



Digital Age Communications delivers digital dividends with tangible business outcomes



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Introduction

Addressing today's challenges

Following more than two years of unprecedented uncertainty, organisations including governments, global institutions, central banks, regulatory bodies and importantly, enterprises — are now working to ensure a soft landing for the global economy and trying to right the balance back to some form of “business as usual”, as they navigate today's global challenges. Included among the new and “not so new” challenges are:

- **Cyberattacks:** Despite the economic slowdown, cyberattacks and data breaches have not taken a break, which has driven public organisations and private companies to invest significantly in solutions that protect their key assets and ensure regulatory compliance
- **Inflation:** IT departments need to prioritise investments in technology that cut costs and help with spending predictability, such as “pay per use” offers
- **Energy:** The world, and more specifically Europe, is facing a major energy crisis driving governments to take action to limit energy consumption by 10-15 percent. As a result, public institutions and private companies need to rethink many of their existing operational processes.
- **Sustainability:** Requested by customers (and some governments), eco-driven practices are becoming a “must” for companies. As a result, sustainable development activities and initiatives are part of the 2023 CTO agenda¹. This includes reflecting how technology can have a role in environmental sustainability, for example traceability of renewable energy, circular economy, carbon footprint and waste management among others.

- **Customer loyalty:** Customer behaviour has changed and efforts to retain loyalty are becoming more and more difficult. Attractive offers for services and products — often driven by the need for social recognition — are being made available to customers. Organisations need to significantly invest to optimise customer-centric processes and applications, with the objective of creating a unique and differentiating experience.
- **Talent retention:** The recent global experience has profoundly altered people's expectations. Flexibility, wellness, a better work-life balance and hybrid work (home/office/elsewhere) are now among employees top considerations. A Forrester study suggests that, to attract and retain talent, one third of European companies will need to offer to work from anywhere, which will require them to provide the right applications and equipment to support the operating model.²

One of the top priorities for company executives to address is the potential negative impact on performance and operations if nothing is done.

Leveraging communications solutions can help enterprises address the challenges, reap the benefits of a digital transformation and make a positive impact in three critical areas: operational excellence, customer experience and employee experience, to ultimately deliver digital dividends and tangible business outcomes.

¹ [Top 10 strategic technology trends for 2023: Gartner](#). CIO, September 2022.

² [Forrester's 2023 European Predictions - Citizens Trust In Governments Will Plummet Due to Steep Inflation Rates and Energy Crisis](#), Forrester Newsroom, October 2022.



Operational excellence

Geopolitical risks, cyberattacks, inflation threats and energy costs are driving organisations to rethink their operational models and the impact they have on budgets and global processes. However, this reimagining also presents an opportunity to pay better attention to critical challenges which may have been overlooked in the past, or not seen as priorities. Following are just some of the considerations:

- **Automation and simplification:** As budgets are unlikely to increase, IT leaders need to consider tactics and solutions to help them save money by reducing the cost of tasks that can be automated. For example, remote provisioning and maintenance in the enterprise communications arena, leveraging process automation (RPA) solutions, Artificial Intelligence (AI) and cloud-based architectures.
- **Security and resiliency:** As cyberattacks continue to increase, businesses are being driven to make significant investments in solutions that protect their key assets, ensure resiliency and enable them to cope with ever-changing regulatory laws
- **Budget control:** Beyond automation and simplification efforts, a shift towards OpEx (Operational Expenditure) models needs to be accelerated in to enable predictability, flexibility and control. Large one-time pay-out models that cannot be scaled based on needs and conditions are no longer feasible. Solutions offered "as a Service" present a viable option.
- **Eco-sustainability:** More and more, technology will have a role in environmental sustainability, helping in core areas such as energy reduction, waste management and circular economy

Alcatel-Lucent Enterprise Digital Age Communications solutions help public organisations and private enterprises by providing the solutions and services to tackle today's challenges and deliver real digital dividends from their technology investments.

eBook

Digital Age Communications delivers digital dividends with tangible business outcomes





Challenge	ALE proposition/Digital dividends
Securing business communications under any cloud model.	ALE provides secure by design and regulation compliant solutions to prevent cyberattacks and breaches regardless of the cloud model.
ALE Solutions: Alcatel-Lucent OmniPCX® Enterprise Purple, Rainbow Hybrid, Rainbow Hub, Deskphones and softphones, Rainbow Edge, RingCentral MVP®	
Streamline operations, save IT time and keep communications costs under control.	ALE Digital Age Communication solutions enable IT automation and cost control in any cloud environment, in any financial model including: OpEx (as a Service) or CapEx.
ALE Solutions: OmniPCX Enterprise Purple, Rainbow Hybrid, Alcatel-Lucent OmniVista® 8770 Network Management System, Alcatel-Lucent Virtual Automated Attendant (VAA), Alcatel-Lucent Visual Notification Assistant (VNA), Alcatel-Lucent OmniPCX® Open Gateway, Selfcare, Purple on Demand by Alcatel-Lucent Enterprise (PoD)	
Accelerate your transformation to the cloud.	ALE offers an a-la-carte path from on premises communications to any cloud (private, hybrid or public), enabling organisations to move at their own pace, while controlling cost and risk.
ALE Solutions: RingCentral MVP, Rainbow Hybrid, Rainbow Hub, SIP phones, Softphones, headsets	
Reduce energy consumption and carbon footprint to achieve sustainability goals.	ALE makes it a priority to design eco-sustainable solutions that deliver low-consumption equipment, energy-efficient architectures, low-carbon footprint solutions, creating a circular economy.
ALE Solutions: Alcatel-Lucent OXO Connect, OXO Connect Evolution, OmniPCX Enterprise Purple, Rainbow™ by Alcatel-Lucent Enterprise, DeskPhones and softphones, headsets, Eco-recycling program	

Implementing solutions that improve security and resiliency can accelerate your shift to the cloud. With the benefits of cloud services and an eco-friendly operating model, organisations can work toward operational excellence, delivering tangible outcomes to their employees, customers and partners, while controlling costs and accelerating their digital transformation to stay competitive.



Customer experience

From customer relationship management to customer satisfaction management

New conversational styles inherited from social networks such as Facebook and Instagram and messaging apps such as WhatsApp are shifting communications into a world based on digital exchanges. Companies must deal with new communication habits, in the midst of which video and 'stories' are becoming prominent, as well as the need to maintain authentic exchanges between people. Decision-makers are faced with managing this dichotomy or risk being discounted in the game of customer relations excellence.

The only option is to move forward with a goal to satisfying today's increasingly demanding and hurried customers as we bear in mind the lessons of the past and create a future based on a range of new tools and technology such as Artificial Intelligence (AI) available to almost everyone.

As organisations move toward improving the customer experience, they will be required to address the following:

- **360° customer view:** While most interactions now occur in context (meaning they are supported by information and historical data which enrich the conversation), companies still struggle to collect and format information gathered on the fly during customer interactions. Unfortunately, valuable feedback on products and services which is unstructured by nature, is often not recorded in systems.
- **Self-service:** As we move away from the days of "Press 1 for ... press 2 for..." managed by basic Interactive Voice Response automats, self-service is entering a new exciting phase, fuelled by voicebots and voice recognition. Their scope of "responsibilities" is expanding as they become smarter, and they are also enabling organisations to rethink the balance between assisted and self-service.



- **Sentiment analysis:** This is probably one of the greatest areas of progress during the last three years, across all borders. Sentiment analysis involves discovering and interpreting what's behind the natural language. As we acknowledge the importance of emotions in any customer experience, we have a better understanding of the challenges of creating these technologies. Today, we know how to extract a sentiment, beyond raw information, whether in emails or voice calls. This information can be beneficial in managing the relationship, including assessing positive, negative or neutral responses, and it can provide insights to aid in sales or to anticipate a risk of churn.
- **The extended enterprise:** Also described as the ability to open the customer relationship to the entire enterprise, it implies that the customer satisfaction strategy is shared, understood, and accepted by all employees, whether in the private sector or in public institutions. The notion of the extended enterprise already exists in organisations whose activity is subject to predictable peaks in demand. For example suppliers of products or

services whose volume of orders is linked to the calendar: Christmas, Valentine's Day, Mother's Day. It is anticipated that the extended company will also develop beyond activity peaks. This translates into the involvement of experts alongside their colleagues on the front-line, ready to help and participate in the collective effort.

- **Omnichannel:** For many years, companies have considered customer preferences in terms of engagement, which goes far beyond a phone call. While the spectrum of channels has remained more or less the same for a few years including telephone, email, website, social networks, in the majority of cases, the challenge of creating coherence between all these channels remains including the ability to process information independently of its original media, erasing the particularities linked to its origin to allow fluid and effective conversations.

Technology, and in particular, progress made in AI, is reshuffling the cards in the customer relationship management field.



Alcatel-Lucent [Digital Age Communications](#) solutions for Customer Service can help public organisations and private enterprises enter the second phase of customer relationship management, leveraging the latest and most advanced technology, turning it into customer satisfaction management to deliver digital dividends with tangible outcomes.

Challenge	ALE proposition/ Digital dividends
Optimise resources and budget to deliver world-class customer service.	ALE provides Digital Age Communications solutions that maintain the balance between automated services for simple queries and intelligent routing for fast, accurate responses.
ALE Solutions: OmniPCX Enterprise Purple, VAA, ALE Connect/Alcatel-Lucent OpenTouch® Contact Center Standard Edition (OTCC SE), Alcatel-Lucent OmniPCX® RECORD, PoD, + 3rd-party solutions from tech partners for chatbot/voicebot	
Make quick response and first call resolution a priority.	ALE customer service solutions combine intelligent routing, artificial intelligence and IT ecosystem integration, enabling companies to optimise first call resolution and improve customer satisfaction.
ALE Solutions: OmniPCX Enterprise Purple, VAA, Rainbow Hybrid, Rainbow Click-to-Connect, Rainbow CRM connectors, ALE Connect-webhook CRM integration, PoD, + 3rd-party solutions from tech partners for chatbot/voicebot/sentiment analysis	
Onboard your workforce into a global customer service strategy.	ALE provides Digital Age Communications solutions that enable every employee to contribute to the customer service strategy, by integrating customer service and real-time multimedia collaboration solutions.
ALE Solutions: OmniPCX Enterprise Purple, Attendant/Dispatch Console, ALE Connect/OTCC SE, ALE business phone and softphone, PoD	
Address engagement preferences for three generations of customers.	ALE provides solutions to enable customers to connect their way using their preferred media (voice, chat, email, social media) with the same level of service.
ALE Solutions: OmniPCX Enterprise Purple, Visual Automated Attendant (VAA), ALE Connect/OTCC SE, Rainbow Hybrid, Rainbow Click-to-Connect, PoD, + 3rd-party solutions from tech partners for chatbot/voicebot	

With the acceleration of digital transformation comes a new generation of customer service solutions, helping turn customer relationships into customer satisfaction. These new solutions will provide organisations in both the private and public sector with the ability to transform every customer interaction into a business opportunity.



Employee experience

While significant efforts have been made to shape a new and attractive digital workplace, enabling everyone to work from anywhere, organisations are still facing an increasing demand for flexibility in work, a better work-life balance and efficient applications so tasks can be done on time.

These new demands require organisations not only to reinvent the workplace but also to shape the workspace. Augmenting the workspace with all the digital services and applications to help employees perform will be required to help foster innovation and achievement, key to attracting and retaining talent. This is especially true for millenials, who consider well-being at work as a top criteria for choosing where they will work, and considerably different from the criteria considered by previous generations.

All of this translates into an attractive professional environment that is flexible and dynamic, where tools are provided to empower people and make them feel good at work.

Beyond the digital dividends or business outcomes, investment aimed at improving the employee experience also helps retain and attract talent. Digital workplaces, and digital transformation strategies are as critical to candidates as wages. As compensation and work-life balance become equally important, efforts to provide an exceptional employee experience will rapidly become a competitive differentiator and one that is critical to positively impacting motivation, productivity and engagement. Superior enterprise communications and services, can help tremendously.

Providing a modern digital workspace that encompasses collaboration and IT integration, should be at the top of mind for all business leaders who want to retain and attract talent. With today's workers increasingly seeking remote or hybrid work styles and greater flexibility, organisations need to deliver to create a loyal and engaged workforce for the benefit of customers.

Challenge	ALE proposition/ Digital dividends
Create an attractive digital workplace to meet and exceed employee expectations.	ALE provides organisations with comprehensive cloud and communications solutions that enable an attractive digital workplace fostering employee engagement.
ALE Solutions: OXO Connect, OmniPCX Enterprise Purple, Rainbow/RingCentral MVP/Headsets/ALE phones/softphones, Rainbow Hub	
Empower employees providing them with the right information at the right time.	ALE Digital Age Communications solutions connect everything, integrating real-time communications in any business, backoffice application or process to put conversations in context.
ALE Solutions: OmniPCX Open Gateway, Rainbow CPaaS or RingCentral MVP, off-the-shelf connectors	



Conclusion

As is often the case, when the global economy is in a state of turbulence with inflation and uncertainty, and geopolitical instability is on the rise, progress and transformation comes to the forefront as it must. With the challenges identified, it is now up to company leaders – especially IT leaders – to decide what the future will look like.

Communications are at the core of all we do. It is the foundation of interactions between people, between machine and people, between object and people. As such, and it should come as no surprise, enterprise communications are fundamental for success in any digital transformation project. Enterprise communications will transform operations, bringing automation and simplification, as well as reshaping customer and employee experiences.

At ALE, we provide small, medium and large organisations, from across industries, with state-of-the-art [cloud and communications solutions](#) to excel in operational excellence, customer experience and employee experience, while ensuring investments made generate generous dividends.

Read more on how to deliver tangible outcomes on our [web page](#).

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