

# Why enterprises everywhere must modernize, mobilize and millennialize their business communications.



## Millennials matter more than ever.

Millennials are the first generation to be born into a completely digital world. Their idea of communication is more than talk; it's tweets, texts, posts and pictures. And while they might not give a second thought to losing their wallet, they would be lost without their smartphone.

Enterprises are beginning to understand Millennials, but aren't quite ready to support them as employees. Millennials are not kids anymore. They are adults in their 20s and early 30s who will soon represent a majority of the global workforce.

**Is your company prepared to work with a generation that communicates so differently?**

# Modernize your communications.

Companies have traditionally relied upon the human connection to get work done, whether that's in person or over the phone. This high touch, low tech approach, however, opposes the low touch, high tech approach that's preferred by Millennials. As a result, many companies are pivoting to focus their communications systems around mobility, flexibility, simplicity and security.

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## Mobility can't be understated.

- Almost all Millennials own a smartphone.
- Millennials use more mobile apps than other generations, and use them more often.
- Millennials often open texts within two minutes of receiving them.
- Millennials check social media accounts, at least once per day.

### So, what does this modern communications system look like?

1. It presumes that communications will take place on a mobile device, and is architected with a mobile-first mindset.
2. It allows users to seamlessly shift between online, mobile, text and other channels to carry on single conversations.
3. It helps businesses accelerate internal processes through better internal collaboration.
4. It leverages innovations such as unified communications (UC) and cloud technology to provide a consistent, reliable experience.

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## Getting started.

Many enterprises have a complex communications system composed of various pieces and partners: PBXs, local and long-distance voice providers, call center software, collaboration tools, email, audio/video conferencing and so on. These systems, while reliable, are also cost-intensive and frequently lack the flexibility and mobility to meet the demands of Millennials.

**Before business can move forward with a next generation communications platform, they first need to follow these steps to learn their current gaps and capabilities:**

1. **Audit current communications capabilities.** Survey which communications and collaboration features are being used in your business and by whom. This includes voice calling features (e.g., multi-device ringing, call forwarding, etc.), call center capabilities, collaboration tools, audio/video conferencing, email, IM, online chat and so on.
2. **Identify gaps and improvements.** These are features that could enhance customer service, increase productivity, streamline internal processes, and better control costs.
3. **Prepare for change.** Understand how your future communications platform will impact your employees, customers and partners as well as your wireless and wide area networks.

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## Choose the right solution.

Unifying communications applications such as voice, video, email and collaboration into a single Verizon cloud solution can help manage CapEx and OpEx while also enhancing productivity through richer, real-time collaboration.

Today, many vendors offer cloud-based communications solutions, ranging from simple Voice over IP (VoIP) solutions to more robust UC platforms. Many of these solutions offer mix-and-match capabilities that allow enterprises to customize their solution. These include hybrid solutions that combine existing, premise-based technology with cloud-based components.

**When considering a unified cloud communications solution, it's important to have the right questions in hand:**

- What communications features are you using today, why (e.g., necessity? legacy?) and how much do they cost?

- Which new features could enhance your customer service and improve collaboration: omnichannel contact center, video conferencing, desktop sharing, unified messaging, communications-enabled applications (e.g., adding click-to-call capabilities to our website), etc.?
- Should you “rip and replace” what you have today, or do you want to keep some of your legacy equipment in place and migrate select functions/features to the cloud?
- How will UC, video conferencing and high-definition voice impact your network’s performance?

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## Make the right improvements.

While moving communications applications into the cloud offers cost efficiencies, companies should view the cloud as a strategic move rather than simply a cost-saving measure. In the pursuit of new customers, companies must stay focused on how the cloud can create better customer experiences, maintain security and differentiate their services. After all, that’s the real motivation behind modernizing communications in the first place.

**As you evaluate cloud-based systems, keep these questions in mind:**

- **Would real-time collaboration accelerate internal processes and eliminate inefficiencies that have crept into your current communications system?** If so, look for a UC solution that has features such as presence-based communications (i.e., is a colleague offline, on the phone, mobile), expert-based routing, and real-time connectivity between customer data and call center agents.
- **How much time and money does your IT department spend on updating and maintaining communications systems?** Would moving those systems into a managed cloud environment allow IT to focus on building innovative solutions for your business?
- **How are customer experiences handled and tracked across different channels?** Can customers quickly escalate an online chat into a voice call?

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## Select a partner you can trust.

Verizon is a trusted communications and technology partner to many enterprises worldwide. Our Virtual Communications Express solution provides a secure, cloud-based platform for unified communications and collaboration. Virtual Communications Express can be easily customized to include a full suite of UC tools, contact center software, collaboration tools and more.

**Beyond technology, Verizon also provides the expertise needed to maintain and support your UC platform, including:**

- Assessment and planning services to help you get started.
- Project management to help you avoid common installation pitfalls and get what you need from your investment.
- Expert technical support before, during and after deployment.
- Monitoring tools to help you maintain the performance and quality you (and your customers) expect.

**Learn more about Verizon solutions by visiting our website or contacting a representative directly.**

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