Four common mistakes when launching a Cloud Communications solution and how to avoid them
More and more companies are embracing cloud communications in an effort to:

- Deliver improved customer experiences
- Work smarter, work virtually, work anywhere
- Reduce communication delays
- Reduce risks
- Shift costs from CapEx to OpEx

But without proper planning, it’s likely you’ll make mistakes when selecting, implementing and maintaining a cloud communications solution. Avoid these common mistakes:

Mistake #1 Missing a key feature at launch

Nothing ruins a product launch by realizing—too late—that you’re missing an essential feature. Imagine having an assistant who can’t transfer calls, or is unable to retrieve voicemails. While you can audit your current communication and collaboration solutions to understand your current assets, capabilities and processes, and plan for what you want to achieve, you don’t know what you don’t know.

Avoid this pitfall by engaging a partner who is an expert in the implementation and planning of cloud communications. Your digital transformation partner will have experience and can draw on knowledge of clients of all sizes, situations and goals. They’ll likely ask probing questions and bring up scenarios your own team hasn’t imagined in the course of completing a communications audit. This audit will result in ensuring you implement all required features for each function and location, on day one.
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Mistake #2 Your network infrastructure can’t handle your new cloud communications solution

Cloud communications solutions offer your users better collaboration experiences, and your users will hopefully embrace the changes to their ways of work. Your network will likely face additional pressures from video conferencing, cloud storage and increased file sharing. It won’t make a good impression on your prospects if your video conference keeps breaking up while buffering. Will your network be able to cope with the added pressure?

Avoid this pitfall by shoring up your underlying network before your collaboration solution is implemented. It is important to ensure you have sufficient WAN bandwidth to ensure sufficient quality and deal with concurrent demands on your network. Prior to implementing any new cloud communications solution, engage your implementation partner to complete an audit and readiness assessment of your network and infrastructure.

Mistake #3 Little details get lost along the way

There are hundreds of unique processes essential to running your business. Every day, employees in your organization are capturing data, generating reports, handling calls, working with disparate systems, and more. You undoubtedly have processes and systems in place to handle these daily workloads, and it can be easy to overlook the impact your new cloud communications system might have on them. It’s proven very common that being so close to your internal processes and needs means you overlook them altogether when mapping out a new communications system.

Avoid this pitfall by bringing in an outsider to look at your business. An implementation partner who isn’t as familiar with your business will ask the probing questions to understand your business and ensure no essential processes or systems are missed in the planning. Only by supplementing your team with knowledgeable project managers, solution architects, and experienced change managers can you be certain that nothing is missed and all essential services work from day one.

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Mistake #4 Your users don’t understand or use the new system

No one implements business systems hoping that they fail. But that’s exactly what can happen when users don’t embrace a new calling solution. If your employees haven’t been trained on your new system’s features, don’t know how to correctly operate it, or don’t feel the system meets their particular needs, you might as well throw your money down the drain.

Avoid this pitfall by putting your users at the center of your cloud communications solution. Work with your transformation partner to assess your users and create personas, to ensure you meet all user needs with your chosen solution. Communicate with users along the way to make certain they feel part of the process. Implement tested adoption and change management procedures, with user training and a well-staffed helpdesk to resolve issues efficiently. Integrate managed services with your internal customer support services to elevate the quality of experience. And perhaps most importantly, regularly seek feedback from employees—even long after implementation—to ensure your solution is still meeting the needs of employees and your business. Your implementation partner should remain engaged with you and continue to proactively educate you regarding new developments that can keep your system on the cusp of innovation.
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Clearly, avoiding pitfalls comes down to choosing the right cloud service provider. The right partner will guide you through every stage of your transition, educating and guiding you to the right solution for your business. The Cloud Communications division of NTT Ltd., is the ideal partner for any business, in any vertical. With nearly 20 years of experience, and strong partnerships with both Cisco and Microsoft, you're guaranteed to receive these components essential to success:

**Support**
Support is critical for enabling your team to realize the full benefits of your solution. NTT Ltd.'s support will allow your business to achieve long-term productivity and growth gains, and your customers to experience greater satisfaction.

**Monitoring tools**
Our team offers network monitoring tools that provide a useful window into service levels. Constant analytics, including delays and packet loss, can enhance management control and pre-empt service issues.

**Auditing & road mapping**
Our team will help to audit your existing communications infrastructure and build a roadmap for your near-, medium- and long-term futures. We offer a range of services to support your transition and at each stage of the project, proactively suggesting new services for improving your and your customers’ experiences.

**Experience**
We will call upon our wide-ranging experience of having managed multiple transitions for other clients. We understand your business can't afford to learn by making lots of mistakes. By working with us, you have a trusted provider who understands the pitfalls and can lead you painlessly through the process to the cloud.

Success is not just about getting the best cloud communications solution for your business; it's also about having the experienced support you need at every stage of your transition and beyond. Transitioning to a Cloud Communications solution can be a straightforward, uninterrupted path to improved productivity. Or, it can be a nightmare. The difference is how well prepared you are.

**Contact us today** to get started on the path to cloud communications success.

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