



Leverage real-time communications to reap digital dividends and tangible business outcomes

Today, businesses are leveraging the flexibility and innovation that cloud applications and services offer, to address new challenges including **cybersecurity, budget control, sustainability, corporate responsibility and digital transformation acceleration**. However, challenges can present new opportunities.

Alcatel-Lucent Enterprise [Digital Age Communications](#) solutions help enterprises address today's challenges, benefit from digital transformation and make a positive impact, to deliver digital dividends and tangible business outcomes, in three critical areas: **Operational excellence, customer experience and employee experience**.

1 Global challenges are positioning organisations to focus on the following priorities to deliver the next stage of operational excellence.

Automation



As budgets are unlikely to increase, IT leaders need to consider tactics and solutions to reduce costs through automation.

Cybersecurity



As cyberattacks increase, businesses must invest in solutions that protect key assets, ensure resiliency and enable them to cope with everchanging regulatory laws.

Budget control



A shift to OpEx models must be accelerated to enable predictability, flexibility and control. Large one-time pay-out models that cannot be scaled based on needs and conditions are no longer feasible.



Additionally, technology will have an increasingly important role in **environmental sustainability**, helping in core areas such as **energy reduction, waste management and the circular economy**.



2 Customer Experience: From customer relationship management to customer satisfaction management

- **Omnichannel:** While the spectrum of channels has remained more or less the same for a few years, the challenge of creating coherence between all the channels remains. This includes the ability to process information independently of its original media, erasing the particularities linked to its origin to allow fluid and effective conversations.
- **Self-service:** This is a new exciting phase of self-service, fuelled by voicebots and voice recognition. The scope of “responsibilities” has expanded as they have become smarter, while also enabling organisations to re-consider the balance between assisted and self-service.
- **Sentiment analysis:** Today, we know how to extract a sentiment, beyond raw information, whether in emails or voice calls. This information can be beneficial in managing relationships, including assessing positive, negative or neutral responses, and it can provide insights to aid in sales or to anticipate a risk of churn.

3 Employee Experience: Shaping a new, attractive digital workplace to foster innovation and attract talent

The digital workplace and digital transformation strategies are as important to candidates as wages. As compensation and work-life balance become equally important, efforts to provide an exceptional **employee experience** is rapidly becoming a competitive differentiator and essential to motivation, productivity and engagement.

Leveraging the power of communications can help turn two significant challenges into major competitive advantages. These include:

- Creating an attractive digital workplace, where everyone can work from anywhere with powerful collaboration tools, that meet and exceed employee expectations
- Empowering employees by providing the right information at the right time, connecting people, applications and intelligent objects in real-time

The above are essential to **attract and retain talent** eager for an energized and creative workplace.

To learn more about how to leverage real-time communications to reap digital dividends and tangible business outcomes, download our eBook or visit our web page.