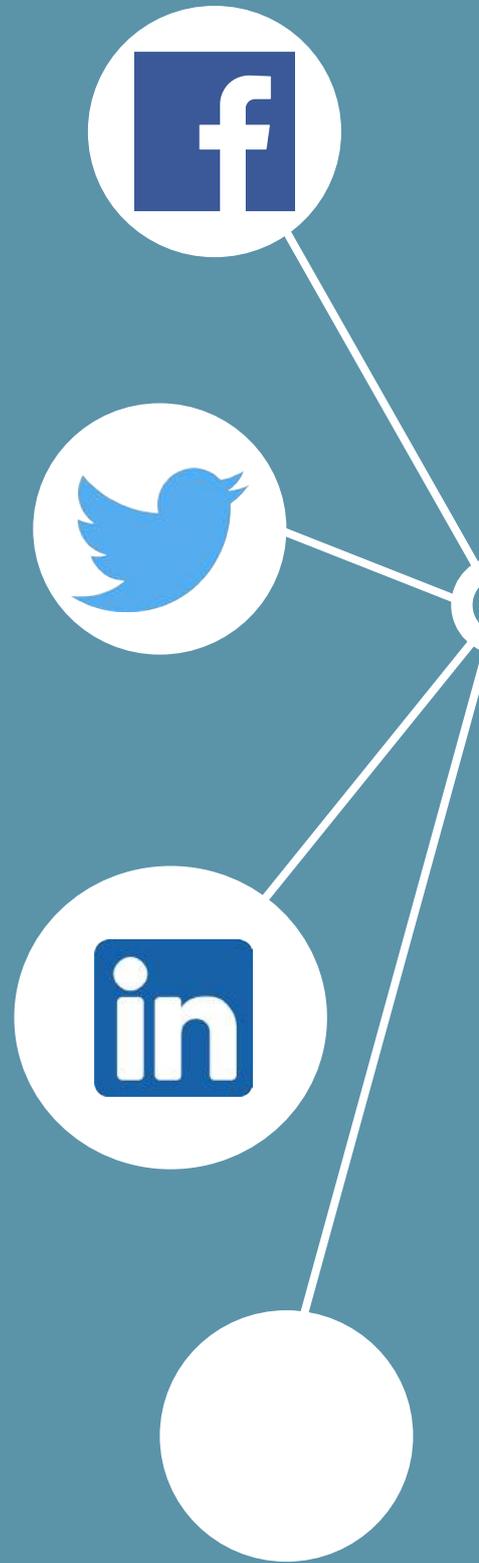
Conclusion

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. There are so many 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.datakom.co.uk

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