



Improving the employee experience in the digital communications era



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Introduction

Since early 2020, employers and employees have faced an unprecedented acceleration toward new ways of working which has also introduced many challenges along the way. During this disruption, many organisations have shown resiliency, as they quickly and successfully transformed to adapt to new working models. They accelerated their digital transformation and implemented cloud-based communications and collaboration solutions to ensure business continuity, and to address new customer requirements and employee expectations.

Today's uncertain economic and social environment continues to present challenges for organisations, including competition in recruiting talent, new working expectations for employees and rapidly changing customer requirements.

The power rests in the hands of company leaders tasked with improving the employee experience and retaining and attracting talent, while growing the business in a hybrid, flexible work environment.

To thrive in this new phase, organisations must create a hybrid digital workplace, where the workforce remains connected and empowered to a deliver best-in-class customers experience, essential for business sustainability and growth. It must equip the workforce — who now expect to work from everywhere — with new technologies, devices, applications and tools to help them perform better and foster their engagement. Creating improved employee experiences, motivation and satisfaction will result in higher customer satisfaction and better business outcomes.

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Create a 'feel good' work environment

At home, at the office or on the move

Recent disruptions have impacted the expectations of employees (across three generations, from boomers to millennials) in terms of working conditions, with the top priority being the ability to work remotely or in a hybrid environment. Employees are looking for more flexibility, better work-life balance, a greater experience and a digital workplace that meets their needs.

By 2025, massive generational shifts will force 75% of organizations to adapt their hybrid work strategies to include demands for radical flexibility.¹

To offer employees a preferred working experience, business leaders are prioritising:

- **Refining the work environment** to create a flexible hybrid, modern and secure digital workplace by implementing comprehensive and easy-to-install, adopt and use cloud-based communications and team collaboration solutions, combined with software-based devices, applications and tools that foster a digital employee experience (DEX) and engagement
- **Empowering the workforce** by providing them with accurate and appropriate information when they need it, enabling communication in context, either with colleagues or customers

¹ [Gartner, Predicts 2022: Digital Workplace is Foundational for Employee Experience Lane Severson, et al., December 2021.](#)

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Provide an attractive digital workplace

Employees have spoken. The demand for the virtual workplace is becoming the norm, driving companies to implement innovative communications solutions, which not only meet the needs of the digital workstyle, but also **foster collaboration and increase employee productivity, while reducing key talent attrition**. As Deloitte suggests, “organizations are benefiting from the increased digitization of the workplace through increased productivity, cost savings and a more mobile and agile workforce”.²

Alcatel-Lucent Enterprise is helping organisations improve their employees’ experience with a comprehensive portfolio of digital communications systems, apps and devices (such as phones, softphones, mobile handsets and headsets) enabling the creation of a flexible digital workplace, made possible by unique “à-la-carte” cloud model options including hybrid, on premises or full cloud solutions.

² [Digital workplace and culture](#), Deloitte, 2016.

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Case study

Breizelec, a successful digital transformation improves customer service

Better communications and collaboration between teams ensures unparalleled customer service

“We pride ourselves on high-quality customer service and make sure we don’t miss a call. To achieve this objective, we must provide our employees with the best tools and applications so they can communicate and collaborate effectively in order to deliver an outstanding customer experience.”

PHILIPPE GASTOUD, CEO OF BREIZELEC

[Read the full case study.](#)



Cloud-based communications and collaboration services to meet your needs

Because every organisation is unique, ALE has developed solution options to address your cloud-based communications and team collaboration services including: Audio and video calls, chat, screen sharing, webinar presentations and video conferencing, among others.

In a highly competitive environment, attracting and keeping talented people has become one of the highest priorities for many organisations. Providing employees with a flexible collaborative modern work environment only solves half the problem. To be attractive, the workplace must provide the appropriate means and tools to empower the workforce to improve their

engagement, productivity and motivation, and go the extra mile for the team and the business. To do so, it must address the following:

- Equip employees with the appropriate set of professional and secure equipment, easy-to-use applications, and high-quality audio devices
- Provide employees with the ability to access the right information when they need it
- Ensure employees actively participate in the global customer service strategy

Unique a-la-carte cloud-based communications and collaboration services

	Hybrid cloud		Private cloud		Public cloud
Company needs	You are considering combining your existing communications system with cloud-based team collaboration services*	You are considering single instance cloud-based communications and collaboration services* and data on premises or in a data centre of your choice	You are looking for multi-instance or multi-tenant cloud-based communications, 100 % OPEX to replace your existing CAPEX model	You are looking for multi-tenant public cloud-based communication, 100 % OPEX to replace your existing CAPEX model	
Solutions	• Rainbow™ by Alcatel-Lucent Enterprise • Alcatel-Lucent OXO Connect or Alcatel-Lucent OmniPCX® Enterprise Purple	• Rainbow Edge by Alcatel-Lucent Enterprise • Alcatel-Lucent OXO Connect or Alcatel-Lucent OmniPCX Enterprise Purple	• Alcatel-Lucent OpenTouch® Enterprise Cloud (OTEC) • Rainbow Hub	• Rainbow Hub • RingCentral MVP®	
Services provided	• Team collaboration + Video + PBX • Third-party traffic	• Team collaboration + Video + Customer Premises Equipment (CPE) PBX • Third-party traffic	• Team collaboration + Video + CPE PBX • Third-party traffic	• Team collaboration + Video + CPE PBX • Third-party traffic (Rainbow Hub) • Bundled traffic (RingCentral MVP)	

*Instant messaging, audio/video conferencing, screen and file sharing, one number, information channels, presence detectors and much more.



Empower your workforce

Equip employees with the right apps and devices

In a hybrid workplace model, your business relies on many different employee profiles and levels of expertise, working from various locations. It is essential that front-line employees, back-office staff, customer service personnel, sales, and remote workers have the appropriate tools, applications and services to execute on their duties and stay connected. These include:

- **Intuitive cloud-based communications and collaboration applications** and tools, easy and rapid to install, adopt, use and maintain
- **Real-time communications services:** Enterprise-grade telephony with advanced capabilities such as: Voicemail, transfer, multi-party calls, embedded conference, groups, encryption and intelligent routing, including one number capabilities for people working from multiple locations
- **Team collaboration services:** Messaging, video, audio conferencing and discussion rooms, for team communications, remote team management to easily handle projects, as well as human resources to conduct candidate interviews
- **State-of-the-art phones** with features such as excellent audio quality, first-in-class ergonomics and modern design
- **Mobile handsets and smartphone apps** that include notifications and alarms, and enable mission-critical communications while roaming on-site
- **Software-based phones** to enable communications from anywhere, in the office, on the road, or at home, offering the same interface, convenience and capabilities in all situations





Enable access to the right information at the right time

Because the real value of any conversation is the ability to include context-based information (for example, call history or customer file), it's important to connect real-time communications with the IT ecosystem to enable people to get the right information at the right time. This means connecting:

- **Applications** such as Microsoft® Teams, Salesforce.com CRM, and many others to enrich the conversation with customer-related information
- **Objects** using Internet of Things (IoT) capabilities for applications such as alarms or asset tracking; or even video surveillance streaming
- **Processes** such as supply chain or emergency services
- **BOTs and Artificial Intelligence (AI)** to facilitate routing, translation, transcription, sentiment analysis and events to support decision-making based on analysis and information correlation

Connecting everything puts communications at the cornerstone of the IT ecosystem. It enables people to feel more empowered, provides them with the right information at the right moment and raises customer satisfaction. It can be achieved using off-the-shelf connectors for many popular applications, as well as by leveraging SDKs and APIs, either on premises or in the cloud through CPaaS capabilities, to integrate communications and collaboration within any business application.

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Use case

Collaboration capabilities integrated in a front-line worker app provides effective remote visual assistance

A field worker needs assistance from an expert on how to proceed with a technical issue. The worker easily initiates a Rainbow video call to the Operational Control Centre (OCC) using a smartphone, by pressing the button on their connected bracelet. This activates the handsfree mode through a headset enabling the technician to perform the on-site task while being guided remotely by the expert. The expert can see what the technician is seeing. Communications Platform as a Service (CPaaS) capabilities leverage the expert's knowledge, streamline the on-site interventions and improve guidance for efficient and secure operations.



A global customer service strategy

More and more organisations are stretching customer service beyond the four walls of a contact centre. To make customer service truly global means every employee must have a role. For example:

- As an agent of the Customer Service department, equipped with the right tools and applications to rapidly respond to customer requests, whatever the media (call, chat, email, or other)
- As an expert supporting agents with their knowledge when needed, to reduce response times and minimise the number of interactions to solve a problem

A solid omnichannel solution accessible to customer service representative from anywhere (as they can work from different locations) is essential. Additionally, a cloud-based model can provide the flexibility to address business peaks, such as Valentine's Day for florists, or Christmas for retailers or e-commerce platforms.

As well, back-office experts need to be connected to front-line agents through real-time collaboration services to engage with them and help solve customer problems.

The combination of customer service and collaboration solution enables the organisation to globally execute on its customer-centric strategy, while raising customer satisfaction and employee empowerment.

ALE solutions

- [Alcatel-Lucent OmniPCX® Enterprise Purple \(OXE Purple\)](#)
- [Alcatel-Lucent OXO Connect](#)
- [IP Desktop Softphone](#)
- [ALE SoftPhones](#)
- [Rainbow by Alcatel-Lucent Enterprise](#)
- [SIP DeskPhones](#)
- [ALE DeskPhones](#)
- [ALE Connect](#)
- [Rainbow CPaaS](#)
- [Rainbow off-the-shelf connectors](#)
- [Alcatel-Lucent OmniPCX® Open Gateway \(O2G\)](#)
- [IQ Messenger Notification Server](#)
- [Alcatel-Lucent Remote Visual Assistance](#)
- [ALE headsets](#)
- [DECT](#) and [WLAN handsets](#)

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Conclusion

Providing a modern digital workplace should be at the top of mind for all business leaders who want to retain and attract talent increasingly looking for flexible, remote, or hybrid work environments. In addition to the workplace, employees are looking for an efficient digital experience. The digital workplace is a critical element that can positively impact motivation, productivity, engagement, as well as quality of work-life balance and retention. And happy employees are good for business.

Alcatel-Lucent Enterprise is here to help businesses create or refine their digital workplace and offer employees a best-in-class experience. No matter the size of the organisation, or industry, we provide professional, secure, cloud-based communications and collaboration services, as well as customer service solutions, available anytime, from any device, in any context. With ALE solutions' ability to deliver contextual information within business applications and processes, companies can keep their workforce connected, motivated and engaged, while delivering the superior experience today's customers demand.

Learn how Alcatel-Lucent Enterprise Digital Age Communications can improve your employee workplace experience.

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