

# Afraid to start your cloud communications journey?

From cloud discovery, assessment, strategy and design, to migration, implementation and monitoring your environments, here's how CBTS has you covered.





# End to end support for your cloud journey

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Cloud solutions from CBTS increase your flexibility and productivity without the need for large capital investment. But to maximize the benefits, you need to plan your transition carefully, with a full understanding of your current communications processes, assets and capabilities.

## By getting your preparation right, you will:

- transition without disruption to your business
- implement a solution that is tailored to your specific needs
- maximize opportunities to improve your working processes
- provide effective support for staff, suppliers, partners and customers

It is critical that you choose the right technology partner for your solution, giving you the ongoing support you need for your successful long-term adoption of these sophisticated communication and collaboration tools.

## Through this eGuide, discover:

- Why your traditional phone system is no longer a match for modern businesses
- Why an effective communications system is vital for your growth
- The damaging indirect costs you're paying for a PBX
- The benefits that Cloud Communications give you

# How cloud communications transform your business

Compared to traditional, capex-intensive, on-site systems, the financial advantages of Cloud Communications are clear and compelling. But the economics are just the beginning of the real business value.



## Expand your opportunities

Free from the constraints of a physical location and a fixed workforce, you can **expand your opportunities and grow your business.**



## Ensure seamless experiences

By integrating multiple communications and collaboration services across fixed and mobile devices, you can **deliver the seamless experiences that your employees and your customers expect.**



## Work smarter, anywhere

With access to all the information and tools they need – anywhere, anytime – your employees can **significantly improve their productivity.**



## Stay ahead with the latest technology

Always being up-to-date with the latest technology, and having access to sophisticated new features, ensures you **stay competitive and don't fall behind.**



## Reduce your risks

Equipped with built-in resilience and security, you significantly **reduce the risk of damaging downtime.**



## Free up time

With your cloud services provider managing and maintaining the system, you can **focus on growing your business, not your phone system.**



# The 3 stages of cloud adoption

To realize the full benefits of a consolidated, company-wide Cloud Communications architecture, the right preparation is vital. Our 3-stage approach is designed to ensure you transition successfully.

## Stage 1: Audit current situation

Traditional phone systems exist largely in isolation from IT systems: one was about making and receiving phone calls; the other was about digital communications and managing information. The fact that both were essentially about communications was ignored.

## Stage 2: Identify improvement opportunities

Different cloud solutions offer a wide variety of tools and features for improving working practices, so you need to identify which of your processes could be improved to make your business run more efficiently.

## Stage 3: Prepare your business

Your staff, partners, suppliers and customers all need to be fully prepared for whatever impacts your implementation will have on them. You should also review whether any of your technology needs to be refreshed (such as broadband links and handsets).

**A good technology partner will work with you through these preparatory stages to ensure that your new solution is the right match for your business and improves on current working practices.**



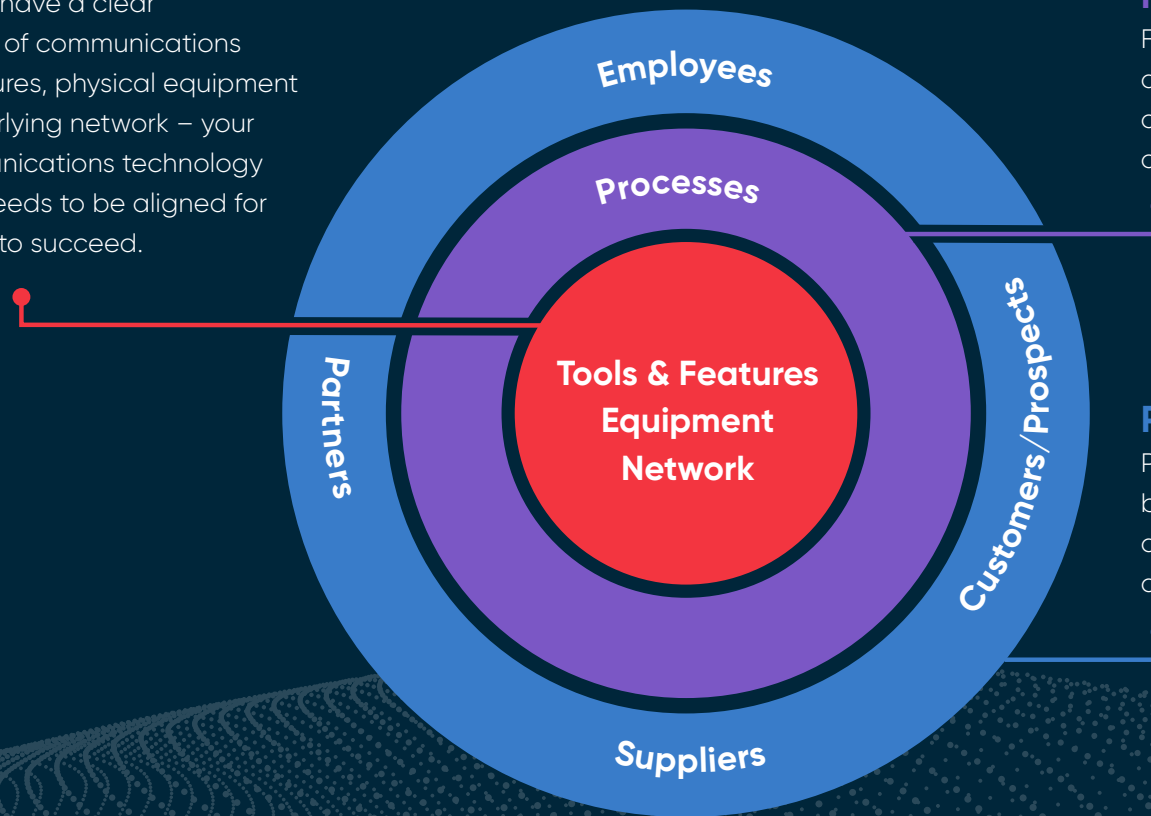


# Creating a successful cloud roadmap

As you plan your transition, there are 3 key elements that you need to consider prior to implementing your transition to **Cloud Communications: Technology, Processes and People.**

## Technology

Make sure you have a clear understanding of communications tools and features, physical equipment and your underlying network – your current communications technology environment needs to be aligned for your transition to succeed.



## Processes

From identification to evaluation, establish a clear and comprehensive understanding of all the communication processes operating within your business.

## People

Preparing everyone who will be impacted by your transition – both internal staff and external partners, suppliers and customers – is critical.



# Technology

From the tools and features you require, to the physical equipment and the underlying support network, all the technological elements of your solution must be aligned for a successful transition.

## Equipment

**An audit should include your physical communications equipment to help determine your deployment strategy:**

- Review each locations equipment. Ensure that you have a good inventory of what equipment is where.
- Prioritize each of your sites to map out your physical strategy.
- Consider a phased migration so you can efficiently manage existing assets and reduce strain on IT resources that may be involved.

## Underlying network

**Understanding the basic network requirements for your new solution will enable you to decide whether:**

- Your current LAN and WAN can cope with the increased demands of cloud services, such as real-time voice and video.
- Your network is sized for the level of concurrent calls expected, and if any upgrades or additional networking equipment will be required.
- Any changes are needed to the router or firewall to enable security.

**The better your understanding of your existing technology, the more likely you are to make a successful transition.**

## Tools and features

**Your initial audit should establish:**

- Which services, features and functionalities are used, how often, by whom and for what purpose.
- If there are any non-business applications or productivity suites being used to fill gaps in your internal systems.
- How your employees collaborate we each other and with people outside your organization.

**You should then identify:**

- Which potentially valuable tools and features are missing from your current solution.
- What non-approved IT applications are employees using today to collaborate and why.
- Which business functions could benefit from new cloud features.
- How collaboration could be improved.



# Processes

Processes identification needs to be all-encompassing and rigorous. The clearer your picture of your current processes, the more you can ensure that your CBTS solution improves your efficiency and adds value for your customers.

## Mapping existing processes

Many businesses have processes that may have been developed in an ad hoc fashion over time, and might not be properly understood and documented.

### Therefore, you need to map all your current processes including:

- How inbound customer calls are handled in different scenarios. For example, what happens if your customer service staff are unavailable? How does this vary at different times of day?
- How your teams share information, collaborate and manage projects. Consider how your teams work both internally and with external partners and suppliers.

## Improving processes moving forward

Once you've mapped your existing processes, you can think about how you might improve them. In particular, you should consider how new collaboration functionality can help you to improve your customers' experiences.

### You should consider:

- How new features, such as instant messaging and screen-sharing can improve collaboration between customer service and back office teams, enabling them to provide faster responses to customer queries.
- How you can take advantage of the cloud's potential to remove geographic barriers to optimize your call handling processes. For example, setting up hunt groups that span multiple locations so all calls can be answered.

**To take advantage of the ways that new cloud functionality can improve your customers' experiences, you need first to evaluate your existing processes.**



# People

Business preparation must be comprehensive and supportive. Having your people not just aware of, but also fully committed to your move to CBTS cloud solutions is essential for achieving a smooth and successful transition.

## Getting everyone onboard

You can have the most advanced technology there is, but if your people do not buy in to the new technology, your transition will end in failure.

### You need to:

- Talk to your staff about how they use your current communications system and what improvements your new solution will bring. Highlight the benefits to their working lives, such as simplicity and intuitive applications.
- Provide formal training to ensure everyone understands the new, added capabilities of your solution and how they can get the most out of it. Training needs to be appropriate to the user. For example, someone working on the customer support desk will need more in-depth training than someone working in the warehouse. Make sure your technology partner has the tools and means to support your training efforts.
- Ensure that your employees have access to the right training and guidance materials, post implementation. One-off formal training can only achieve so much. Your staff may need on-the-job support too.
- Determine whether there will be any changed working practices, such as flexible working, home working, staying local to the customer and so on. These changes will have implications for staff that need to be worked through, agreed and understood to ensure that they are implemented successfully.
- Think beyond your workforce. Training may also need to extend to your suppliers and partners, while your customers will need to be informed of any process changes or improvements that will impact them.

**The clearer and more supportive your people's understanding of your new solution is, the more effectively they'll use it.**



# 4 pitfalls CBTS helps you avoid

There are a number of common mistakes that can be easily avoided when transitioning to a Cloud Communications solution.

## Pitfall 1

### Missing a key feature when the new system is launched

**Example:** On the first day the system goes live, the CEO's EA suddenly can't screen calls.

**Solution:** Make sure you listen fully to user requirements during your communications audit, ensuring all required features/functionality are in place from day one.

## Pitfall 2

### Network infrastructure hampers performance of new system

**Example:** You're trying to run a video conference with suppliers, but the audio is constantly breaking up and the screen keeps buffering.

**Solution:** Ensure the appropriate underlying network is in place before the system goes live, so that you have sufficient WAN bandwidth for expected concurrent calls and sufficient quality of service for real-time voice and video.

## Pitfall 3

### Disruption on transition due to lack of process mapping

**Example:** A customer calls in when all your customer service staff are busy and the call is lost because it's not re-routed or held in a queue.

**Solution:** To ensure continuity of existing processes, detailed data capture is essential and should include number blocks, call flows, call handling, hunt groups and contact center call routing. Get it right from day one to avoid confusion and calls being mishandled. functionality are in place from day one.

## Pitfall 4

### Lack of support leaves employees unable to get the best out of the new system

**Example:** Sales staff cut short their conversation with a prospective customer because they're unaware of the ability to move calls seamlessly between their desk phone and their mobile.

**Solution:** Ensure you implement the right user training and can rely on a well staffed help desk for efficient issue resolution. You need the right technology partner, who will provide support every step of the way from planning to transition, to launch and beyond.





# CBTS: A strategic partner invested in your business outcomes

With the right technology partner guiding you at every stage of your transition, you can be sure of having the best solution for your business. CBTS delivered these essential services:



## Training & Support

Getting the right level of training and support is critical for ensuring that your teams maximize the benefits of your solution. Your business can achieve long term productivity and growth while your customers experience greater satisfaction.



## Monitoring tools

CBTS offers network monitoring tools that provide a useful window into service levels. Constant analytics – such as delays and packet loss – can enhance management control and pre-empt service issues.



## Auditing & road mapping

CBTS helps audit your existing communications infrastructure and build a roadmap for your near, medium and long term futures. Offering a range of services to support your transition and ensuring you gain optimum benefits at every stage, we also proactively suggest new services for improving your and your customers' experiences.



## Experience

CBTS calls upon our wide-ranging experience of having managed multiple transitions for other clients. You want to do this right and your business can't afford to learn by making any mistakes. CBTS understands the pitfalls and can lead you painlessly through the process.



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See why we are the right choice:

Contact us

