



Cutting Costs with Cloud Communications

The C Word

When weighing up the investment of moving your communications to the cloud, it's always the dreaded 'C word' that holds you up:



COST

From lacking the flexibility to re-route calls resulting in missed sales opportunities to costly technical faults wasting your team's time, you admit that your current system is outdated. However, when it comes to analysing the move to the cloud, ensuring you're going to see return on your investment is going to be at the forefront of your decision-making process.

We're here to make that process easier by highlighting key questions to help you analyse the costs you can cut by moving over to cloud communications.

It's time to swap to the good 'C word' – Cloud.

Are you ready?

Let's go!

Connect Your Locations

Business is no longer tied into a singular location. From organising communications systems across multiple offices to implementing remote and hybrid working, trying to ensure that all members of your team have access to effective communication can consume a lot of resource, time and money.

Furthermore, if your phone system doesn't support remote or hybrid working, you may find yourself paying out for additional solutions and applications to enable your team to be able to communicate away from the office.

Cloud communications consolidate multiple systems with features, apps, data and tools integrated into one platform that all of your team can access, regardless of their location.

With a cloud communications solution, you're saving yourself the costs associated with implementing your on-premise phone system alongside a variety of other solutions to provide high quality communications across your team.

You will also be able to connect your offices across multiple locations cost-effectively, as all premises will have access to the same system. Scaling your solution to meet your requirements is as simple as adding on new licences within your contract.



Connect Your Locations



KEY SAVINGS

- If your existing deskphones can be adapted for your new cloud communications solution, you will avoid having to pay for new hardware.
- Cloud communication solutions can be accessed via an online application from a range of devices including, mobile devices and laptops, which eliminates the need to buy new phones.
- With cloud communications, after you've implemented the application, adding a user is as simple as adding a licence to your contract and connecting the solution to their device(s). No tricky hardware or long installation processes that can hold up business operations and cost you both time and money.
- Utilising a cloud communications solution integrates all the tools your team needs to communicate and collaborate within one system, which means less time trying to juggle multiple applications.
- Managing multiple contracts for separate solutions can become difficult and, more often than not, leads to overspending. With one solution, on one contract with one bill, you can clearly see what you're paying for and adjust your contract to ensure you're only paying for the features you need.

Set Your Team Free Without Compromise

The modern workforce is crying out for a more flexible way of working.

30%

of UK workers stated that flexible working location would be a benefit that would be most appealing in a prospective employer.

34%

of UK workers would most likely not accept a job offer that required them to work in the office full time.

Obviously implementing a cloud communications solution that enables your team to take their office phone home with them would be incredibly beneficial, but what about if a hybrid working model would be impossible to implement within your industry?

Flexible working locations don't necessarily have to be off-premises. Let's take manufacturing as an example. Working from home doesn't work for a lot of roles within this industry. However here are some examples of how cloud communications can facilitate onsite 'flexible working', save money and even help to generate income:

- Enable your desk-based team to move around your premises to liaise and work with other teams without missing a call through re-routing to their mobiles – no missed calls, no missed opportunities and no missed sales.
- Engineer needs to collaborate face-to-face with an administrator, but can't leave their workspace? They can set up a quick video call from their mobile phone to the administrator's softphone.
- Bring together your onsite and remote teams by enabling communication via a mobile app on their personal devices which always presents their professional phone number.
- An engineer within one of your international sites can easily communicate with your UK-based team, at no extra cost, via your cloud communications platform.

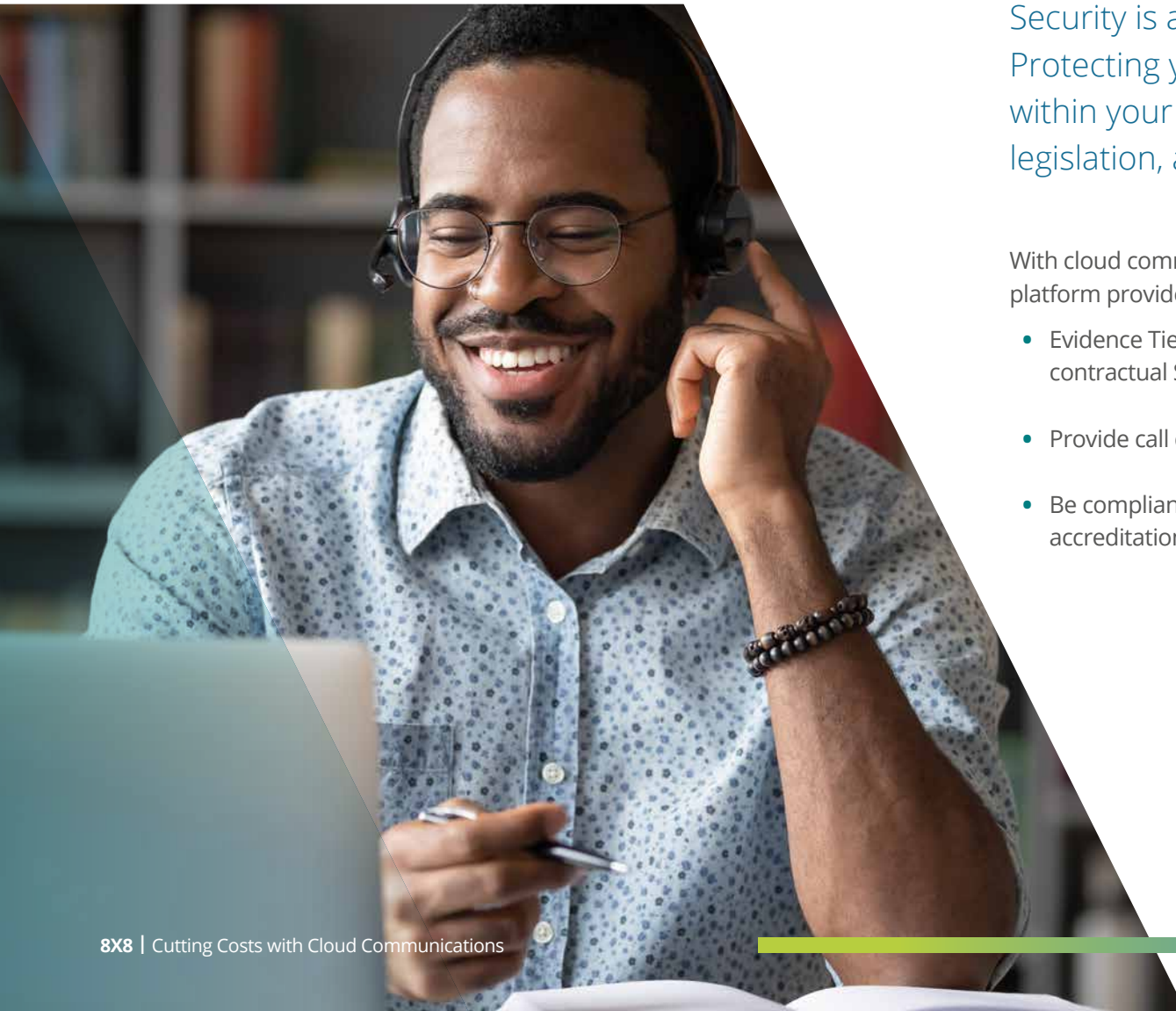
Set Your Team Free Without Compromise

KEY SAVINGS

- Cloud communication solutions are capable of integrating a video meetings solution within their platform, so your team have access to a range of communication solutions included in one monthly cost.
- Instant messaging is a popular communication method for both your teams and your customers and you can easily include it within your communications solution.
- If the pandemic has taught us anything, it's that it's important to ensure your business can deal with whatever is thrown at it. Providing your team with the ability to communicate from any location saves costly issues, should a disaster strike and your team can't work in the office
- Landline calls to international countries can incur hefty costs within your phone bill. Within a cloud communications solution that works over the internet, calling abroad is simplified and costs are significantly reduced.



Improved Security



Security is a major consideration for all businesses. Protecting your business data is vital to avoid a disaster within your business and to be compliant with GDPR legislation, as well as ISO 27001/9001 accreditations.

With cloud communications, high-level security is all part of the solution as platform providers need to:

- Evidence Tier 1 data centres support at least 99.999% uptime as part of a contractual SLA for both business communications and contact centre.
- Provide call quality at a MOS level of 3.0 or greater.
- Be compliant with GDPR, ISO27001/9001 and have Cyber Essentials+ accreditations in place.

Improved Security

KEY SAVINGS

- Monitoring the security of your communications is vital to protect your data, but with multiple solutions, this is complicated and can become expensive. With all of your solutions integrated within one platform, security is simplified.
- Cloud communication solutions have to conform to stringent security regulations including GDPR and high-level security is part of your solution. Only monitoring the security and compliance of a single provider delivers cost savings compared with managing multiple suppliers.



Integrate Your Existing ICT Platforms



When the world had to adapt to remote working, many organisations relied on Microsoft 365 and Microsoft Teams to quickly adjust and enable their teams to work from home. However, companies utilising Teams for their internal communications need additional capabilities to enable collaboration with suppliers and customers.

In order for Teams to facilitate efficient collaboration, applications and features need to be integrated, such as:

- Switchboard
- Contact centre
- External digital communication channels, such as SMS and chat apps

However, not all integrations are created equal. From both an implementation and cost perspective, cloud-to-cloud integration with Microsoft is far more efficient than more basic direct routing, where traditional SIP trunking and on-premises SBCs would be required.

Integrate Your Existing ICT Platforms

KEY SAVINGS

- Integrating Microsoft Teams within your cloud communications solution is often cheaper than purchasing add-on voice solutions to allow your team to communicate with external parties.
- You will avoid having to keep track of your Microsoft Teams licences, alongside other IT solutions by integrating them within your cloud communications solution.
- You can integrate contact centre capabilities within your cloud communications solution, which means one contract, one monthly cost and one provider to call, should you need support, saving you time and money.

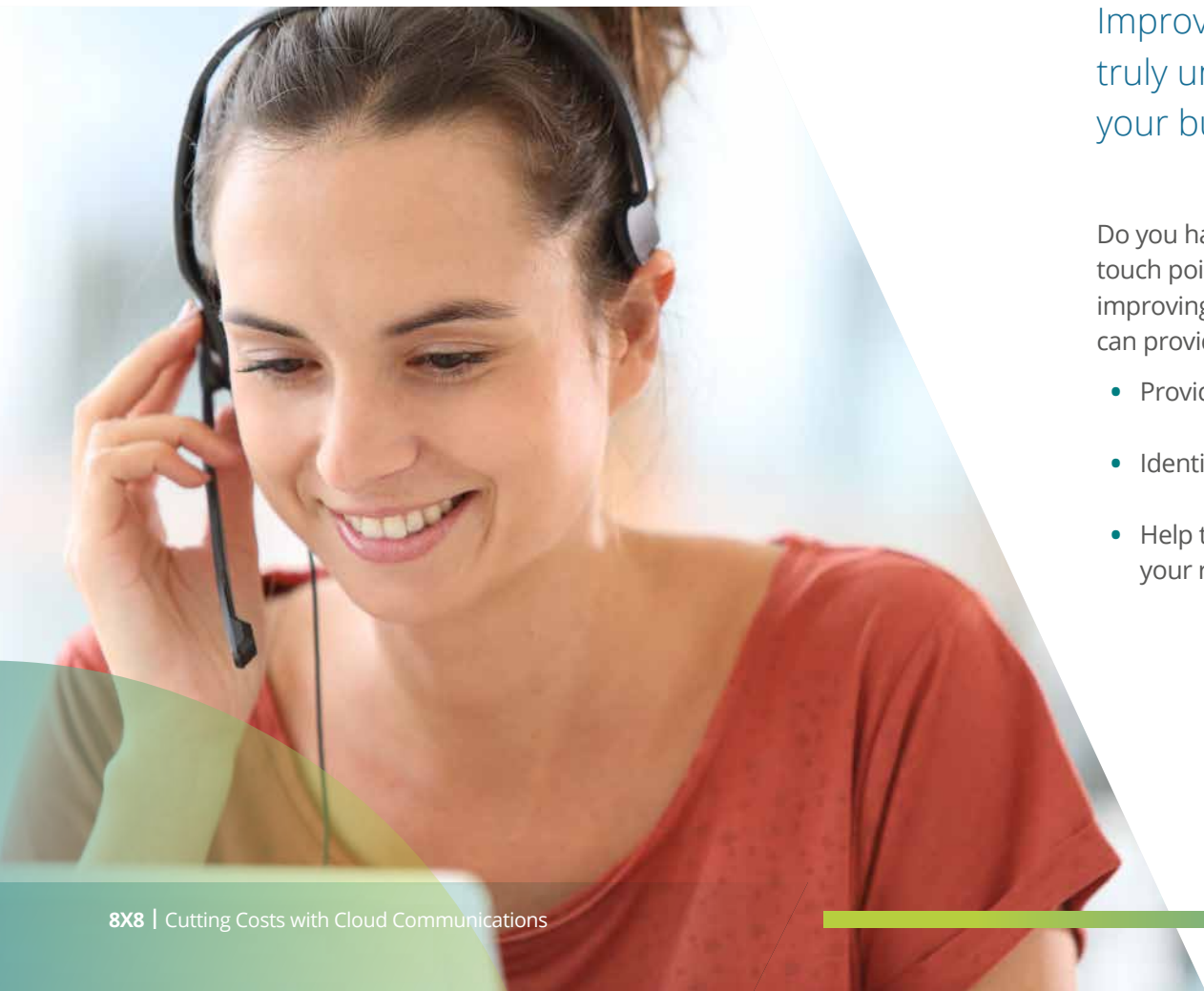


Improve Your Customers' Experience

Improving the experience of your customers starts with truly understanding what their current experience with your business is like.

Do you have data that shows what your customer experience is like at each touch point within their journey with you? Are you able to analyse the impact of improving their experience. Having access to the rich data cloud communications can provide brings a wealth of insight that can:

- Provide a clear picture of your customer's journey.
- Identify how you are utilising your customer service and IT teams' resource.
- Help to make key decisions that improve your customer's experience, boost your reputation and encourage new customers through the door.



Improve Your Customers' Experience

KEY SAVINGS

- Reducing wait times without the cost of expanding your team.
- With switchboard and contact centre agents able to have instant visibility on who is available, your customers' call journey is streamlined, with your team resource being used more efficiently.
- Having access to data that demonstrates how you are using your IT resource can help you to use your team's time more efficiently and improve your processes.
- Cloud communications provide rich data that helps to drive efficiency, reduce costs within your business and help you to make positive changes that enhance the experience of your customers.



Cloud Communications from 8x8 and Elite Group

A CUT ABOVE THE REST

Going through the questions in this eBook will give you a solid understanding and evaluation of your current communications, which makes finding the solution that meets all of your needs, so much easier.

When you're ready to take the next step and start making the move to cloud communications, we're here for you every step of the way.

Cut the costs of relying on multiple vendors to provide all of the features you require for effective communication by switching to a cloud solution that contains everything you need within one platform.

The 8x8 eXperience Communications Platform from Elite powers engaging, responsive communication experiences that impress your customers and enable your team to collaborate and be more productive than ever before.

8x8

Whatever your needs are, we can help you by creating a tailored, flexible, powerful, cloud-based solution from 8x8 that integrates:

- Contact centre
- Voice
- Video
- Chat

Alongside a cost-effective and feature-rich solution from 8x8, you have access to:

- Expert support from our highly-trained team
- A named, dedicated account manager to look after your contract
- Speedy support and answers to your questions from our First Contact team
- A wide product suite spanning IT, Business Mobile, Connectivity and Unified Communications, so you have everything you need to transform your business technology in one space!

Contact us today to see how we can support your business to make the move to the cloud, improve your business and cut costs.

Call: **0844 875 8880** or

visit: www.elitegroup.com/8x8-x-series-communications-platform