

Business communications technology is at the heart of your digital transformation journey

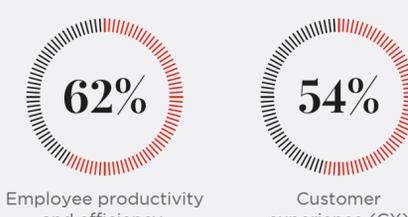
Your Digital Transformation journey is just beginning.

Only 19% of the companies we surveyed described their Digital Transformation initiatives as "extremely successful."

These companies believe they are currently taking advantage of Digital Transformation to truly disrupt their markets.

Primary drivers of Digital Transformation

Most companies prioritize employee productivity and efficiency as their primary Digital Transformation driver, with customer experience (CX) a close second.



By Revenue Growth

Companies with the highest revenue growth (over 50%), approach Digital Transformation with CX as the primary driver

Business communications are at the heart of improving employee productivity and customer experience.

And it should be a critical element in your Digital Transformation journey.



Why?

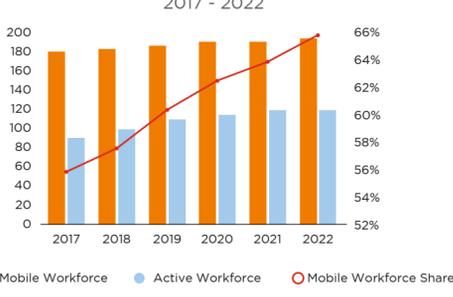
Communications technology is driving the digital workplace by:

Connecting an increasingly mobile and digital workforce to each other and your customers

Enabling a personalized, proactive, and connected customer experience

Integrating and transforming business processes to deliver better business results and growth

Western European Mobile Worker Forecast, 2017 - 2022



Communications is an enabler of workplace transformation. Other technologies may be the transformation drivers, but communications will provide the essential connecting link to humans.

IDC 2018

Business communications: At the heart of digital transformation

Here are 5 enablers that can help you put communications capabilities at the heart of your digital transformation:

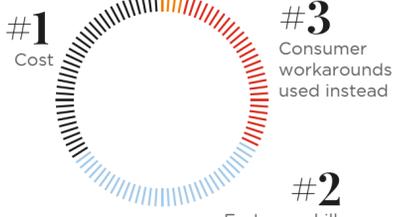
Make Communications a Strategic Priority

Treat your communications capability as a critical investment in your digital transformation, not an expense.

Biggest impact of low/sub optimal use of communication tools



Top 3 barriers to adopting unified communications



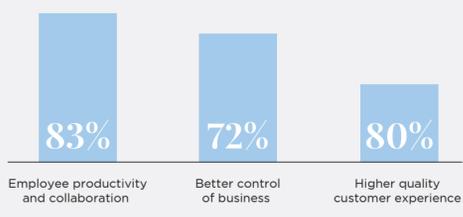
Embed Communications into Processes

Be proactive, be intuitive. Address your customers' needs before they even ask. Pick up the pace by embedding communications into business processes.



of companies feel that embedding communications into processes and applications is important

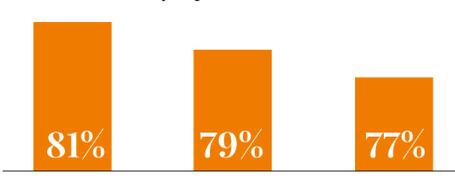
Top 3 reasons to embed communications into business processes and applications



Integrate Communications Across the Customer Journey

Integrate service delivery and back office processes and applications into the customer journey to enhance the experience.

Top 3 drivers when selecting a company to do business with



believe they integrate customer communications with fulfillment and delivery extremely well.

Keep the Human Touch in Digital Communications

Keep the human touch in your business. Because there are times when your customers want it.

Automated digital services are essential, but sometimes consumers prefer human assistance particularly for complex or emotional interactions. For example:



However, more than 1/3 of companies find it difficult to blend human and digital interactions.

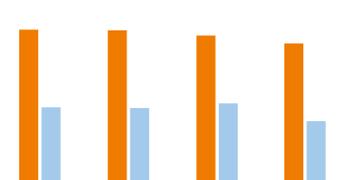
And

>25% of consumers feel that it takes too long for them to reach the right person when dealing with a company.

Adopt Channel-agnostic Communications

Future proof your business with a channel-agnostic communications infrastructure.

There are many emerging technologies in the markets, and consumers are open to using them.



86%

of organisations want a free flowing interaction application to support all communication channels.

Essential Guidance

The customer experience landscape is evolving. Being able to adapt and respond quickly is now a strategic imperative.

- Consumers, for the most part, are highly receptive to new technologies
- With the pace of innovation and technology advancements, the next big communications channel could be just around the corner
- Adopt and integrate these new technologies quickly and seamlessly with a channel agnostic communication core

Case Study

Read how Avaya helped O-Bank.



Empower your organization

Avaya is a global leader in delivering superior communications experiences.

With our complete portfolio of communications solutions, you get the communications enablement your business needs.