

There.

But always here.



Telcom Innovations Group



Powering connections



Have the freedom to stay connected with an intelligent workplace

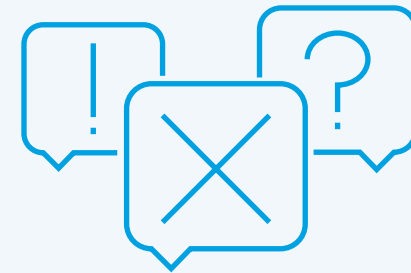
A guide to the benefits of Unified Communications & Collaboration

# 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 considerably easier to manage for IT teams.



**\$62.4 million  
per year**

is lost due to poor  
communication  
and lost productivity<sup>2</sup>

# The benefits of Unified Communications and Collaboration

In order to succeed, modern businesses must seek to create a workplace that delivers an exceptional customer experience and supports growth – all while attracting new talent, engaging and enabling existing employees and being easily interoperable with key business systems and processes.

The importance of customer experience, in particular, cannot be understated. In fact, it's estimated that 86% of customers are willing to pay more for an excellent experience<sup>1</sup>. And in the modern, connected age, it often falls upon the IT department to head up this delivery of improved Customer Experience (CX).

Couple that with 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. Do you opt for cloud or an on-premise option, or do you use a hybrid of both? How well can a system solve major IT challenges, such as interoperability and security, while being approachable and capable for staff and customers?

At Mitel, we're able to offer you choice by 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. With our unmatched expertise in UC&C, we're ideally placed to help you achieve the best possible results, in a way customized to suit your business needs.

In this guide, we'll take a closer look at the six key reasons why upgrading your IT to support a UC&C solution is now a necessity for businesses around the world.





## Reason 1

# 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 systems takes longer.

With UC&C, entire systems can be integrated, and experiences personalized, 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 customer experience. 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 personalized customer experience and provide truly stellar service<sup>3</sup>

## Case study

# Providing interoperability and driving public services for neighboring English councils

By working with both the City of York Council and the neighboring 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 organizations, without being prohibitively expensive.

“This (Mitel UC&C) has enabled us to centralize 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

[Read more >](#)



## Reason 2

# It lowers operating costs

Regardless of whether you use a purely on-site IT architecture, a full cloud setup or a hybrid of the two, using different systems and software will inevitably increase licensing costs. Within a purely on-site setup, keeping the setup as simple as possible is crucial in order to keep things running smoothly and reliably.

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 cloud or managed 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 simply, 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.



**25%**  
of organizations use  
UC services within  
a private cloud<sup>4</sup>



**26%**  
implement UC  
as a service<sup>4</sup>



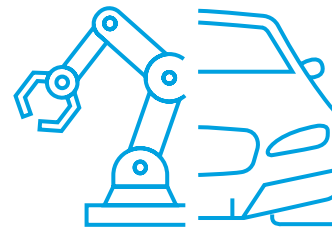
### Reason 3

## 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 mobile 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

## Case study

# Enhancing fan experience for Major League Baseball® (MLB)

Major League Baseball® (MLB) needed all 30 teams to have a better way to communicate on the field by providing a common user experience. Mitel helped the MLB® give players, coaches and officials simple communications, which also enhanced the fan experience.

“Mitel is a global leader in providing the kind of sophisticated, custom communications network that addresses the unique needs of Major League Baseball® and our 30 clubs,” said Chris Marinak, executive vice president of strategy, technology and innovation with MLB®. “Mitel will provide a unified communications system featuring the latest technology across all 30 ballparks.”

Chris Marinak, EVP of Strategy, Technology and Innovation  
Major League Baseball

[Read more >](#)





## Reason 4

# 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 image 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.



82% that believe there are opportunities for improving communications efficiency<sup>4</sup>



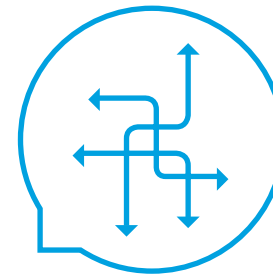
## Reason 5

# It provides a significant boost to productivity

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 flexibility 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 to improve relationships and productivity.



## Nearly 15%

of employees' total work time is wasted by inefficient communications<sup>4</sup>





## Reason 6

# It enhances the crucial Customer Experience

An exceptional CX is more important to businesses today than ever before. In fact, two-thirds of companies compete on customer experience, up from just 36% in 2010<sup>5</sup>, 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 your CX. 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 exactly how they communicate.

Frequently out of the office, but don't want to give out your mobile number? Redirect your desk phone or utilize a soft 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 help customers immediately, leading to a personalized and automated customer experience.

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



**Two-thirds**  
of companies compete  
on customer experience,  
up from just  
**36% in 2010<sup>5</sup>**

## Case study

# 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 customer experience 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 utilize 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

[Read more >](#)





# 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 IT professionals, you're tasked with delivering IT excellence, strategy and implementation within a complex environment. At Mitel, we understand the pressure you're under – that's why we're here to offer you the power of choice.

We offer you the ability to choose on-premises, cloud or hybrid; choose when to upgrade; choose how to roll out new solutions; choose which systems to make available to which employees. They are just some of the choices we offer to IT departments looking to drive their business towards true UC.

As part of our flexible, agile approach, we take the time to uncover your unique business requirements before tailoring solutions to meet them. We'll work with you to deliver bespoke unified communications and communications that seamlessly integrate with your existing systems, and eliminate any technical complexity to make user adoption simple.

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

**Speak to us today to find out more.**



**Telcom Innovations Group**  
Voice & Data Experts

**Bridget A. Baker**  
Direct: 630.616.4240  
bbaker@ask-tig.com

[www.ask-tig.com](http://www.ask-tig.com)

## References

1. <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>
2. <https://www.holmesreport.com/latest/article/the-cost-of-poor-communications>
3. <https://www.mitel.com/blog/omnichannel-vs-multichannel-why-it-matters>
4. <https://www.mitel.com/learn/resource-center/2019-workplace-productivity-report>
5. <https://mzaconsultants.com/2018/08/13/team-collaboration-maintains-strong-growth-to-reach-13-million-paid-active-weekly-users-in-2017/>