

# TEN BENEFITS

UNIFIED COMMUNICATIONS  
CAN OFFER YOUR BUSINESS.

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kordia®

# AS BUSINESSES ADOPT NEW HYBRID WAYS OF WORKING, TECHNOLOGY NEEDS TO PROVIDE FLEXIBILITY – ENABLING EMPLOYEES TO WORK FROM HOME, THE OFFICE, OR ANYWHERE IN BETWEEN BY EMPOWERING COLLABORATION AND COMMUNICATION.

Traditionally, the telephone was considered a business-critical tool and a primary communication channel. While voice calls still play an integral role, the desk phone of old is being replaced in favour of cloud phone systems that allow employees to take calls from anywhere. Not only that, businesses are seeing the benefits of leveraging features like chat, document sharing and video conferencing as a means of fostering better collaboration, particularly for remote workers.

That's where Unified Communications (UC) comes in – combining your telephony needs with all your business communications into a single solution. When you leverage a cloud-based telephony system, there's an opportunity to integrate your calling with your other communication tools – like video conferencing, chat, email, CRM and file sharing – making it even easier to collaborate and connect.

A range of communications services can fall under the umbrella of UC, however the implementation of these tools can vary greatly between organisations and therefore the benefit derived.

If you're evaluating the right solution for your business, this e-Book outlines **10 Unified Communications benefits** to help you make the best deployment decision for your needs.



## KORDIA - EXPERTS IN KEEPING BUSINESSES CONNECTED

Kordia's UC product portfolio has a range of solutions to suit your unique communication, collaboration and security needs. These are all supported by global market leaders, with in-country support to complement Kordia's local expertise. Kordia has also completed extensive interop testing with these vendors to ensure that our voice network supports all these features end to end.

Kordia is a certified voice partner for Cisco Webex and Dialpad. Via our exclusive relationship with Pure-IP, Kordia can also provide Zoom Phone and Microsoft Teams Phone which underpins our own Managed Teams service. In this guide, we'll explore UC in general, looking at the benefits of these solutions and provide some guidance around what to consider when selecting the best provider for your own business needs.



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## I. IMPROVE PROCESS

To understand how UC can benefit your organisation, you must consider more than just traditional phone calls and look at the wider scope of business communications.

UC can address communications in new ways through an integrated platform where related applications are used in a common environment.

Employees can use communications tools (voice, chat, email, social media, etc) concurrently and interchangeably, creating multichannel sessions for more effective communication. This delivers a consistent user experience - meaning employees can work the same way, regardless of location, device, operating system, or network used to access the platform. If your current approach to managing communications is limiting user and operational performance, and therefore customer experience, UC will definitely improve your current situation.



## 2. INCREASE PRODUCTIVITY

UC empowers the hybrid work model, enabling employees to be just as productive wherever they are working, thanks to a consistent user experience.

For internal communication, presence is a key benefit, as a UC solution enables employees to see the status of co-workers in real time. Status can include information such as location, whether they're on a call and if they are able to communicate at any given time. Not only does this reduce wasted time, but it enables you to make decisions on the appropriate channel to get in contact for example, call, message or email.



### 3. FOSTER COLLABORATION

Remote working makes effective communication even more critical. With a geographically dispersed workforce and decentralised operations, teams rarely meet in person all at once. Team chat and file sharing applications enable employees to communicate effectively between teams in different locations and time zones.

When everyone is using the same application it enables users to easily collaborate in real-time wherever they are, regardless of device or location.

Gone are the days of co-ordinating meeting rooms and travel - the persistent, always-on nature of UC means ad hoc meetings are never a problem.



### 4. ORGANISATIONAL AGILITY

Organisational agility reflects the strategic value of UC. The COVID-19 pandemic demonstrated this; those businesses that could quickly respond to their employees working remotely on an ongoing basis fared much better than those that could not. UC provides a much better platform to respond to market and business changes quickly with minimal disruption. Being prepared to weather any situation, be it a pandemic, natural disaster or market change or opportunity is made easier with UC in place.

### 5. SIMPLIFY IT

The responsibility will fall on IT to deploy and manage a UC platform. The deployment of applications and the support of devices in a common environment removes many of the headaches for IT.

BYOD and shadow IT present ongoing challenges as control over network resources keeps slipping into the hands of end users. UC removes many of the security risks and support headaches as the common architecture supports the needs of end users without driving them to work-around your IT policies and systems.



## 6. RATIONALISE COSTS

Businesses can spend a lot of money on various conferencing services. These can be expensive and not well utilised if the user experience is poor.

A single platform enables organisations to consolidate multiple services that traditionally IT or end users themselves may have deployed and supported. Newer systems can be booked as part of the meeting invite and setup at the push of a button with content able to be shared from any user's device. More expensive room systems are now only required for some rooms, like the boardroom. Ease of use and deployment are major factors in these systems being adopted by users along with the associated cost and productivity benefits.



## 7. REMOVE THE BARRIER OF DISTANCE FOR EMPLOYEES

Being able to attract and retain quality staff is now about your ability to support the way they want to work. Many businesses are acknowledging that to recruit the skillset and experience needed, they may need to consider talent pools beyond their local location.

The ability to support remote and hybrid workforces without stifling culture, efficiency or innovation are major benefits. A consistent set of tools used by remote users and those in the office are major factors for end user satisfaction and productivity.

## 8. STRENGTHEN IT SECURITY

IT security is a core benefit of UC as it natively integrates all applications into a unified platform. UC integration makes it easier to apply a standard set of security policies across all communications applications and devices. Security patching and compliance updates are easier to manage on a single common platform that meets the needs of users, reducing the risk of user work-arounds that also compromise security.





## 9. BETTER SERVICE CENTRE CUSTOMER SERVICE

The rationale for integrating UC with the service or contact centre is becoming stronger with most UC providers supporting the integration of 3rd party applications. This means agents can easily access resources outside the service centre while engaging with customers. It's easy to see how UC provides the opportunity for a fast resolution, with only a single call necessary to assist the customer.

## 10. INCREASE EFFICIENCY WITH AI

AI capability such as machine learning and natural language processing bring new efficiencies to UC. Call transcription, recording and sentiment analysis not only improve efficiency but provide new opportunities to differentiate and improve customer service through automation and continual improvement. The ability to bring up key customer or product related information instantly is a game changer for a service centre.



## KEY CONSIDERATIONS

Your UC system has the potential to provide many years of value due to the fact that being cloud-based, new features and services can continually be added with minimal disruption.

It is important to therefore consider both the feature set of the system you are buying today but also the credentials of both the UC vendor and your voice provider to ensure that they will be able to support your needs well into the future.

- Has your voice provider got certification with your chosen UC provider? This increases the likelihood that any bugs have been ironed out during certification testing, rather than during your service deployment.
- Many businesses are 7 day or even 24/7 operations. Does your voice partner provide staffed 24/7 support in the event of an issue that impacts your business?
- Given your UC system must integrate with other IT systems and networks does your provider have the skills and support needed to assist during implementation?





# UNIFIED COMMUNICATIONS

Talk to Kordia today about how to realise the benefits  
of Unified Communications in your business.

Call us on **0800 Kordia** or **+64 9 551 7000**  
or visit **[kordia.co.nz](http://kordia.co.nz)**

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