

Why your business phone needs a digital transformation

New innovative voice services drive better collaboration and mobility for your business. Here's how.





Today's business require fast collaboration

Through this eGuide, discover:

- Why your traditional phone system is no longer a match for you
- Why an effective communications system is vital for your growth
- The damaging indirect costs you're paying for a PBX
- The CBTS cloud advantage

The problem with PBX

At the heart of business communications for decades, the Private Branch Exchange (PBX) was designed to enable office-based employees to communicate with each other and the outside world. But the traditional PBX model is very involved:



Purchase

You buy the kit and install it in your office



Ongoing management

An employee has to manage it



Maintenance

You buy the kit and install it in your office



Upgrade

If you want more features, you pay for an upgrade



Outgrow it

If you outgrow it, you throw it away and buy a new one



Failures = Serious disruption

If you experience PBX failures, you experience serious business disruption

Phone vs IT systems: The Great Divide

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.

IT transformation starts at the core

CBTS helps the worlds of telecoms and IT converge to deliver seamless technology infrastructure solutions that deliver strategic business outcomes. Why?



Employees are **mobile**



Teams are **virtual**



IT has moved to the **cloud**

Create an agile communications foundation

Effective, flexible, high-performance communications systems are now critical to every business.



Mobility

Increasingly mobile and dispersed workforces rely on communications support.



Customer expectations

Communications are essential for meeting rising customer service standard expectations.



Staying competitive

To repel threats from lower-cost competitors, communications are key when improving productivity.



Responsiveness

Responding quickly to rapidly changing market conditions and new competitors requires effective communications.



Collaboration







Communications are the lifeblood of the new age of business collaboration with suppliers, partners and customers.

If your communications aren't up to speed, your business will soon fall behind.

The direct costs you're paying for an on-premises PBX:

-  Facility costs
-  Upgrade costs
-  Maintenance charges
-  Obsolete equipment write-offs

Your indirect costs are even more expensive:

-  Poor service = lost customers
-  Inflexible working = loss of talent
-  Poorly equipped employees = lost productivity
-  Missed opportunities = missed revenue
-  Outdated systems = increased downtime
-  Routine administration = wasted IT expertise

CBTS Communications solutions help transform your business operation by connecting your employees, customers, and business partners anytime, anywhere. Don't risk these PBX outcomes:



Poor connectivity = poor customer retention

Many customers still prefer connecting over the phone when dealing with service issues. If your phone system doesn't deliver the experience they want, your customers could soon be someone else's.

Existing customer value

Given the extra expense of acquiring a new customer compared to retaining an existing one, losing customers is hugely damaging to profitability.

Rising expectations

Customer service expectations continue to rise and, despite the Internet and mobile apps, many consumers still prefer a phone call – but they demand rapid responses and a seamless experience without having to repeat themselves.

Is your phone system delivering?

If your PBX doesn't initially connect your callers to the right person with access to the right information, you're putting your customer loyalty and profitability at risk.

89% of business leaders believe that **customer experience will be their primary basis for competition.**¹



75% of consumers think **calling is most effective for a quick response** – but 53% are irritated if they don't speak to a real person immediately.¹



Rising customer service expectations are often judged by phone call experiences.



Lack of mobility = limited employees

Every business is only as good as its workforce – and attracting then holding onto your best people are now partly determined by how supportive, flexible, agile and efficient your communications and IT systems are.

Better people means better business

Losing or being unable to attract top quality employees damages your ability to be competitive, while high levels of employee churn increase costs.

Your systems say a lot about you

The quality of your communications and IT systems can influence the quality of employee that you attract and retain.

Digital natives' demands

Younger workers expect to be able to share information easily and instantly, while seamlessly switching between communications methods such as voice, video and messaging.

You need to ensure that your communications systems meet the needs of all your workers.

Lack of delivery means departures

Traditional phone systems can't deliver the flexibility and functionality that both young and old employees now take for granted. If they can't work the way they want, your best employees will leave.

75% of employees rank **workplace flexibility as their most important benefit.**²



75% of the workforce will be made up by the **Millennial generation** (born between 1982 and 2003) by 2025.³





Fewer tools = decreased speed and agility

Today's workforces are increasingly dispersed, but they still need to communicate and collaborate effectively – wherever and whenever. If employees don't have access to the communication and collaboration tools they need, their productivity is adversely impacted.

Dispersed workforce

More and more businesses now have a mix of mobile workers, home workers and contractors collaborating from multiple offices.

Information access

All your people need access to the same information and tools, and they all need to be in contact at any time, from any location.

Productivity and profitability

Restricted access to the tools they need negatively impacts your people's productivity – and lower productivity means lower profitability.

PBX inflexibility

Traditional PBX systems were designed for office-based personnel – not a flexible, mobile workforce – and can damage employee productivity.

Modernization benefits

Improving productivity is often the primary reason why firms replace a PBX with modern communications solutions.

Nearly **37 minutes a day** are wasted trying to contact customers, partners or colleagues.⁴

By 2020, **mobile workers** will account for nearly three-quarters of the US workforce.⁵



Traditional PBX systems were not designed for flexible working and can damage employee productivity.



Missed opportunities = missed revenue

Physical presence is no longer needed for selling into a new location or launching a new service – but if you're hamstrung by out of date communications, you'll struggle to access new opportunities.

Maximizing opportunities

In today's markets, ideas can be copied very quickly and new competitors can emerge at any moment, so maximizing every opportunity is critical to success.

Virtual expansion

Cloud Communications systems enable firms to establish a virtual presence in new geographies quickly and cheaply, so you can expand without investing in new offices or equipment.

Collaboration is key

Seizing new opportunities is often about quickly building the right alliances – across teams, companies, suppliers, partners and customers – and being able to collaborate easily and flexibly.

Restricted agility

Traditional phone systems are designed around closed networks and fixed, physical locations – they can't deliver the unrestricted agility you need to be more responsive, flexible and collaborative.

81% of executives believe that industry boundaries will dramatically blur as platforms **reshape industries into interconnected ecosystems**.⁶



70% of SMBs agree that their unified communication solutions improve workplace productivity.⁷



Today's businesses need agility to seize new opportunities, but traditional phone systems restrict rather than enable agility.

Sources: ⁶ Accenture Technology Vision, 2015

⁷ Trends in SMB Collaboration, Communication, and Mobility: What's Your Strategy?, 2016



Outdated systems = increased downtime

Cloud Communications platforms feature built-in redundancy and support and offer seamless working from any location. On the flip side, an on-premises phone system significantly increases your risk of a costly outage.

Outage risks

An outdated on-premises phone system puts your business at risk of a major IT or communications outage, which could result in lost sales, reduced productivity and damage to your reputation.

Risks remain with in-site redundancy

Adding in-site redundancy could as much as double your costs, and even that won't help if your premises are unusable because of a major incident such as fire, flood or electrical outage.

Risk increase with non-approved tools

If your system doesn't provide the functionality that employees expect, they will source their own tools – increasing your risk of IT failures while leaving you more vulnerable to data breaches and compliance failures.

80%+ of IT and Line-of-Business Managers admit using **non-approved applications in their jobs.**⁸



The lack of any redundancy for a PBX outage caused by natural disaster or human intervention puts businesses at risk of a major failure.



Routine administration = wasted IT expertise

The IT resources of many non-enterprise businesses are both stretched and costly – focusing them on managing an ageing phone system is particularly wasteful.

Wasting value

Your scarce IT resources should be focusing on projects that add value to your business and support your growth, not tied up trying to maintain your outdated phone system.

Using technology productively

Technology is now at the heart of business innovation, so your IT staff should be exploring opportunities to enhance your services and help you operate more effectively. If their time is consumed with routine administration and support, their ability to add value is severely restricted.

The cost of inefficiency

With the average pay, excluding benefits, for an IT Operations Manager being C\$81,231 per year in Canada and \$84,196 in the US⁸, these are expensive resources to have tied up on routine administration.

Average pay for an **IT Operations Manager in Canada:**⁸

C\$81k

Average pay for an **IT Operations Manager in the US:**⁸

\$80k

Would you rather have your expensive IT resource focused on maintaining your PBX or on adding value to your business?

CBTS gives you every advantage

Traditional on-premises phone systems no longer match the needs of today's modern businesses. We are now living in the age of Cloud Communications.

Expand your opportunities

By freeing you from the constraints of a physical location and a fixed workforce, Hosted UC enables you to expand your opportunities.

Ensure seamless experiences

You can now integrate multiple communications and collaboration services into a single solution, enabling you to deliver the seamless experiences that your employees and your customers increasingly expect.

Work smarter, anywhere

Enabling access to all the information and tools your employees need – anywhere and anytime – Hosted UC can significantly improve your organizations productivity.

Stay ahead with the latest technology

By ensuring you are always operating on the latest technology, Hosted UC helps you stay competitive and at the forefront of business communication developments.

Reduce your risks

Hosted UC features the built-in resilience and security you need to significantly reduce the risks of damaging downtime.

Free up time

Because CBTS operates and maintains Hosted UC, you are free to focus on adding more value to your growing business.

93% of employees felt productivity had been improved by their organization adopting Unified Communications and collaboration tools.⁹



Wherever the journey takes your enterprise, CBTS cloud solutions have you covered.

Contact CBTS now to find out more.

Contact us

