

The Future of EX & CX

Using Experience to Secure Long-Term Loyalty



Customer experience (CX) and employee experience (EX) are inextricably connected, but it's communications and collaboration technology that allows you to enhance both. Your workplace culture should reflect the value of your technology, and in turn, this should translate into an improved EX and CX.

SO, HOW DO YOU ACHIEVE THIS?

To get the most out of a modernized technology stack, you need to guide your employees to truly embrace it. Through training, workflows, processes, and governance, you can support and empower your people to do their best work. Only then will you secure long-term loyalty from your **employees and customers**.

To ensure longevity, ask:

Do our systems make our employees feel empowered and secure?



Here's how technology can help you develop trust and loyalty in your organization:

1

Define your values and follow through via unified communications software

2

Provide excellent (and convenient) HR and IT-support resources

3

Ensure data privacy with thorough security measures



Moving Forward Means MODERNIZATION

You need reliable technology that scales with you, along with integrated tools. That way, your teams can be more productive and collaborative, whether they're in the office, at home, or on the go.

Do you know which will best support your company's mission?



CLOUD-BASED SERVICES



SUBSCRIPTION-BASED SERVICES

When it comes to unifying your communications, Mitel takes care of everything with public, hybrid and private cloud options.

The flexibility to choose upfront or monthly.

- Mix and match features
- Next-generation cloud solutions, tools, and apps
- Scale your package as you need
- Save money with consolidated pricing

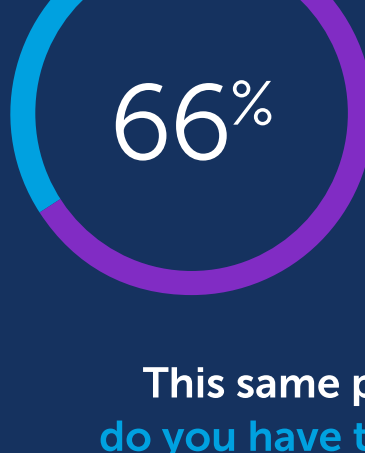
- Flexible solutions to suit your business
- Option for upfront or monthly payments, or a combination of the two
- Optimize the use of on-premises technology
- A choice of communication tools – voice, video, messaging, presence, audio and more



Tap into modern communication systems that empower you to create the EX strategies that **support effective CX, retain top talent, and reap the benefits**.

PERSONALIZATION Sustains Optimal EX

Personalization is at the forefront of today's virtual space. Employees and customers expect ease of interaction, individualized attention, and a sense of care and concern from their online experiences.



66% of customers expect companies to understand their unique needs and expectations.¹

This same principle applies to your employees – do you have technology that adapts to individuality?



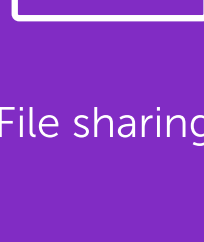
Mitel Empowers Your Agents to DELIVER EXCEPTIONAL CX

With options from real-time instant messaging to team workspaces, video conferencing, and collaborative desktop sharing, Mitel will transform the way your people work.

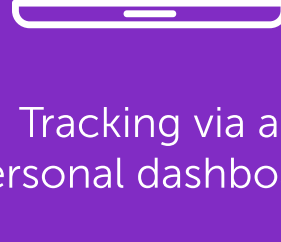


68% of customers say a pleasant representative was key to their positive service experience.²

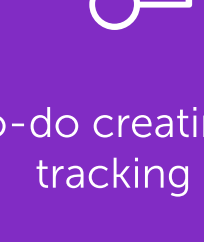
GET READY to elevate your EX with features like:



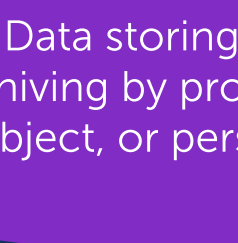
File sharing



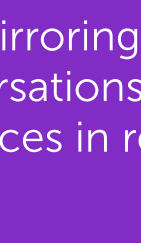
Tracking via a personal dashboard



To-do creating/tracking



Data storing/archiving by project, subject, or person



Mirroring of conversations across all devices in real time

Whether you're preparing for a move to the cloud or modernizing your on-premises technology through subscription, smart integrations, or Software Assurance, Mitel makes it simple and convenient.

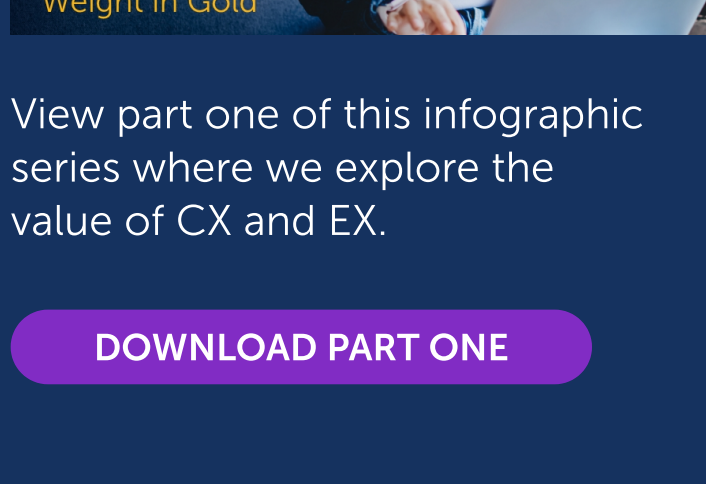
Next steps:

As the world we work in changes, it's essential you empower your employees with the communication and collaboration tools needed to deliver excellent experiences. Mitel and its Certified Partners have the technology to transform your EX and CX, improving long-term loyalty from employees and customers alike.



Explore every aspect of CX and EX from a unified communications perspective in our online eBook.

[DOWNLOAD THE EBOOK](#)



View part one of this infographic series where we explore the value of CX and EX.

[DOWNLOAD PART ONE](#)

Contact us today to discuss how unified communications can elevate your EX strategy at www.mitel.com

[CONTACT US](#)

1. www.salesforce.com/resources/articles/customer-expectations/
 2. business.americanexpress.com/sg/business-trends-insights/thought-leadership/american-express-global-customer-barometer-2017