



Positioning Your Business for the Future of Work with Cloud Communications

Business disruption is inevitable. Whether it's a short weather event or an extended economic crisis, every company will eventually face the unexpected. Businesses that plan for disruption are more likely to survive and thrive afterward, ready to meet market demands with innovative solutions. But even the most innovative market solutions can fail to gain traction if they're built on old platforms and systems. Now is the time to position your business for the future. **Cloud communications can help.**

Business disruption can come from a variety of sources—a new innovation, an economic crisis that requires creative thinking to operate in new ways, a shift in regulation that requires new processes or operations or any one of a vast array of unexpected events. Companies that survive and thrive on the other side of disruption have several things in common:

They are flexible

Even a large company can be flexible when necessary. Whether it's allowing employees to work remotely, scaling up or down rapidly in response to a sudden market shift or looking for new ways to deliver the same goods and services, they can shift on moment's notice and keep the doors open.

They have a plan

Companies in the best position to thrive after disruption tend to have continuity plans that cover a wide variety of emergencies that could interfere with normal ways of doing business. They have funds available for sudden interruptions in cash flow, they know their suppliers and how to function if their supply chains are broken and they communicate work options to employees who may find their usual work environments unavailable.

They think ahead

More than just looking at strategic growth or expansion, companies that survive disruption look at changing trends and try to adapt before disruption strikes.

They focus on the right things

Companies that survive disruption focus on things like how customers communicate, how employees want to work and which technologies give them business advantages. Because they stay focused on things that matter, they tend to be in a stronger position when disruption comes.

They listen to customers

Companies with a loyal customer base constantly elicit feedback from those customers and respond to the ways they want to do business. Whether it's changing what they sell or giving new options for interaction, they focus on what customers want today and in the future.

They leverage technology

It's not always about being "bleeding edge." Companies that leverage technology well aren't necessarily trying to always have the newest or latest technology. But they do watch technology closely and adapt as soon as it makes sense.

In an era where business is changing faster than ever and the next disruption could be tomorrow, next year or a decade away, forward-thinking leaders should position themselves for the future of business now. Allstream's® Unified Communications (UC) **Cloud Voice solutions can help position your company to thrive in the future in five key ways:**

1. Business Continuity

Cloud services are key to seamless continuity in the face of disruption. Where premise solutions are uniquely vulnerable to last-mile events and emergencies, cloud solutions enable businesses to maintain operations. With cloud communication solutions, businesses experience lower downtime and greater flexibility in a crisis.

Allstream's UC Cloud Voice solution allows companies to maintain operations during disruption.

- Offsite, redundant networks mean **fewer outages and less downtime.**
- When emergencies make the main office unavailable, move to another site **without interruption to the business with automatic redirects to other phones** (including cell phones).
- Give employees the options they need to **work from anywhere at a moment's notice.**



2. Customer Experience

Allstream's UC Cloud Voice solutions help you connect with your customers the way they want. Through robust reporting tools and software that stays on the leading edge of cloud technology, UC Cloud Voice can position your business to offer an exceptional customer experience.

UC Cloud Voice offers:

- Reporting tools that offer deep business insights and reveal how customers connect with your business, allowing you to **respond quickly to changing trends.**
- Responsive technology that brings new communication tools to companies and allows **new means of communication as customers ask for them.**
- Contact center options that let you create tailored customer support experiences and **increase customer engagement.**



3. Employee Satisfaction

Increasingly, employees across functions and roles are looking for more flexible work options. Cloud communication solutions allow employees to choose the work options that best suit their circumstances. Whether it's at home, in an office or some combination of the two, cloud communication solutions ensure that everyone can be productive in any environment.

With UC Cloud Voice, employers can:

- Let employees work **when, where and how they want to work.**
- Offer employees all the communication tools they have at the office in whatever environment they need—**at home, in an airport or at a coffee shop.**
- Improve employee satisfaction and **retention through flexible work options.**



4. Remote Teams

Cloud communication solutions are about more than just phones and e-mail; they also allow companies to expand their teams across global boundaries without ever leaving home. With online collaboration tools that enable real-time communication, teams can work from anywhere in the world.

Allstream's suite of solutions allows companies to:

- Connect and collaborate across boundaries with solutions designed to **create maximum productivity for remote teams.**
- Integrate a variety of tools into a **comprehensive solution for full collaboration.**
- Use one unified communication client on work and home PCs to allow **team members access to all the same tools from any location.**



5. Flexibility

Planning for disruption means staying flexible enough to meet rapid shifts in the market. During a widespread disruption, for example, companies may need to scale up rapidly to accommodate increased customer support calls. With a robust cloud solution, meeting this increased demand is as simple as a phone call.

Allstream's UC Cloud Voice solution allows companies to:

- Scale up quickly to accommodate **seasonal or emergency staffing.**
- Meet customer support demands from anywhere **without any change to the customer experience.**
- Add exactly the number of phones they need **without having to make large capital expenditures.**



Disruption doesn't have to mean the end of business. In fact, for the company that's positioned to weather the unexpected, it can mean thriving on the other side. If you're ready to make the move to cloud communications, Allstream® can provide the **comprehensive, flexible solution you need to create the future you want for your business.**

