

Powering clients to a future shaped by growth

A Frost & Sullivan White Paper

Cloud Communications and Collaboration Services Power the Customer- Centric Organization



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Introduction

Business success is determined by customer satisfaction and loyalty. Today, customers demand the flexibility to connect with different brands using the communications modalities and devices that best suit their purposes or specific circumstances. Leveraging advanced digital technologies, businesses must empower everyone within the organization—from frontliners, to contact center agents, knowledge workers and the C-Suite—to contribute customer value based on their knowledge, abilities and job roles.

As organizations become increasingly 'virtual', integrated cloud communications, collaboration and contact center solutions will provide the connective tissue among different stakeholders to enable excellent employee and customer experiences. Digitally-powered businesses will excel in terms of flexibility and effectiveness of customer contact, which will drive growth and competitive differentiation. Cloud services, in particular, will enable customer-centric organizations to innovate more rapidly, scale more efficiently and more promptly respond to constantly shifting customer needs.



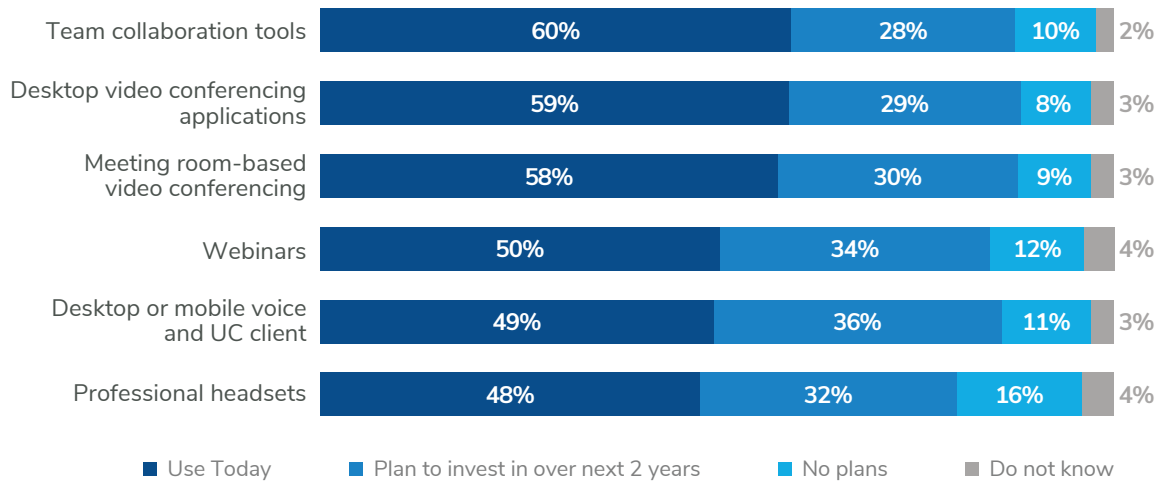
Cloud Communications and Collaboration Service Adoption is Accelerating

A Highly Collaborative Work Environment Enables Operational Efficiencies and a Better Customer Journey

Already strong adoption of advanced collaboration tools has been further catalyzed. The global pandemic and the need for physical distancing accelerated cloud collaboration tool adoption in various use cases, including remote work, telehealth, online and hybrid learning, and virtual events.

Adoption of Advanced Collaboration Tools is On the Rise

The goal is to support evolving user needs due to new work styles, changing workforce demographics and other factors.



“ Collaboration tools will empower businesses to increase participation and improve the visibility of team and individual contributions across the entire organization. ”

An abundance of perceived benefits is driving investments in communications and collaboration solutions. IT/telecom decision makers rank desired outcomes based on varying priorities and needs:

- ▶ Enable productive remote work
- ▶ Enhance the customer experience
- ▶ Augment teamwork
- ▶ Improve information management (e.g., content storage and search, knowledge transfer)
- ▶ Improve employee engagement and satisfaction
- ▶ Increase sales
- ▶ Boost in-office productivity
- ▶ Reduce operational costs
- ▶ Accelerate decision-making and reduce time to market
- ▶ Boost innovation
- ▶ Enhance resiliency and business continuity



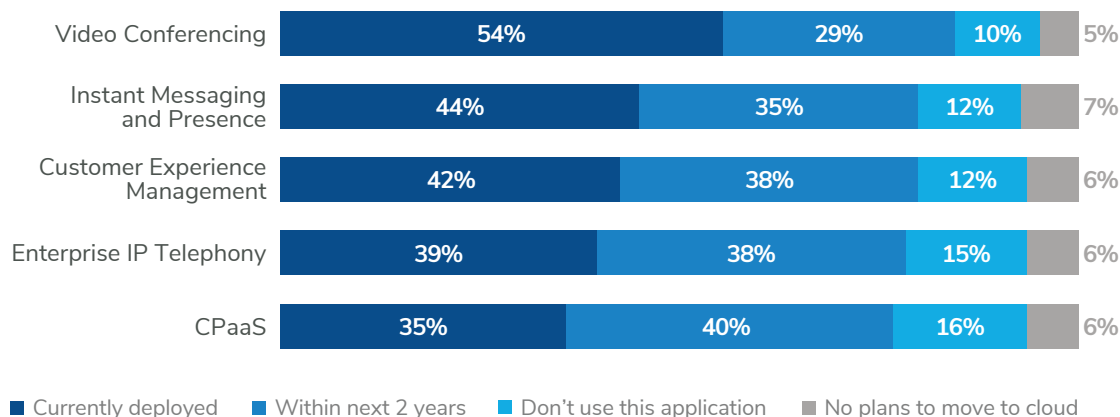
The Future of Work Will be Orchestrated in the Cloud

Early Adopters Will Set the Pace of Transformation in Their Industry; Laggards Will Suffer the Consequences

The global pandemic accelerated cloud services adoption. Frost & Sullivan data clearly demonstrate that cloud migration is well underway.

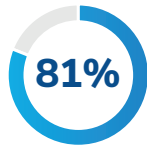
The Future of Work Will Live in the Cloud

Cloud services will power agility in hybrid workplaces.



Waiting on the sidelines is risky. Industry peers that are further ahead on their cloud migration journey are already reaping the benefits.

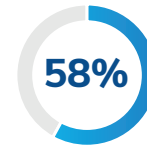
Organizations in advanced stages of digital transformation place a significant focus on communications and collaboration solution investments...



consider communications and collaboration investments a high or medium priority



of their annual revenues is allocated to their IT/telecom budget compared to others



expect their IT/telecom budget to increase in 2021

... and are ahead of others in terms of cloud migration today:

63%

have already adopted **cloud video conferencing**, compared to 54% overall.



52%

have already adopted **cloud instant messaging and presence**, compared to 44% overall.

56%

have already adopted **cloud customer experience (CX) management solutions**, compared to 42% overall.



48%

have already adopted **cloud enterprise telephony**, compared to 39% overall.



44%

have already adopted **Communications Platform as a Service (CPaaS)**, compared to 35% overall.

Boost your digital transformation strategy by adopting advanced cloud-based communications and collaboration solutions.

Customer Value Determines Digital Transformation Success

Investments in Advanced Technologies Must Enhance Employee and Customer Satisfaction

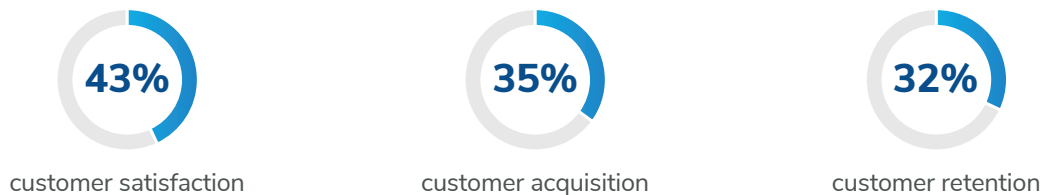
Digital transformation typically aims to achieve employee efficiency, productivity and job satisfaction benefits. Most organizations equip workers with advanced tools to keep them engaged, motivated and successful, and enable them to complete their job tasks better and faster.

However, **the ultimate goal is to enable an excellent customer journey and drive greater customer loyalty**. Therefore, investment decision makers must keep an eye trained on the potential impact of communications and collaboration investments on the customer experience. A truly collaborative workplace environment empowers all employees—in the back, middle and front office—to jointly create greater customer value.

Key Digital Transformation Objectives (% respondents)



KPIs for Digital Transformation Success (% respondents):

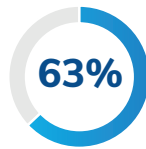


Digital Transformation Priorities (% respondents):



To optimize technology investment value, CX solution upgrades must be aligned and integrated with communications and collaboration roadmaps to ensure consistent experiences for users and IT admins.

Integrated CX and Communications and Collaboration Solutions are the Norm



have already integrated

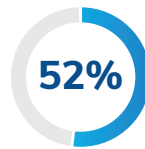


will have integrated by 2022

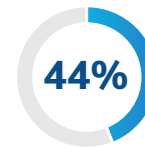
Key Benefits of Integrated Solutions



improved customer journey



better agent experience



optimized business processes

Key Takeaways

- ▶ Cloud communications, collaboration and contact center solutions are seeing unprecedented adoption due to increased need to connect geographically dispersed employees, customers and partners.
- ▶ To nurture high-performing customer-centric organizations businesses must enable highly-collaborative work environments, powered by the right digital tools.
- ▶ Integrated communications, collaboration and contact center solutions empower businesses to achieve key digital transformation goals, including better customer and agent experiences.

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Growth is a journey. We are your guide.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.

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