



**NFON**  
Cloud Telephone System

Equip your people to succeed with Cloudya  
How to drive better business by freeing your communications.

The new freedom in business communications

[nfon.com](https://nfon.com)

## It's time to go limitless

The way we work is changing. In particular, increased mobility and collaboration are transforming how we communicate.

For many of us, there's no longer a single-site workplace. Or even a fixed set of locations. And for businesses to work with maximum efficiency, you need limitless communications. Which means equipping your people with the right phone system. One that meets both their individual needs and the needs of the business – wherever anybody happens to be. Your phone system should also be easy to use and implement, independent of location, and truly reliable and secure.

To help you choose the right phone system, this document outlines the most common user profiles in the modern workplace – identifying their communication challenges and how to overcome them.

### What's included:

- › The trends driving the change
- › Benefits of flexible working
- › Types of workers
- › Communication challenges
- › How to overcome these challenges
- › The Cloudya solution
- › The impact of poor communication on businesses



## The trends transforming the way we work

The factors driving the increase in flexible working include:

- › Advances in consumer communication technology mean that employees have higher expectations of workplace communications
- › Higher expectations of work-life balance
- › High-speed connection is much more reliable
- › Globalisation means you can access experienced talent from anywhere in the world

All of which makes businesses heavily dependent on their phone system to keep employees connected; up to 80% of business communications are over the phone.<sup>1</sup> The problem is that traditional legacy phone systems are no longer up to standard, with missed calls costing UK businesses over £30bn a year.<sup>2</sup>

Business success now relies on more than a smartphone and a laptop. It's about having access to the right tools, the right information and the right contacts – all in a format that meets the particular challenges of today's different types of worker.

1. Aircall Blog (2018) Missed Calls: How to Measure the Real Impact on Your Business  
2. Aircall Blog (2018) Missed Calls: How to Measure the Real Impact on Your Business  
3. Eastern Management Group (2019) Unified Communications Productivity Analysis: Small Businesses

### WORTH KNOWING



80%

of business communications take place over the phone



£30 billion +

is lost by UK businesses each year due to missed calls



93%

of businesses investing in UC increased their productivity and motivation<sup>3</sup>

## The benefits of more flexible working

### For your employees:

- › Better work-life balance
- › The ability to manage work time around domestic responsibilities and family commitments
- › Smooth reintegration of workers returning after time out from the business
- › Enables employees with mobility issues to work in a suitable environment
- › Provides better access to colleagues and clients

### For your business:

- › Reduces overheads by removing the need for large office space in centralised locations
- › Lower overheads enable more focus on employee benefits and training
- › Reduces reliance on company car travel and cuts carbon footprint
- › Access to a wider range of employee talent, potential new clients and business services by increasing geographic reach
- › Increases operational flexibility and reachability

Despite these clear and tangible benefits, many businesses still lack awareness of the communication challenges that more mobile and collaborative working creates. Without this awareness, how can you equip your people with the tools they need to drive your business forward?

## Who's working in the modern business?

Taking the most common types of employees, we've identified their current communication challenges and outlined how the right cloud communications can help them work to maximum effect.



The remote worker



The office worker



The flexible worker



The road worker

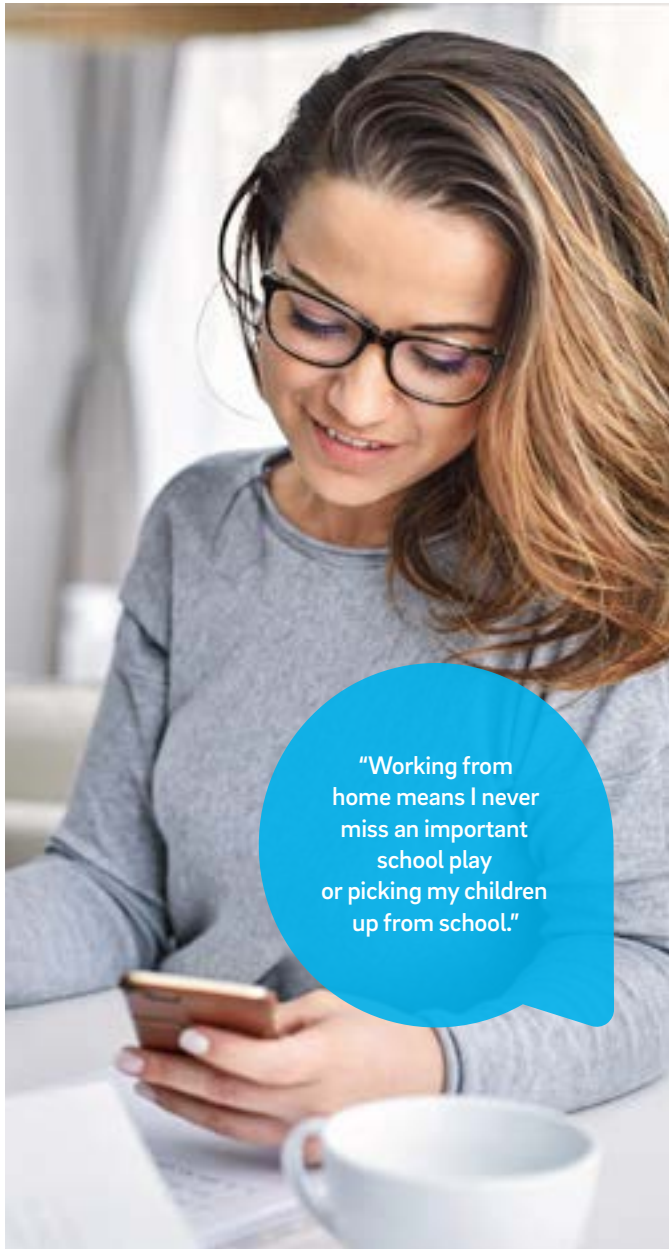


The collaborative worker



The call centre worker

Meet the people



"Working from home means I never miss an important school play or picking my children up from school."



## The remote worker 'The communicator'

Whilst being the most experienced at bridging the gap between themselves, colleagues and clients, remote workers regularly have to juggle multiple devices and face the most communication challenges.



### Communication challenges:

- > Being contactable at all times
- > Being able to access all business information
- > Being able to collaborate with colleagues and clients seamlessly
- > Having access to contacts and full communications
- > Limiting security risks
- > Separating personal and business communications



### What they need to succeed:

- > The ability to easily contact anyone at any time
- > A reliable phone system that allows them to stay in touch with everyone
- > A noise cancelling phone system
- > Tools that make them feel part of the team

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Solution for the remote worker

- ✓ Versatile web interface
- ✓ Excellent voice quality
- ✓ Modern app suite (including a single contact number and native smartphone integration)
- ✓ Call management service (including call queuing, call routing and voicemail)
- ✓ Virtual reality that enables video calls
- ✓ EU-compliant, end-to-end data encryption



"I enjoy being based in the office with my colleagues and my desk set up just as I like it."



## The office worker

### 'The traditionalist'

Spending most of their time in a single, fixed location, office workers have the most traditional working style and are the most familiar with traditional legacy phone systems.



#### Communication challenges:

- › Often diverted by office interruptions
- › Background office noise hampers calls
- › Lack of call privacy
- › Managing multiple devices
- › Having to use different tools to communicate with customers and colleagues



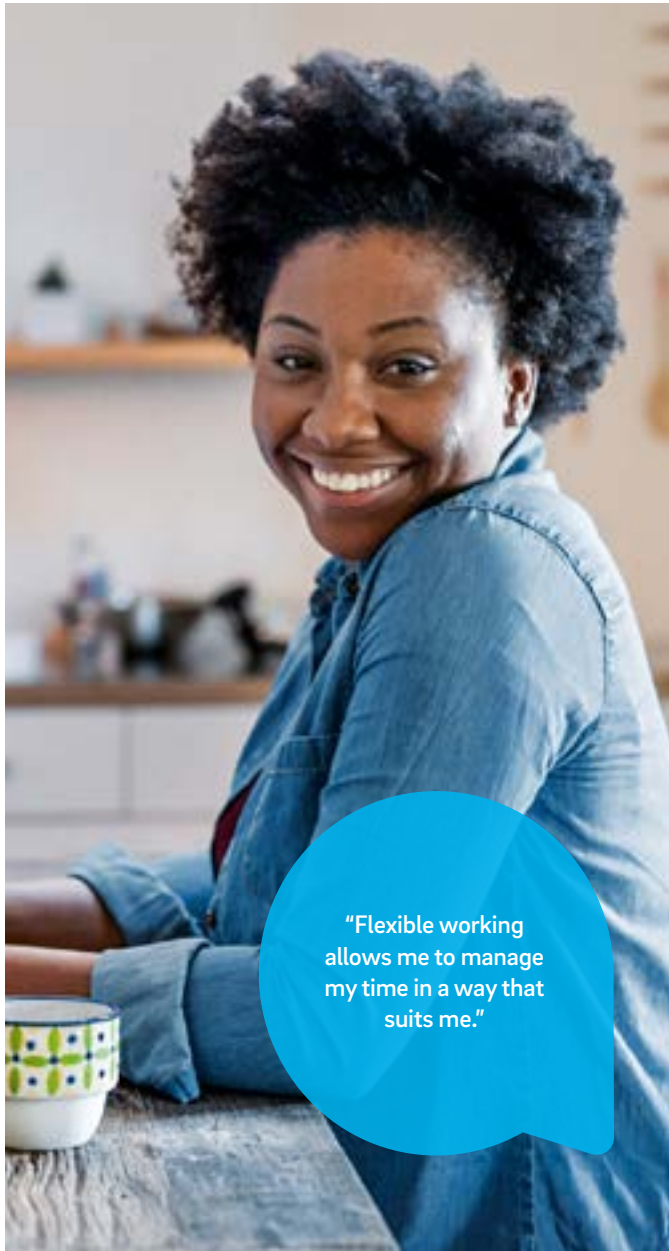
#### What they need to succeed:

- › A seamless communication system that enables them to easily manage and switch between desk phone, PC and mobile
- › An easy-to-use system with one login
- › A high-quality voice system
- › A secure, EU-compliant system

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Solution for the office worker

- ✓ A versatile and easy-to-use web interface
- ✓ Excellent voice quality
- ✓ Accessible PBX functionality (including familiar features such as voicemail and call queues)
- ✓ End-to-end data encryption that's EU-compliant



## The flexible worker 'The adaptor'

Dividing their time between being in the office, on the move and at home, flexible workers are the most adaptive but also often the most time-poor. They are used to embracing new technology and social media for collaboration.



### Communication challenges:

- > Difficulty in collaborating with colleagues when out of the office
- > Can miss important information and calls when on the move
- > Juggling communications between multiple devices



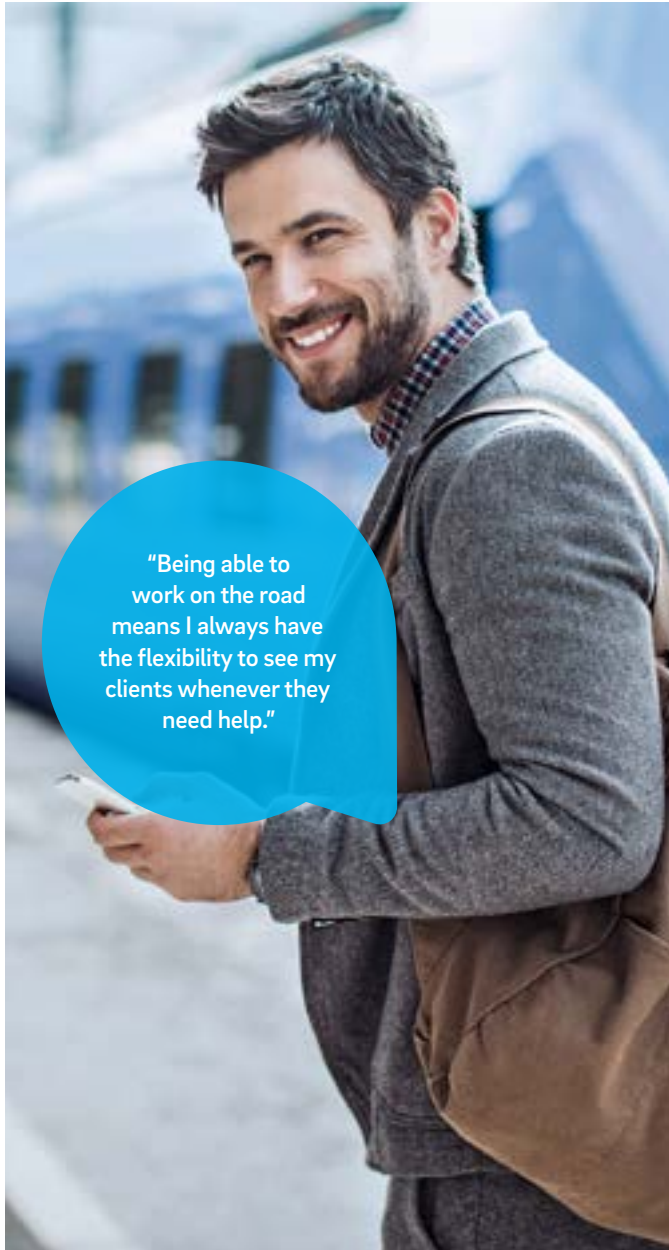
### What they need to succeed:

- > A seamless communication system that enables them to easily manage and switch between desk phone, PC and mobile, independent of location
- > An easy-to-use system with one login
- > A high-quality voice system
- > An always-on communication system

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Solution for the flexible worker

- ✓ A versatile and easy-to-use web interface
- ✓ Excellent voice quality
- ✓ Modern app suite (including one number concept and native smartphone integration)
- ✓ Call management service (including call queuing, call routing and voicemail)
- ✓ Flexible call options



## The road worker 'The traveller'

Road workers are always on the move and can spend more than 50% of their time away from the office. With their environment constantly changing, they are the most used to switching between multiple devices to keep connected to colleagues and clients.



### Communication challenges:

- > Noise on calls (due to varying backgrounds and environments)
- > Unreliable connections
- > Heavy and clunky communication systems that don't travel well
- > Managing multiple devices on the go
- > Being time-poor due to amount of travel



### What they need to succeed:

- > High-quality audio
- > A reliable connection, whatever the location
- > Lightweight and highly portable communication tools
- > An easy way to connect to clients and colleagues
- > Access to multiple communication platforms, including voice and instant messenger

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Solution for the road worker

- ✓ Excellent voice quality
- ✓ Modern app suite (including one number concept and native smartphone integration)
- ✓ Access anywhere with internet connection
- ✓ Flexible calling and messaging options (including voicemail and call diverting)
- ✓ Ability to record conversations and check messages on the go





"I really enjoy the collaborative nature of working in an office environment."

## The collaborative worker 'The futurist'

Whilst having an office-based work style, collaborative workers are the most experienced in bringing teams together and are open to new technology and unified communications (UC).



### Communication challenges:

- › Often diverted by office interruptions
- › Background office noise hampers calls
- › Lack of call privacy
- › Seamlessly managing multiple devices
- › Being able to connect to colleagues outside of the office



### What they need to succeed:

- › A seamless communication system that enables them to easily manage and switch between desk phone, PC and mobile
- › The tools to allow them to work as part of an in-sync team
- › The ability to stay focused on their conversation
- › A high-quality voice system
- › A secure, EU-compliant system

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Solution for the collaborative worker

- ✓ Versatile web interface
- ✓ Excellent voice quality
- ✓ EU-compliant, end-to-end data encryption
- ✓ Always up-to-date communication system
- ✓ Modern app suite (including a single contact number and native smartphone integration)



"I love being the first point of call for our customers and delivering excellent customer service."



## The call centre worker 'The customer service expert'

The call centre worker is at the front line of customer service and has to manage the most incoming and outgoing calls on a daily basis.



### Communication challenges:

- › Responding to all customer enquires
- › Managing multiple calls at any one time
- › Excessive office background noise
- › Office distractions
- › Lack of call privacy
- › Having the flexibility to manage and divert calls when needed



### What they need to succeed:

- › Ability to use different channels (phone, email and web chat) to suit different customer needs and preferences
- › Ability to stay focused on each conversation
- › Ability to pick up colleagues' calls to maintain excellent customer service
- › A high-quality voice system
- › A secure, EU-compliant system

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Solution for the  
call centre worker

- ✓ Modern app suite (including a single contact number and native smartphone integration)
- ✓ Call management service (including call queuing, call routing and voicemail)
- ✓ Excellent voice quality
- ✓ EU-compliant, end-to-end data encryption
- ✓ Ability to record conversations

## How communication challenges impact business performance

Underperforming communications not only impact employee engagement and satisfaction, but also their productivity – damaging business performance.

### The business costs of not addressing different working styles:

- › Poor customer service
- › Delayed decision making
- › Impaired agility in responding to opportunities
- › Increased risk of security breaches
- › Loss of valuable information

### What businesses need to succeed:

- › A communication system that connects all employees, whatever their location
- › A communication system that operates on a fully redundant architecture
- › A fully-compliant system that keeps data secure
- › A system that supports increased productivity, faster connections to employees (no matter where they are) and delights customers, to generate higher revenues

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## Solutions for businesses

- ✓ Access to a variety of workers without the need for large, expensive office space
- ✓ No expensive maintenance costs (no long-term contracts or additional upgrade costs)
- ✓ Flexible call options
- ✓ Virtual reality that enables virtual meeting rooms, increasing face-to-face meetings
- ✓ Easy set-up
- ✓ Reliable, scalable solution
- ✓ EU-compliant data security
- ✓ Worldwide communication access
- ✓ Business-specific customisation

## Free your communications.

For more information on how Cloudya helps you overcome your communication challenges and maximise success, please contact:

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 +44 203 740 6740

The NFON Cloud Telephone service and access to Emergency Services (999, 112) will not be available during any power cuts and network outages affecting the Customer.

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