

#HowToGrow
YOUR BUSINESS WITH
**UNIFIED
COMMUNICATIONS**

Introduction

Unified Communications (UC) is having a high impact on the growth of the UK's Small and Medium sized Enterprises because¹;

1. UC is proven to increase productivity,
2. UC is proven to improve the effectiveness of mobile workers,
3. UC is proven to improve customer service.

A big bugbear for business people is that Unified Communications technologies are hard to understand. There are two main reasons for this;

1. The definitions of what these services differ which can be confusing
2. Unified Communications services are often described using jargon.

Differing descriptions, opaque terminology presented alongside fluffy benefits makes it unnecessarily difficult for businesses to realise the potential of UC.

This guide cuts through the fluff and jargon to explain what you really need to know about Unified Communications to help your business prosper. We look at real success stories, what you can learn from them and outline a practical action plan to put you on the right track for growth.

About #HowToGrow

UK businesses employing up to 250 people are vital to the health of the British economy. They are the largest creator of jobs. They earn £1600 billion in revenues. According to the London Stock Exchange, the top 6% of smaller companies are set to create 230,000 new jobs and add another £38 billion to the economy.

The Confederation of British Industry, the Federation of Small Businesses and the Innovation Value Institute underline the importance of effective use of technology to the success of the SME. This prompted Inclarity to develop a series of #HowToGrow guides to show how to use new technologies to underpin growth and provide practical action plans to get you started.

Contents

Preface: What Unified Communications is

Chapter 1: Unified Communications puts your growth into top gear

Chapter 2: How to grow your business with Unified Communications

Chapter 3: Realising your growth ambitions in practice

Chapter 4: Conclusions

Titles in this series

About Inclarity

¹ PWC 'Unified Communications', Frost & Sullivan 'Future of UC in the workplace'

| Preface

WHAT UNIFIED COMMUNICATIONS IS

The term 'Unified Communications' is a buzzword for the integration of real-time communications services like voice with non-real-time communications services like unified messaging (integrated voicemail, email, SMS and fax).

UC is not a single service. It is a set of services integrated into one user interface to help people communicate more effectively.

This single interface can sit on a desktop, a smartphone or both.

Different Unified Communications deployments integrate different services, which is one of the reasons why the term has become confusing. Unified Communications are also evolving with technology. That said, the core principle remains the same; Unified Communications brings human and device communications together under a common interface.

When you are looking to invest in UC, it is therefore important to identify what services are included. Inclarity's UC is very flexible, enabling you to access the features that are important to your business.

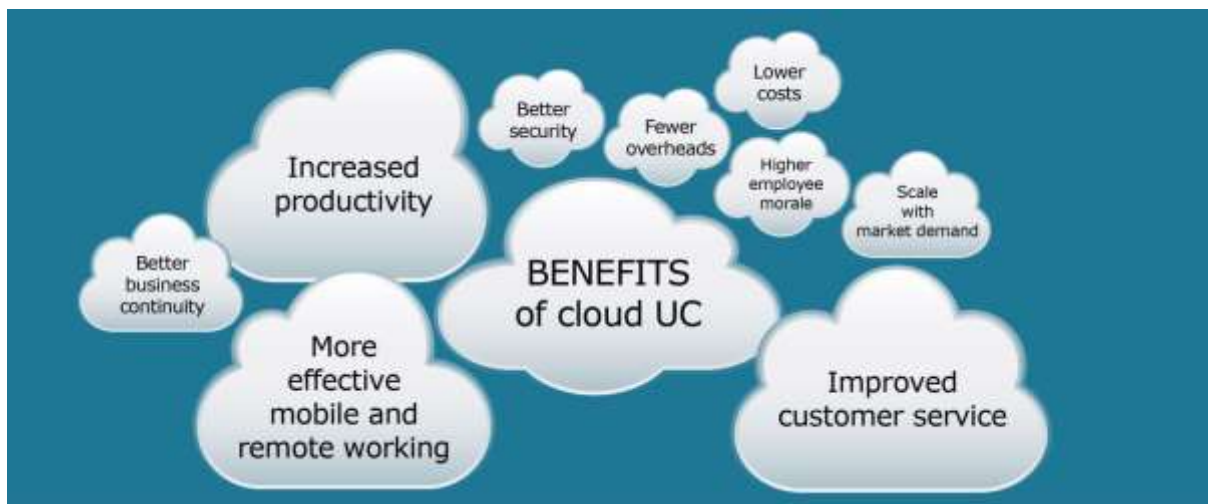


101

UNIFIED COMMUNICATIONS PUT YOUR GROWTH INTO TOP GEAR

Investment in UC is accelerating because it can deliver organisations with a wide range of benefits from lower costs to compelling business performance improvements. In this paper, we delve into the three most important gains UC can offer to a company that wants to grow²;

1. Increased productivity
2. More effective mobile and remote working
3. Improved customer service



How UC increases productivity

Here are the most common sources of wasted time at work;

- Trying to contact customers or colleagues
- Looking for information required to perform a task
- Duplicating communications

Knowledge workers spend 36% of their time on these activities³. Companies are removing this waste and increasing productivity massively by using UC to deliver critical information on demand. By integrating real-time communications with company information sources, UC delivers your workers with the facts and figures they need exactly when they need them.

² Deloitte, PWC

³ Mashable, Cisco

Inclarity's UC integrates telephony with Customer Relationship Management (CRM) systems. This means your sales people can speak to potential buyers with the CRM data at their fingertips, enabling them to deliver a better experience and win more business.

How UC improves effective mobile and remote working

UC presents every worker with the same interface to access office applications and communications, irrespective of their location. So your people can work productively from anywhere; all they need is access to the Internet.

This facility opens up new opportunities for a growing business. It simplifies geographic expansion, lowers requirements for real estate and makes hot-desking or home-working schemes easier to implement.

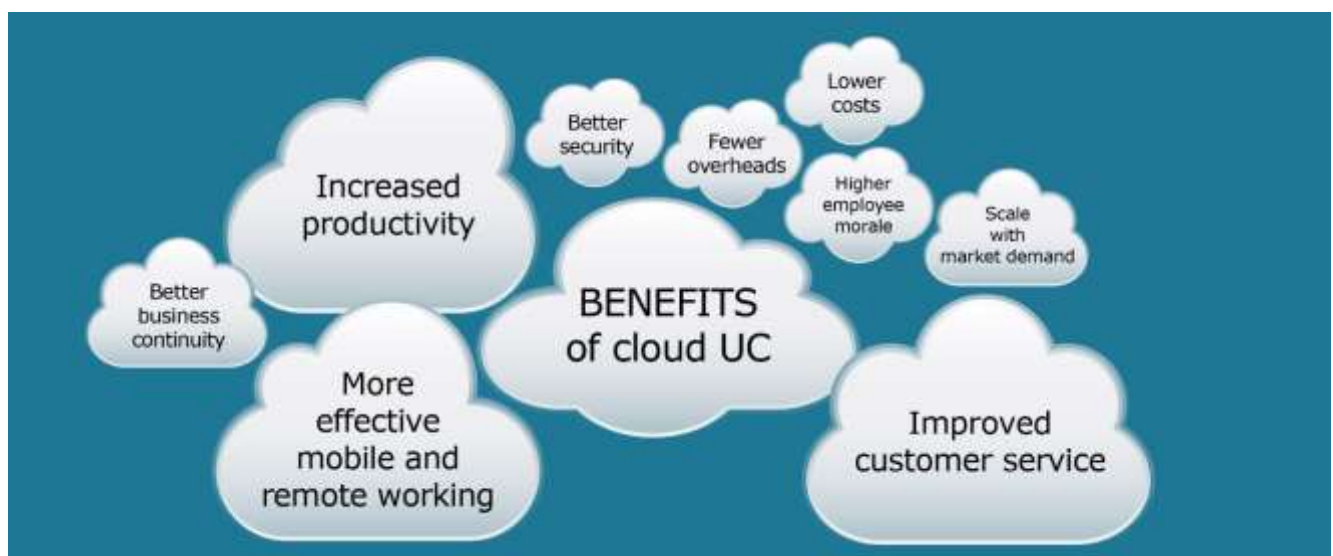
How UC improves customer service

When a customer contacts you, the best solution for you and your customer is to resolve the query there and then. Through its ability to join up communications channels and information, UC gives businesses the opportunity to make first contact resolution a reality.

Here are some of the ways UC does this;

- Presence facilities can display information about skills as well as availability. This enables customer service representatives to find the right person to help resolve a query quickly.
- It offers customers and workers choices about how they communicate. For example, it is easy for a customer service representative speaking to a customer on the telephone to IM a colleague for help or add them into the call.
- Integration with CRM and help desk systems means that service reps can readily access the information needed to resolve a query. Inclarity's UC integrates with Salesforce, Zendesk, Microsoft Dynamics and NetSuite as standard.

More benefits of cloud UC



| 02

HOW TO GROW YOUR BUSINESS WITH UNIFIED COMMUNICATIONS

To grow your business, you need new customers and you need to remove barriers that stop you expanding.

How to use Unified Communications to win new customers

Sales campaigns that engage new people with your business are critical to growth. UC enables you to design extremely effective sales campaigns. For example, CRM integration can give sales staff visibility of a prospect's previous contact with your business, details about downloads from your website or information about that prospect's own industry. This all helps your sales people to have better conversations with potential customers.



How to use Unified Communications to remove barriers to growth

Although every business has its own barriers to growth, the Department of Business Innovation and Skills cites two particular barriers that crop up time and again. The first is responding to increases in demand and the second is accessing new markets.

Responding to increases in demand

One of the best business problems to have is too many orders. The beauty of UC is that it can scale instantly, delivering the right level of communications resources just when you need them. Just in time manufacturing revolutionised factories - UC offers just-in-time communications to every business.

Accessing new markets

Market expansion presents some thorny problems; which markets, where, when, will expansion work? You can use UC to test new markets and territories. In the past, investigating the potential of a new market meant establishing a physical presence; this was expensive and did not always pay back on investments. Today, even one person equipped with UC can check out a new market, working just the same as if you had a local office. This means you can try out new markets, succeed or fail fast and accelerate your path to growth.

| 03

REALISING YOUR GROWTH AMBITIONS IN PRACTICE

You don't need your own specialist expertise to be able to grow your business with unified communications. Contact Inclarity on 0800 987 8080 and our advisors will help you to specify and source the perfect solution for your organisation.

HOW UNIFIED COMMUNICATIONS HAVE ENABLED GROWTH

Hotel group differentiates itself with Unified Communications

A UK hotel group wanted to find creative ways to provide a better guest experience in order to preserve its premium pricing against competitors and increase business guests. It is using Unified Communications to enable guests to use in-room IP telephones to browse information services including weather, local restaurants and attractions as well as travel information. Guests have responded enthusiastically to these new facilities, enabling this hotel group to enhance its premium reputation.

Manufacturer accelerates production with Unified Communications

A manufacturer of sportswear replaced their disparate telephony and email systems with a managed Unified Communications service. This enabled their employees to communicate online, with instant messaging and video conferencing – all from one simple user interface. The company accelerated its production line, lowered travel costs by 15% and saved 10% off mobile telephone bills.

| 04

CONCLUSIONS

Unified Communications are bringing a wealth of practical benefits to go-getting businesses.

Businesses using Unified Communications grow faster

Deloitte research has found that businesses using Unified Communications are growing up to 26% faster than those who do not.

Unified Communications improve productivity

Businesses are using Unified Communications to reduce wasted time at work. Companies with knowledge workers are recovering as much 18 hours per week per worker. Since the average salary for a UK knowledge worker is approximately £35,000⁴, this represents a saving of over £12,000 per worker per year. UC is creating the opportunity to run a business with fewer specialist workers or service more customers without increasing headcount.

UC improves effective mobile and remote working

UK based businesses are using UC successfully to simplify geographic expansion. At the same time, they are lowering requirements for real estate and making hot-desking or home-working initiatives simple to implement.

Unified Communications improve customer service

The best solution when a customer contacts you with a query is to resolve it straight away. Through its ability to join up communications channels and information, UC is enabling businesses to make first contact resolution a reality.

How to use Unified Communications to grow your business

Grow your business by using Unified Communications to help win new customers and to remove barriers to expansion.

⁴ The Daily Telegraph 'Here are the workers most in demand in the UK'

You can use UC to;

- Develop engaging sales campaigns and win new business,
- Respond well to increases in demand,
- Try out new markets quickly and cost-effectively.

Continuous growth and improvement

UC is not a technology to implement and forget. It innovates constantly, giving you the opportunity to innovate and grow with it.

The true value of UC lies in extracting the productivity gains and business process improvements that it is able to deliver. When you invest in UC, you set out on a journey that will assure your business grows now and in the years to come.

Realising your growth ambitions in practice

You don't need your own specialist expertise to be able to grow your business with unified communications. Contact Inclarity on 0800 987 8080 and our advisors will help you to specify and source the perfect solution for your organisation.

TITLES IN THIS SERIES

[#HowtoGrow your business with cloud telephony](#)

Chapter 1: Cloud telephony is a growth accelerator

Chapter 2: How to grow your business with cloud telephony

Chapter 3: Putting growth into practice

[#HowToGrow your business with mobile technologies](#)

Chapter 1: Mobile technologies turbo charge businesses

Chapter 2: How to grow your business with mobile technologies

Chapter 3: Implementing mobile working

[#HowToGrow your business with video technologies](#)

Chapter 1: The engagement power of video

Chapter 2: How to grow your business with video technologies

Chapter 3: Pushing the 'play' button

[#HowToGrow your business with Unified Communications](#)

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Chapter 2: How to grow your business with Unified Communications

Chapter 3: Realising your growth ambitions in practice

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[Four questions you should be asking about business communications](#)

[Why should hosted telephony be a priority for your business?](#)

ABOUT INCLARITY

We are the UK's leading provider of Hosted Telephony, Hosted UC and Hosted Video solutions. We help our customers, who are generally small businesses, mid-sized enterprises and branch networks, to communicate more effectively while reducing costs by migrating to our cloud-based platforms.

Formed in 1991 as a telecommunications provider, Inclarity saw the potential of VoIP and foresaw that hosted telephony could transform the way businesses communicate. In 2003 we launched our first cloud-based telephony service and since then, have continued to evolve and enhance our platform to deliver one of the most comprehensive range of services available in the UK.

Today we deliver a highly secure, resilient and feature-rich, cloud-based telephony, unified communications and video service on a pay-as-you-use basis.

At Inclarity, we combine a flare for innovation with a passion for service. This combination enables us to be a market leader with our technology and to deliver exceptional value to our customers.

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