


Unified Communications:  
Focusing on employees first can  
help to drive successful outcomes.





Is your business ready for the technology that enables Unified Communications (UC)? Some people think it's a strange question to ask.

"Is my organization ready? For technology? Of course it's ready. I've heard all of these great things that UC capabilities including voice and video calling, presence and instant messaging can do for my mobile workers, productivity, cost savings and engagement. We implement technology all of the time. What's the big deal?"

The big deal is that, for any UC technology to really enable the way that it's supposed to, change is required. Yep. Change. It's not massive, sweeping change either. It's smart, strategic steps to ensure that the technology that you're investing in and implementing gets used.

When you're expecting employees to embrace UC and change how they communicate, share and even work, it's important to know what they want and how they'll react. The success of your technology deployment depends on it – which is why it's pretty astounding that for a typical technology deployment, most organizations spend less than 30% of planning resources, budget and effort on employees.\*

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## Why UC matters more now than ever.

Change is happening all around us. The traditional definition of working – nine to five, at a desk, in an office – is now more the exception than the norm.

Most companies operate in multiple locations, sell multiple products and offer multiple services. Disparity and diversity have replaced homogeneity and uniformity.

The workforce is multi-generational, global, flexible, mobile and transient. Workplaces are interconnected, dynamic, performance driven and specialized. When combined together, the new workforce and workplace are shaping a future of work that is more engaged and reliant on optimized processes.

And if that wasn't enough, customer expectations are changing too. Customers are more aware, knowledgeable, open to change and keen for progress. They are far less patient in their demands for access and expertise, regardless of whether they are rural, remote or at home.

This drive for change, innovation and service that delights and surprises has already created momentous shifts in industries including healthcare, financial services and government. If your industry hasn't shifted already, it probably isn't far behind.

So what can you do?



## Embrace the change with Flexible Work, enabled by UC.

With all of this change swirling around you, you have a choice. You can either resist or embrace it. Embracing it means adopting Flexible Work that is enabled by UC. Defined, Flexible Work gives employees the flexibility to work when and where they are most effective, so they can focus on supporting an exceptional customer experience.

With Flexible Work enabled by UC, you can tackle the challenges that come from a changing workforce, changing workplace and changing customer expectations by:

- Enabling employees to complete simple tasks more swiftly and efficiently, eliminating duplication of effort across your organization
- Removing communication barriers between mobile and office workers, enabling employees to be more responsive and offer a common customer experience regardless of location or device
- Capitalizing on cost savings opportunities by enabling IT to streamline network, management and maintenance
- Meeting the needs of the new generation of workers, who have grown up on consumer technology in their personal lives and expect the same levels of immediacy, access and collaboration at work
- Empowering employees to do their work their way and increase overall engagement with improved work/life balance

## The metrics are impressive, but do you have a plan?

There is no shortage of evidence about the business benefits of Flexible Work enabled by UC. For example, some return on investment metrics include:

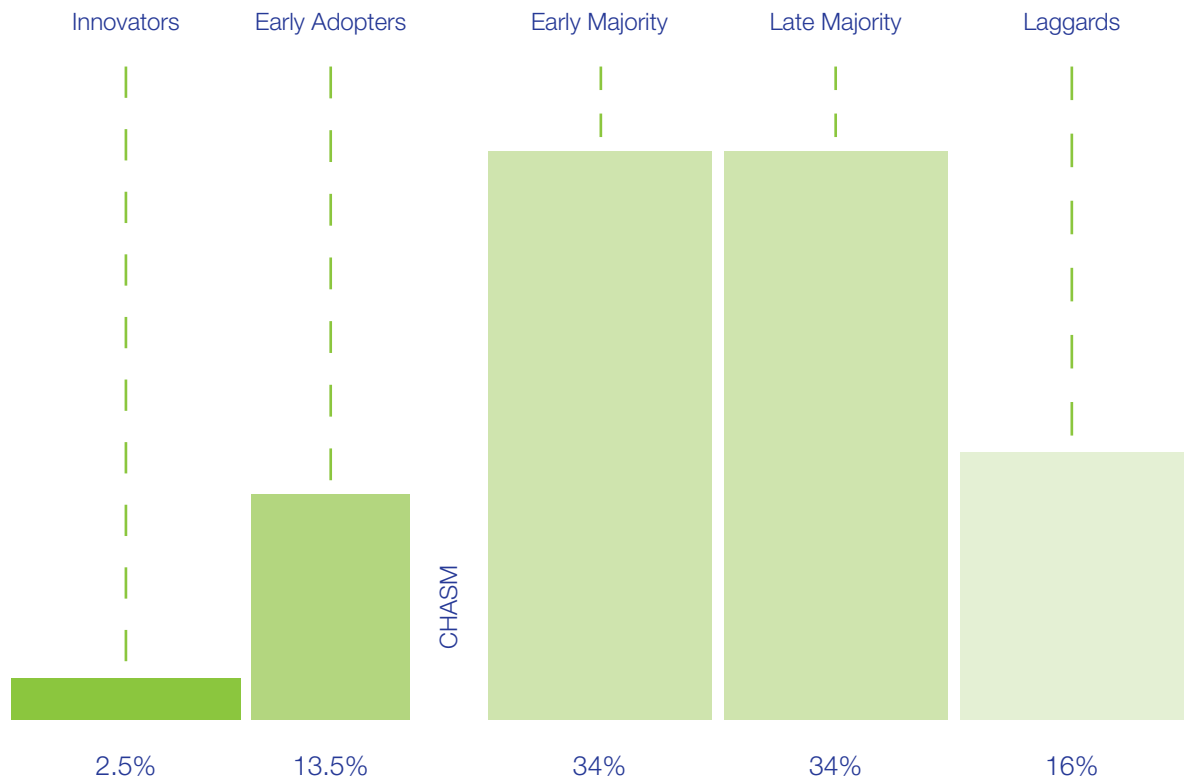
- Save up to 60% on the cost of communications systems\*
- Slash conferencing charges by up to 95%\*
- Give each user back 28 minutes per day for improved productivity\*
- Increase staff retention rates by up to 20% as a result of improved work/life balance\*
- Reduce training time by 40-70%\*

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Sound great, right? But do you have a plan to help you realize those benefits in your organization? When most people think about planning, they think about technology first. For a typical technology deployment, most organizations are spending less than 30% of planning resources, budget and effort on employees.\* Yet the data tells us that only 16% of the workforce (innovators and early adopters) typically adopts with enthusiasm. Within the remaining 84%, there are pockets of users that embrace new technology, but most of them are largely disengaged.\*\*

### Technology Adoption Life Cycle.



Source: Technology Adoption Life Cycle “Crossing the Chasm” by Geoffrey A. Moore, which Moore adapted from “Diffusion of Innovations” by Everett Rogers.

With 84% adoption at risk, why are most deployment plans still predominantly technology, rather than employee focused?

If you want to realize ROI metrics like the ones above by deploying UC to enable Flexible Work, it’s critical that you invest equally in technology and employee adoption.



## TELUS Transformation Office: helping you drive adoption of Flexible Work.

Once you've chosen to pursue change, how you approach your transformation project is critical. The TELUS Transformation Office exists to guide your organization through that process, helping you take an employees-first approach to UC implementations that enable Flexible Work.

The goal is to build a strategic plan for UC technology adoption that accounts for the employee experience to enable adoption and a culture shift toward Flexible Work. That strategic plan can help move your organization toward success metrics and quantifiable return on investment.

To support you regardless of where you are in your transition to Flexible Work enabled by UC, the TELUS Transformation Office offers three levels of advisory services including Discovery Workshops, Business Outcomes Pilots and Strategy Development.

An international consulting firm engaged with TELUS with a need to connect more effectively to customers and access content/expertise when required. Cost reduction was important, but transforming communication and collaboration was the vital priority.


The firm's existing process saw employees taking laptops on the road and logging into VPNs each time they needed to connect to the corporate network. It was cumbersome and inefficient. Employees wanted access to everything – simply and reliably – regardless of location or device.

TELUS professionals took decision makers through a series of test scenarios, highlighting the simple connectivity and collaboration features of UC solutions. Instead of emphasizing the tool as a replacement for desk phones, the firm's decision makers were able to experience transformed communication and collaboration, understanding how it could impact their current processes and drive a shift toward Flexible Work.

### **Employees first. Technology second.**

Flexible Work isn't just a concept or a strategy. It's a tangible way of empowering your employees and your organization. It's an approach to working that helps you take the challenge of change and turn it into opportunity.

But technology alone doesn't enable Flexible Work. Any technology, including the Unified Communications solutions that drive Flexible Work, is only as good as the number of employees that embrace, adopt and use it.



If your organization is primed for the improvements in mobility, productivity, cost efficiency and engagement that Flexible Work can bring, start with your employees. Consult them. Get their feedback. Understand their existing and prospective experiences. And then plan from there.

With an employees-first approach, you can put yourself in a better position to choose the right technology, set the right outcomes, target training, promote adoption and realize a return on your investment.

Skype for Business, powered by TELUS, offers a complete and integrated enterprise-grade Unified Communications solution.

Learn more about how the TELUS Transformation Office can help you enable your organization for Skype for Business and Flexible Work.

For details, visit [telus.com/skypeforbusiness](http://telus.com/skypeforbusiness)

\*T3i Group Infotrack for Unified Communications (2013 & 2014)

\*\*Technology Adoption Life Cycle “Crossing the Chasm” by Geoffrey A. Moore, adapted from “Diffusion of Innovations” by Everett Rogers.