



WORKPLACE MODERNISATION

W H I T E P A P E R

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SOMETHING BIGGER THAN DIGITAL

There's no denying that digital transformation is important. We've said it before and we'll probably say it again, but, what about the bigger picture? What about the reasons you started your digital transformation journey in the first place? Have you begun to lose touch with the business problems digital transformation was supposed to help you solve?

We're the driving force behind a business movement that's against implementing technology for the sake of digital transformation; it's called Workplace Modernisation. There's something bigger than digital that Workplace Modernisation encapsulates. It's about engineering the right culture, business change processes and experiences that are underpinned; not made by technology.

In a world that moves faster than a launching rocket, you need solutions that evolve with your business. **It's all about connecting your world.**

This white paper will unpick the key areas of Workplace Modernisation including: why it's vital, how to become people centric and the key infrastructure and technologies that will underpin what your business stands for.

Time to step off the transformation treadmill and think more about business; less about digital.



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WORKPLACE MODERNISATION IS A VITAL MOVEMENT



With consumerist culture well and truly engrained in our society, it's all too easy to get caught up in the digital transformation hype. Technology changes are happening everywhere and it's hard to take a step back from the excitement and really consider whether the solution you're about to implement actually solves a business problem or contributes towards your goals.

We see it all too often, businesses with a whole load of nothing. A shiny, new, overpriced piece of technology that's unable to integrate with existing infrastructure, is not futureproof and ultimately doesn't deliver in the areas it was supposed to help. In this situation the technology has dictated the direction, when it should have been the business.

This is where Workplace Modernisation intervenes as a business movement to help steer digital transformation projects in the right direction, engineering in what you do need and engineering out anything you don't. Simple concept, right?

It considers many areas where digital transformation does not. When Workplace Modernisation is applied, the result is a solution that solves a real business problem and contributes towards joined up ways of working.

With the way digital transformation is going, it's likely that eventually employees will see technology as a tool of enslavement, not empowerment. Similar to the way we pander to our hundreds of WhatsApp messages in our personal lives, employees will feel bogged down with the endless notifications and tasks they need to complete. Likewise, customer experiences will not be smooth, efficient or good if underpinned with the incorrect technology. You need a canvas you can build on, something that's adaptable, flexible, quick to roll out and easy to use.

The trick is creating a place where humans and technology can work together in harmony. A blended workforce, leaving you to do more with less, advance your employees skills and plug the productivity gap.

THE PROBLEM SOLVING APPROACH

Workplace Modernisation extends its reach beyond digital transformation. It looks at your business from all angles to ensure that transformation projects deliver tangible benefits like employee engagement, reducing costs and increased customer satisfaction. Time to look beyond the confines of digital and refocus on a way that solves problems – not creates them!

We call ourselves The Solutions People because that's just what we do; formulate the perfect solution for your business problems to deliver better customer and employee experiences, higher revenues, new business and much more.

Digitising is a treadmill that many companies are on, whether that means self-serve, automation, introducing AI or the cloud. But how often does anyone stop and consider, why are we doing it this way? Is there a better way that the same outcome could be achieved without having to go through such convoluted processes or introducing yet more systems? Engineering out unnecessary routines is what makes Workplace Modernisation different. Things don't have to be done the way they always have been, just digitally. Sometimes more radical thinking is required to really shake up current ways of working. We're helping businesses bring it back to the bigger picture.

BECOMING PEOPLE CENTRIC



Workplace Modernisation places the two most important groups of people at the centre of all your activities. Yes that's right, we're talking about your customers and your employees.

Business is about people first and foremost. Becoming people centric is critical for success and realising ways that you can help your business to flourish through people and technology working in harmony, otherwise known as the blended workforce.

Whether it be to reach the goal of implementing flexible working options to give your employees a better work-life balance or to increase your customer satisfaction by 120%, Workplace Modernisation has got it covered.

ENGINEERING THE RIGHT CULTURE IN THREE STEPS

Culture paves the way for any business change. Before you commence business transformation projects; you need to ensure that your culture is right.

"If vision is where you are going, culture is what makes sure you can get there."

SPOTIFY

Without the right culture, you'll fail before you've even begun. Workplace Modernisation places the emphasis on culture, for the start, middle and ongoing improvements of digital transformation projects.

Every single company has a culture. Whether you've engineered it or not, beliefs about your company are formed through how employees are treated, the people you hire, communication within the company, how customers are treated and the values company founders share. The truth is, culture can either make or break a company; it's not worth leaving up to chance so here are three steps to help you engineer the right culture, ready for Workplace Modernisation.

STEP 1

SET OUT VALUES THAT ARE IMPORTANT FOR YOUR BUSINESS

Every business should be looked at as an individual when deciding which values underpin the culture. What works for other businesses, might not work for yours and vice versa. Be original, dare to think differently.

For instance, it's unlikely that Google's approach to flexible working (and sleeping pods!?) will work for every business. This is part of Google's culture values because they best fit the company and what it stands for. They've implemented it in a well thought out way that enhances their employee productivity and encourages them to spend more time in the office.

No, you don't need to implement radical policies to create a culture that is open. Just ones that fit with the business movement of Workplace Modernisation and that help employees embrace change. Start with a core set of values that define your company and then continually develop it. Culture is not static, it needs to move with the times to work and attract the right people.

STEP 2

LIVE AND BREATHE THE VALUES YOU SET

Fairly obvious we know, but you'd be surprised, even after outlining values and putting mechanisms in place, how easy it is to stray. Values and mechanisms help, but there's no guarantee that they will engineer the right culture.

That's why it's so important to live and breathe the values to ensure they are absorbed by your employees. Communicate them often and in many different ways and ensure that you eat your own dog food. With people looking up to you, it's vital to practice what you preach when it comes to your culture values.

STEP 3

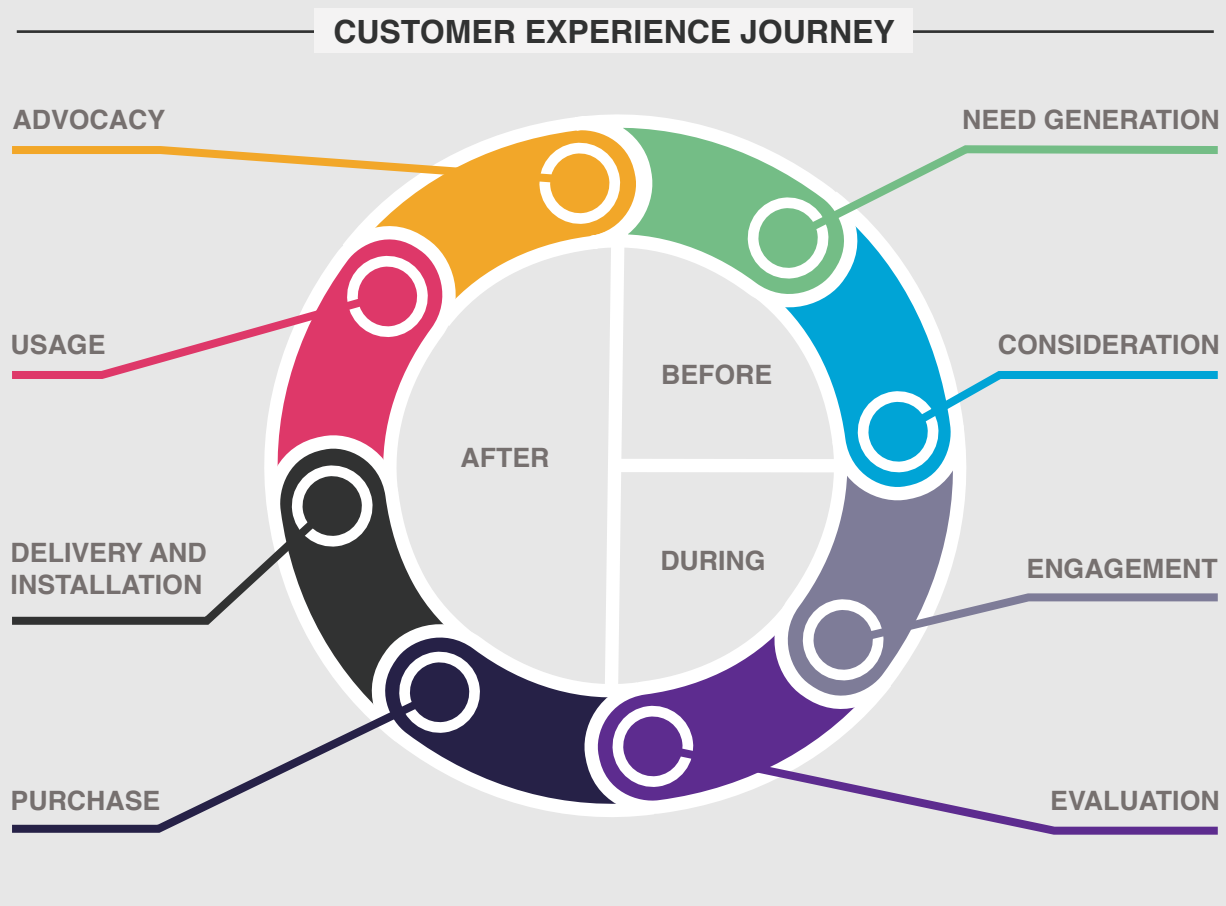
EMPLOY PEOPLE WHO ARE GOING TO BE THE BEST CULTURAL FIT

If you're torn between two people during an interview and one is slightly better at the job but the other is a better fit for the company; we say always pick the one who's a better fit for the company. Why? Because they will be on everyone else's wavelength, adopt the culture and values better and settle into the company more quickly. You can easily train and bring people up to the standard of work, but if you hire someone who isn't a good fit for the company, that's a much larger and more fundamental problem that will erupt further down the line.

IMPROVING THE CUSTOMER EXPERIENCE



The customer experience encapsulates every touchpoint at every stage in the customer journey (as we in marketing and sales call it). From your level of service to how simple and easy your customers' perceive it to be to order and consume your products and services, it's all covered under this umbrella term.



Of course, the customer journey is not always as black and white as the diagram above, sometimes there are many more touchpoints between attraction, purchase and post purchase. But that's why Workplace Modernisation is so vital for the customer experience, because if the journey becomes rough, your business has the ability to save it with quick resolutions and communications that are second to none. Customers hold all the power and have so much choice.

Customer experience is ultimately about how your customers feel about your brand. There really is nowhere to hide these days, bad customer experiences are on show to the world through review sites and social media. So if you're not willing to formulate an experience that strikes fear into your rivals, you might as well leave the bullfight arena right now, because it's going to get messy.

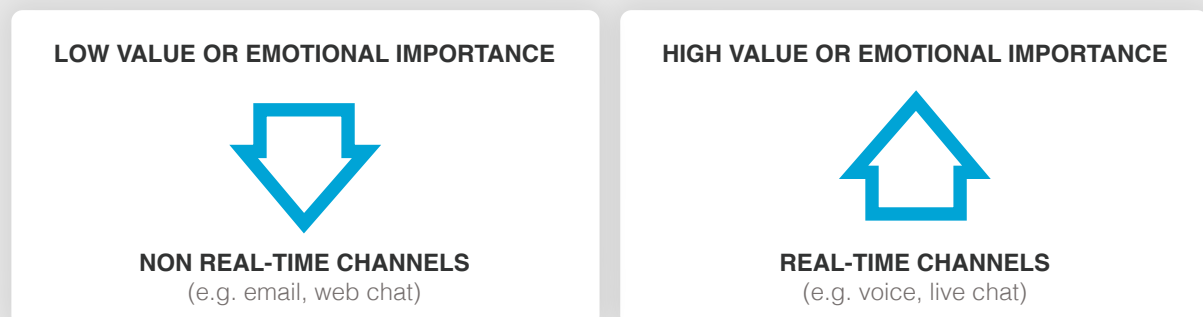
SHOWING EMOTION

Remember, your customers aren't fire-breathing dragons, at the end of the day they are just people. Delivering a better customer experience is often largely about showing more emotion.

"Emotions are one of the most powerful things that drive human behaviour."

**Morris Pentel, Chairman,
Customer Experience Foundation**

Customer experiences that are people centric place emotions high up the list of importance. The Customer Interaction Model captures this nicely. Depending on the emotional importance or value of the interaction, the channel of communication is dictated.



This again highlights how technology needs to underpin, not dictate. If someone is upset with the level of service they have received, they aren't going to opt for your Conversational AI. They will want to get as close to face-to-face human interaction as possible, which is usually via a telephone call.

In the contact centre, we're seeing how sentiment analysis is starting to be used, to help take more of a proactive approach to tackling customer emotions and dealing with them head on. Tools like smart inboxes and social analytics enable companies to prioritise according to the emotional nature of the interaction.

Empowering companies to rectify negative situations much faster and reduce customer churn. What you can't measure you can't manage. Measuring sentiment both globally and individually is a significant positive step towards delivering an appropriate customer experience and ensuring your newly digitised channels of communication are meeting these expectations.

BUILDING POSITIVE EXPERIENCES

This is where your values come in, combined with the right technology, you will craft a customer experience like no other. Omnichannel creates an experience that is delivered across all types of communications, and these days, it's something customers expect. Knowing this you can build a basis for delivering the ideal journey through an ecosystem, like our b-connected portfolio.

We're now seeing companies create increasingly personalised experiences. This ties in with the emotional side of customer experience we spoke about earlier. If you're calling with an issue, it's always good to know that the business you're dealing with knows exactly who you are and makes you feel like your issue is the most important in the world (at the very least). Because no one likes it when they have to explain who they are five times to everyone they encounter along a communication exchange.

YOUR EMPLOYEES

Workplace Modernisation is not just about improving the customer experience, your employees are the other half of the puzzle. They are the heart and soul of your organisation, and if you want to boost productivity, attract a new wave of tech-savvy employees and enhance your open culture, you need to think about their journey in your business as well. In this section, we'll cover all areas that relate to your employees and how and where Workplace Modernisation helps.

ATTRACTING AND RETAINING A-CLASS TALENT

With digital transformation in full swing, attracting and retaining talent is becoming a minefield. For the first time in a long time, there's an abundance of jobs, with unemployment at an all-time low. This is only set to increase as jobs that don't even exist yet are being created all the time. To recruit the next generation of business leaders, you need to think about the employee journey.

You're going to have to work harder to modernise (and this means so much more than just 4pm beers in the office, casual Fridays or bake offs). We're talking about improving your open culture through technologies that create a more dynamic workplace. A place where talent wants to work. The generations coming up the

ranks have an entrepreneurial approach to business. They want a space to create, contribute and make their own mark, which is why having an open culture is vital. Many companies have already started implementing flexible working arrangements like remote working, working from home and negotiable hours. It's increasingly becoming something that A-class talent looks for in a job-role, they would even consider taking a pay cut to get it! Let's face it, the 9-5 is so dead (sorry Dolly) and innovation doesn't wait for the office doors to unlock. Technologies like the cloud are key to helping make this change happen. Enabling any employee to have the capability to work from any location. We're even starting to see more flexible approaches to working happen in the contact centre, arguably one of the most inflexible functions that exists. Job roles are changing to attract and retain talent of this age, you need to change too.

DEPARTMENTAL EVOLUTION

The digital revolution is evolving the way all departments work. With jobs changing and adapting, so too is the way departments work together. Workplace Modernisation highlights that all departments need to work together towards digital transformation projects, it's not just an IT problem. Attracting and retaining talent for example is something for HR, IT and business leaders to work on together. Success will lead to positive impacts that will be felt across the entire organisation after all.

BOLSTERING EMPLOYEE ENGAGEMENT

Engagement is key to improving productivity, the two go hand-in-hand. Technology helps to open the doors to improving employee engagement. With business processes now being automated to take away menial and repetitive tasks, cloud helping to open the doors of flexibility and gamification creating healthy competition in customer facing environments. Jobs are becoming more high-brow and refined. The future will certainly see a workforce that's more skilled than it's ever been.

It's certainly exciting but without considering Workplace Modernisation, not only will you end up with piece-meal technologies that cannot be built on or adapted, you'll also make your employees lives' more complex, not simpler.

With the right approach however, you will engage your employees completely and gain all of the positive impacts that come with it. It's important to get their feedback throughout digital transformation. Ask them for their opinions and inputs on the new solutions. It will not only help engage them but reduce the risk of Shadow IT occurring and contribute to the encompassing of all your solutions into one.

COLLABORATION AND TEAM WORKSPACES

Flexible working arrangements mean you need tech that facilitates collaboration and team working, no matter where someone is in the world. As we keep saying, technology is an enabler, not a dictator. If you want flexible working, there's more to do than just implement a cloud technology. You need policies, processes and communication methods to ensure there's clarity around where employees are working and when. Otherwise there will be endless calendar overlaps, employees unaware their colleagues are on holiday or working from a different location and other management nightmares.

ACCESSIBILITY

Part of Workplace Modernisation is designing a workplace that is inclusive of everyone. We're not just talking about the desk arrangements and other so called 'reasonable adjustments', it's about ensuring everyone has the right tools they need to do their job, regardless of whether they have a disability or not.

Technology is beginning to catch up with this idea and it is making jobs the most accessible they have ever been. Voice assistants like Amazon's Alexa, teamed with Robotic Process Automation (RPA) can be a great tool for someone who is physically impaired to help them make appointments, organise schedules and print documents, just from the sound of their voice. AI is being used to help people with cognitive impairments like attention deficit disorders or low literacy skills to help them extract the information they need.

THE BLENDED WORKFORCE

The future is humans and technology working in harmony together. Specifically a combination of AI and Robotic Process Automation (RPA) will help to take out the menial processes typically completed by people. Technology will free workforces from the mundane and leave them to focus on higher value areas of the business as more processes become automated. Skills will move from linear to Z-shaped skills. Historically, the workforce has presented T-shaped skills, combining deep functional expertise with well-honed social skills to do their jobs. Z-shaped skills combine deep business and digital literacy with soft skills of the Five C's: collaboration, critical thinking, communications, cultural fluency and change management along with a focus on creativity and innovation. In every job role, there will be the need to utilise technology to some capacity. Most office workers need to understand how to utilise SharePoint for example, as companies move to storing their documents in the cloud.

BRIDGIN **G**APS

There are many gaps when it comes to the realms of technology and a lot of Workplace Modernisation is about bridging them. From the way your departments work together to achieve transformation to the gender pay gap, it's all about reducing the size of the gap and encompassing everything to make your business better.

TECHNOLOGY AND BUSINESS

One of the biggest areas where there are gaps is between technology and business departments, for transformation to be a success, it's so vital that these two polar opposites work together. Two heads are always better than one, transformation encompasses more than just the business and technology department. But these are the two parties that often lead the change and together they can ensure that the projects are meeting the business goals and solving key problems.

But transformation done right is something that is done across all departments. Your tech and business teams cannot lead a great transformation project if no one will follow.

THE GENDER GAP

Gender inequality is an area that technology is helping to resolve. Workplace Modernisation recognises the need to meet employee's individual needs. Whether it be through implementing flexible and remote working so that new mothers and fathers can fit in childcare around work or developing women in tech roles, it's positive for everyone to close the gender gap.

Over half of jobs that exist now won't in the next 20 years. As we begin to cut out menial processes; replace them with digital alternatives and create more jobs that focus on higher level areas of business. Initiatives that encourage more women to take on a career that is within a STEM field will become even more crucial if we're going to close up the technology skills gap and ensure there are enough people with the right skills in every organisation. This is quickly being realised and as a result companies like Kano, Kode With Klossy and Girls Who Code have been founded in an attempt to try and get younger people and particularly girls into technical job roles.

It's not just about closing the gender gap but also ensuring that we have enough of the right people for the jobs that don't even exist yet. Attracting the right talent is difficult and it's made harder when businesses don't think to modernise their legacy systems.

ROLLOUT STRATEGIES

You've just implemented a brand new, exciting solution, but have you even thought about how you're going to roll it out? This is vital step in digital transformation projects, but if you've not thought about Workplace Modernisation, it's often something that gets left out. Having a rollout strategy is vital for both the benefit of your employees and customers. No matter how small or large the impact on the business the new piece of technology will have, rolling it out right or wrong will be the making or breaking of it. Here are our top five considerations for your rollout strategy:

1 EMPLOYEE TRAINING AND DEVELOPMENT

If your culture is right, your employees will embrace new technologies with open arms. But if it's not, your rollout strategy will fall flat on its face (and personally we're surprised you've made it this far). Problems will arise in continuing to rollout after recognising this. It's likely that your employees will not properly adopt the new piece of tech (even with training and development), leading to Shadow IT and a whole host of other issues. When this becomes deeply entrenched in your company, it can even lead to employees making themselves redundant as a result

of refusal to make way for the new. Training and development is obvious, but it's something that is often left out (or not done properly). Good solution providers will work with you on a training and development programme to help you rollout effectively. They will also continue to work with you once you've successfully completed your rollout.

Why not also appoint employee champions? These people will help lead the change and ripple it throughout the organisation. They will set the standard when it comes to usage and help anyone struggling to grasp the best way to utilise the new tech.

2 HOW YOU POSITION AND ANNOUNCE THE CHANGE TO CUSTOMERS

Considering how much of an impact your new business transformations will have on customers is also essential. Something like implementing Instant Messenger (IM) implemented internally, will obviously not need a plan to position and announce to customers, they will just feel the benefits it brings to the company during their customer experience.

If you're implementing a solution that's Conversational AI however, there will need to be a clear communication and announcement to customers. This will not only bump up the number of customers that use the new solution, but also encourage them and help instruct them about how to use it.

3 COMMUNICATING THE CHANGE TO THE ENTIRE BUSINESS

No matter whether the impact to specific departments is minimal, the change must be communicated to the entire company. This will mean that everyone is clear on how the change affects them within their specific role and the new ways of working they need to adopt.

4 A PERIOD OF TESTING

Testing is vital for new technology solutions and should happen before and soon after. Gather feedback after the first two weeks, month and 3 months of implementation. That way you can continually improve the solution for your employees and/or customers.

5 UPDATES AND FUTURE PLANS COMMUNICATED

We all know that digital projects require continual improvement. It's not just a case of implementing a new solution and forgetting about it. There needs to be a journey after the implementation that fits in with solving the rest of your business problems and achieving goals otherwise the project isn't a digital transformation.

LOW CODE NO CODE INFRASTRUCTURE

Infrastructure is a critical foundation for your business. With technology that moves faster than a launching rocket, it's becoming harder and harder to obtain an infrastructure that's futureproof and ready for anything. Hard, but not impossible. Our b-connected ecosystem is for connecting your world and underpinning infrastructure. It's the foundation your business needs. b-connected is a Digital as a Service (DaaS) platform, which means it's a subscription model, similar to SaaS.

"7 out of 10 organisations believe that infrastructure enables competitive advantage and optimises business performance."



CONNECTING YOUR WORLD

Many companies on the digital wave are spending fortunes in time and resource to develop an infrastructure that will accommodate today's open architectures, but you don't have to. Using light touch, low code or no code methods the latest technologies can still work with your underlying environment. Your infrastructure needs to have the following qualities to be able to keep up with more than just the demands of today and tomorrow.

FLEXIBILITY AND ADAPTABILITY

As the demand for your product or service increases or decreases, your infrastructure needs to be able to cope. Most businesses have times of the year when they are more or less busy (Amazon at Christmas for example = hectic!). Old, legacy infrastructures do not take this into account, but newer Digital as a Service (DaaS) solutions empower you to only pay for what you use and yet ensure your business remains resilient during your busiest periods.

Infrastructure like this offers you complete flexibility. Whatever the scenario, you'll know you will be covered. b-connected is unique and futureproof because it's an agile and adaptive suite of applications to enable rapid deployment. All are cloud-based and you can start with just dipping your toe in or going all out. Offering you complete flexibility and adaptability, depending on your individual business needs.

RESILIENCY AND SECURITY

Your business cannot afford downtime. Whether it be due to an outage or hackers, your infrastructure must be able to stay up, no matter what. Cybercrime will always be advancing, so having an infrastructure that can keep out even the most cunning of cybercriminals is a privilege.

b-connected, our Workplace Modernisation platform is very secure and resilient. Based upon our 5x9s resilient SIP exchange platform and using TLS level 1.2 security, you can sleep easy knowing that you're in safe hands. It won't impact old systems, even when it overlays them.

COST-EFFECTIVE

It's important to ask yourself: "What is the cost of not doing this?" Newer infrastructures should not cost you an arm and a leg, we'll just debunk that myth right here, right now. But, yes that's right, sometimes it is worth paying a higher price to get more bang for the buck.

SOLUTIONS THAT UNDERPIN



Tackling Workplace Modernisation is never going to be easy. And neither will selecting the solutions to help you. The key is to not get bogged down in the digital technology. Solutions that set your business free do the following:

1

Make the customer
AND employee
experience better

2

Engineer out unneeded
processes, technology
or resource allocation

3

Enable your business
to redistribute cash
and headcount

We've summarised some key solutions that align to Workplace Modernisation because they underpin – not dictate.

DON'T LOSE YOUR VOICE

One of our biggest peeves with digital transformation is that it doesn't highlight the value of voice. Everything seems so centred around AI, chatbots, online portals and other methods of communication that exclude vocal human interaction. It's all too easy for the modern workplace to become overpowered by digital forms of communication as opposed to traditional methods (voice). We don't often say this; sometimes the old ways are the best.

You're 20x more likely to get the outcome you want through a telephone call and 40x more likely to get it through a face-to-face meeting. Workplace Modernisation helps you create a business that is voice-first. Leading to better customer and employee experiences.

It's all about understanding context and sentiment. When selecting a channel to communicate with your company, your customer will act according to the Customer Interaction Model. If the interaction is something urgent and of high value, naturally they are more likely to want a direct form of communication like a telephone call. This is why it's so important to consider the customer journey through telephone communications.

Similarly for employees, when digital solutions are put in place, it's very important to consider how you keep voice front and centre for employee-to-employee communications. You don't want all your employees to only communicate via that new Instant Messenger (IM) solution you just implemented, that would result in a great loss of company culture. It's vital to set out usage policies to ensure your employees are still speaking with each other face-to-face. Digital technology can enhance your company culture and make you easier to communicate with, but it can also have the opposite effect. That's why it's important to realise the importance of voice communications so that you never lose it.

DIGITISING BUSINESS PROCESSES

One of the core focuses of Workplace Modernisation is business process automation. It's all about automating the mundane, to free up human resource. Automation should be a priority on your digital transformation roadmaps, due to the demanding expectations of consumers and the cost saving benefits. It's great because you can start with processes that are small like booking in meetings for clients through a Conversational AI and then move onto something bigger, like automating whole procurement processes, as one of the world's largest construction companies did recently.

Avoid getting caught up in the digital hype though. Remember, the actual technology used doesn't matter as much as the problem it's trying to solve. Your heart might be set on introducing Conversational AI, but this doesn't mean it's the best piece of tech for your business, or the most ideal to automate one of your business processes. We could create a list that's at least 2 days long as to why your business should be automating business processes, but the core reasons are:

















- Save on business costs
- Redistribute headcount into higher value areas of the business
- Minimise mistakes and errors
- Increase employee engagement by taking away mundane tasks
- Create a more highly skilled workforce

ROBOTIC PROCESS AUTOMATION (RPA)

RPA is the key technology that is leading the way for business process automation. It can be used alongside other technologies such as Conversational AI or Alexa Virtual Assistants to create microservices or whole processes that are automated. With RPA, you can quickly and easily automate routine tasks.

SELF-SERVE

Customers these days have a need for speed. They want answers about your products and services today, not tomorrow. And the longer you take to respond to them, the more likely they are to leave your company in favour of a competitor. Being able to help the customer out by offering up self-served information and data is a necessity, not an option. If we look at how customer service has evolved, it's become more about the right content finding the customer; not the other way around.

THE PAST		THE FUTURE
Technology makes the experience worse		 Technology makes the experience better
Open 9-5 x 5		 Open 24/7
Company is in control of the communication channels		 Customer is in control of the communication channels
Customer repeats information on every channel		 Company knows information on every channel
Contact centre call volumes are high		 Contact centre chat notifications are high
Agents work through ten systems		 Agents work through one system
Manual processes clog up human resources		 Manual processes are automated
Longer timescales		 Shorter timescales

It's going to take more than just FAQ pages, knowledge bases and online discussion forms to keep your customer. They want more and expect you to know them inside and out. It's important to work with your marketing and sales team on building a self-serve solution, they know your target personas like the back of their hands and will provide vital input.

Conversational AI, like Ami is an excellent example of self-serve technology. She's a digital agent that learns from having real conversations with your customers. Ami complements your human employees by responding to customer enquiries and to carrying out actions (like booking in a meeting), with the help of RPA. She's available 24/7, 365 and works by pulling through content that sits directly on your website through to the customer.

As we said before, it's important to consider whether self-serve solutions will work for your target personas. If for instance, the large majority of your customers are phone phobic millennials, you can assume it's highly likely that they will prefer

to talk to a digital agent like Ami for self-served information rather than calling in to be directed to the right line of enquiry. Whereas your other customers may be happy to pick up the phone and make use of other self-serve technologies such as Interactive Voice Response (IVRs) or Call Routing. Variety is always the spice of life when it comes to self-serve, and if you've got more variant personas, the likelihood is you'll need to have more variants of self-serve channels.

Self-serve has the ability not only to save your business money by leaving your employees to focus on higher value areas, closing lines of enquiry faster and minimising duplication and error, it also makes businesses money. With more interactions happening through self-serve, a higher customer satisfaction and more engaged employees, there's an increased opportunity for upselling and cross selling.

GAMIFICATION

Workplace Modernisation believes in creating a space that bolsters employee motivation and unleashes creativity. It's all about creating jobs that are high level and more interesting by automating menial processes; allowing your employees to focus on higher value areas and gain increased worthwhile experiences to further their careers.

As the role of the contact centre agent evolves, solutions like gamification have been introduced to help modernise the way agents work. Tackling key issues around productivity including; abolishing absenteeism, increasing motivation and re-engaging bored contact centre agents. Our solution Alto for instance enables your contact centre to host tournaments, collect vital data to easily map user performance against process automation and reward staff with points, money and bonuses. It's a key tool for agent motivation, productivity and performance.

A FINAL WORD

So, that's it. We've covered the core areas of Workplace Modernisation that your business needs to know about. From the basics around culture and change processes, to solutions that help you underpin your business goals and how to roll them out. Sure, digital transformation is important, but unless it's done properly, it just becomes the useless buzzword some people claim it to be. Workplace Modernisation considers your business, your people and your processes. It's all about solutions that underpin, not dictate your business direction. Workplace Modernisation is the bigger picture, it's all about connecting your world and designing a technology enabled change program (not technology dictated!). Leaving you to improve your customer experience, reduce operating costs and create new opportunities for growth and differentiation.

ABOUT BRITANNIC

We know a thing or two about solving business problems. Since 1984, we've been matching business problems with the right technology solutions. Creating opportunities for growth, adding value and helping businesses disrupt their market. Digital transformation isn't for the faint hearted, but luckily it's not a journey your business needs to do alone.

We work closely with businesses to understand their goals, processes and culture to develop personalised digital strategies. Building and supporting integrated solutions with network services, systems and applications that meet your end user needs and commercial objectives.

30 years in the business means we know a thing or two about delivering great customer service. Our team of engineers is world class. We're not just customer focused, we're customer centric.

We're fascinated by the art of the possible. In the past year we have helped customers to adopt the latest AI, RPA and gamification technologies to help empower their employees and prioritise resolving more complex issues.

Connect your world with our Workplace Modernisation approach.

TALK TO THE SOLUTIONS PEOPLE TODAY.



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