

#HowToGrow
YOUR BUSINESS WITH
MOBILE
TECHNOLOGIES

Introduction

Most British businesses are prioritising sales growth and efficiency improvements over other corporate activities. Mobile technologies are playing a significant role in achieving these aims.

Almost 15% of the UK's workforce is mobile. Firms with the right approach to mobile working are growing faster, boosting productivity and strengthening efficiencies. According to the Boston Consulting Group, organisations that use mobile technologies effectively are growing their revenues two times faster than those who don't.

Yet it isn't easy to gain these benefits. Research by Frost & Sullivan shows that 41% of businesses find supporting mobile workers a major challenge. On top of this difficulty, understanding the value of mobile technologies is a major problem for almost 40% of companies.

In this guide, we focus on mobile technologies that improve communications between a business and its customers. We examine the commercial opportunities on offer and provide 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.

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MOBILE TECHNOLOGIES TURBOCHARGE BUSINESSES

Small and medium-sized Enterprises using mobile technologies are growing twice as fast as those that don't. There are some important reasons for this:-

1. They use agile call routing between office 'phones and mobiles to make sure no incoming business calls are lost
2. They use simultaneous ringing and presence facilities to make sure deadlines are met
3. They use "find me/ follow-me" facilities and collaboration tools to improve customer service and productivity



Why these tactics work

Communications technologies that support worker mobility can help you improve the way your employees do their jobs. The benefits on offer are substantial.

Benefits from mobile technologies

Benefit from mobile technologies

Assuring no lost calls

Commercial potential of benefit

One in two UK SMEs are missing business calls. A recent report by Computer Weekly found that this amounts to £90m annually in lost sales. Failing to pick up phone calls stops growth because customers will not call back again.

On average, each missed call loses a business £1,200¹. If the SME remains beyond contact for a 24-hour period, the average loss increases to £9,000 and can be as much as £20,000.

Assuring deadlines are met

Every week, 50% of workers experience project delays because a key decision maker cannot be reached².

Every month, 22% of regular deadlines are missed³ because the right person cannot be found at the right time.

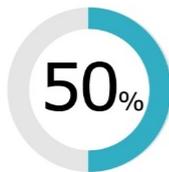
Improving customer service

One third of UK SMEs are failing to engage sufficiently with callers, leading to poor customer service experiences and loss of business.

Benefit from mobile technologies

Commercial potential of benefit

The cost of missed calls



One in two UK SMEs are missing business calls



£90m in sales are lost every year through missed calls



Each missed call loses a business **£1,200** on average

Source: Computer Weekly study of 1,600 UK SMEs

¹ Computer Weekly research findings from 1,600 decision makers in UK SMEs.

² Forrester Research

³ Sage Research

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HOW TO GROW YOUR BUSINESS WITH MOBILE TECHNOLOGIES

To accelerate your growth using mobile technologies, consider revenues, efficiencies, cost control and innovation. The table below outlines actual benefits achieved by SMEs from using mobile worker facilities in combination with business cloud telephony

Increased revenues

Adding mobile extensions to cloud telephony has eliminated missed calls because the agile call routing capabilities offered by cloud telephony can be set up to assure calls are always answered.

Combining mobile working and office telephony features has enabled businesses to reach more customers using facilities like click-to-dial, advanced contact search and call preview.

Improved efficiencies

Co-ordinating the use of mobile and cloud telephony has increased worker productivity by saving people time taken to contact others and by streamlining processes.

Combining mobile and office telephony has led to fewer project overruns and fewer missed deadlines.

Lower costs

Converting mobile numbers into cloud telephony extensions has reduced bills because calls between cloud phones incur no usage costs.

Innovation

Intelligently using mobile and cloud telephony facilities together has enabled companies to change the way they do business. For example, professional services firms use find me/ follow me facilities to make sure key clients can always contact their advisor through a single number.

Worker mobility features have allowed businesses to be more innovative. For example, some companies enable click to dial from their websites to make it much easier for prospects and customers to contact them.

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IMPLEMENTING MOBILE WORKING

Use these three straightforward steps to understand how to implement mobile working effectively.

Understand your challenges

Every business faces challenges to survive and thrive. Recognising what these challenges are is the first step to understanding how mobile technologies can help your business grow. Changes in the way businesses communicate and buy from each other puts pressures on an organisation to work in different ways and adopt technology solutions to meet these new needs. Think through how your customers want to engage with you. Is your firm one of the 50% that is missing business calls? Would changing the way your employees communicate improve their productivity? Is the way your business operates too complicated? Are the technologies you use today holding you back and burdening your business with a top-heavy cost base?

Find yourself a trusted technology advisor

When you have thought through your business challenges, you need sound advice from mobile and cloud technology experts. Providers of mobile and cloud telephony are good sources of expertise. To gain the best advice, make sure the supplier you turn to has: -

- o a long-standing track record of delivering services successfully; in this way you assure yourself of high levels of expertise
- o the ability to be flexible. If a service provider can only offer you a limited number of rigid solutions, they are much less likely to be able to discuss the right technology solution for your business because they will understand only the services they sell
- o a good reputation for customer service. The best technology advice applies while you are buying and even more importantly after you have bought. Make sure the supplier you turn to has strong technical expertise among their sales and their customer support people

Choose your solution carefully

Work with your trusted supplier to identify the service that will deliver the value you require for your business. This may require you to change your broadband connectivity, your mobile devices or your office phones. One thing to be mindful of at this stage are suppliers that won't sell you a mobile plus cloud telephony solution unless you buy your broadband from them. Many suppliers do this and it is not always necessary. Some suppliers, like Inclarity, are happy for you to "Bring your own broadband" provided it is of a high enough speed to support your communications needs. Change the technologies you must but don't change the ones that are perfectly serviceable as they are.

Essential capabilities of a trusted technology advisor

CUSTOMER SERVICE

Excellent reputation for customer service; ask for performance metrics

TECHNICAL SALES

Good technical advice while you buy will you save you money and hassle

EXPERIENCED

Long standing track record of delivering services successfully

FLEXIBLE

Understands about a wide variety of solutions

EXPERIENCED

Inclarity was the UK first company to provide cloud telephony. Choose us as your trusted advisor to benefit from our wealth of experience.

FLEXIBLE

Inclarity offers a wide range of telephony solutions to meet different needs.

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TECHNICAL SALES

Inclarity has a team of pre-sales technical specialists who can help you design the right solution for your business.

CUSTOMER SERVICE

Inclarity is proud of our reputation for delivering outstanding customer support. See what our customers say at www.inclarity.co.uk

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CONCLUSIONS

Using a combination of mobile working and cloud telephony brings an array of tangible benefits to a business. Securing the right solution for your business can be difficult because there are many ways to co-ordinate how mobile and cloud telephony technologies work together. With the right advice, you will benefit from no missed calls, better conformance to business deadlines, improved worker productivity and opportunities to innovate. On the other hand, with the wrong advice, you could find yourself in a position where you are losing more calls because the mobile and cloud technologies are not synchronised properly. The same applies to worker productivity improvement and innovation. Choosing an experienced and flexible supplier to advise you is a very important step.

When you approach a supplier to advise you, ask them:

- How mobile technologies allow Small and Medium sized Enterprises to grow faster
- How co-ordinating mobile and cloud telephony technologies increases worker productivity
- How intelligent implementation of worker mobility allows companies to improve the way they do business.

By asking these questions, you will be able to validate your own thinking as well as gather new ideas about how these technologies can strengthen your business. With this strong base of advice, you are in the ideal position to continue the conversation with your trusted supplier and focus in on the best solution for you.

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](#)

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

MORE PUBLICATIONS

[Workforce productivity](#)

[How we deliver a secure and robust hosted telephony platform](#)

[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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