

Upgrading communications as a driver to success

New advancements in communication is forcing businesses to say goodbye to their old, outdated communications systems and implement newer ones that allow them to connect with their customers and, importantly, allow employees to connect with one another, ensuring a productive workforce that will provide better service.

“Technology is advancing at a rapid rate, making it easier for employees to stay connected to their colleagues and their line managers. This makes solving queries easier and more efficient,” explains Ravin Naidu, regional director South Africa, Alcatel-Lucent Enterprise.



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Another vital component of a business's communications infrastructure is the foundation of their communications server. “In essence, this is the heart of the business that connects their employees to a network, allowing them the convenience of accessing this information remotely. With the introduction of smartphones, employees have been exposed to new levels of productivity and capability on the move. This phenomenon has become known as BYOD (bring your own device) and it is in every businesses best interest to embrace this.”

The infrastructure of a business's communications systems also needs to be robust enough to ensure it is able to handle high call volumes without running the risk of lost calls or unanswered voicemails. “This is where businesses can improve on their customer service. A reliable communications system will

ensure that the customers' queries never go unanswered and thus, investing in state of the art communications systems will benefit both you and your customer.”

In an environment where data is constantly being transferred from one point to another, it is of utmost importance that your communications tools and solutions are adequately protected from cyber-attacks. “Some businesses may have sensitive data that they do not want all members of staff having access to. The most efficient way of protecting this is through encryption as only those with a secret key or password will be able to access these files using cipher text.”

Communications systems should never be considered an unchanging, unimportant aspect of a business model, but rather a vital cog in ensuring its longevity. “Not enough importance is placed on communications systems in today's age and many fail to remember that the communications infrastructure of a business bridges the gap between your business and your customer, making it an indispensable driver of success,” concludes Naidu.

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