



# INTELLIGENT COMMUNICATIONS

As a result of changes within the company, many organisations have a number of disparate systems operating on different platforms. With little or no integration between the new and existing systems, and with no cohesive strategy in place, communications have become disjointed and expensive to manage and maintain.

## FOCUS

Like all technology solutions, if implemented correctly the personnel and organisational rewards are great.

With the drive to achieve excellence in customer and employee care, the flow of information both inside and outside the organisation needs to be seamless, simple and effective. In an intelligent communications environment, it is just that. Intelligent communications can support the front-line operations in the following ways:

- Improves the effectiveness of all employees by facilitating information sharing
- Provides a seamless flow of information
- Avoids the unnecessary duplication of information
- Reduces overheads and increases responsiveness by centralising key functions
- Increases staff productivity and morale by streamlining processes
- Ensures ongoing best value and investment protection
- Provides greater accountability and visibility to employees and customers

- Raises customer satisfaction levels
- Promotes equality by communicating with customers using their chosen medium

## THE INTELLIGENT COMMUNICATIONS ENVIRONMENT

Building on existing and new technologies, intelligent communications provides a fully integrated environment. The business management solution at the core of the organisation contains the information required by customers and employees.



**Intelligent communications releases the power in the organisation**

Using infrastructure and communications, complemented by applications, the full integration of all these solutions allows the organisation to communicate with people, wherever they are using the most appropriate communications medium.

### **BECOMING AN INTELLIGENT COMMUNICATIONS ENVIRONMENT**

With many business management solutions being put in place, there are a number of phases to achieving the ultimate level of intelligent communications. These phases are:

#### **PHASE 1: Infrastructure**

Laying the foundation, Network, Security, Business Continuity and Mobility

#### **PHASE 2: Convergence**

Releasing the power of IP Communications

#### **PHASE 3: Productivity**

Customer care, personal productivity and collaboration

#### **PHASE 4: Intelligence**

Full integration with back-office systems

While most organisations have already adopted some elements of each phase, it is only when each phase is completely integrated that the organisation can operate as a true intelligent communications environment. The most significant investment made to date is likely to be in Infrastructure and this can be complemented by deploying the Convergence phase. Adopting the Productivity and Intelligence phases are critical to ensuring that the organisation maximises the return on all investment and greatly enhances the working environment while optimising the level of customer and employee care.

Like all technology solutions, if implemented correctly the personnel and organisational rewards are great. As a new working practice, which involves changing the location of where people work from, it is even more important to make this a strategic project which involves all departments to ensure every angle is covered and to give the project the best chance of success.



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