

GIVE YOUR COMMUNICATION MEANING

Fully integrated video calling to generate value
inside your business infrastructure

#MEANINGFUL_COMMUNICATION

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Communication

... is the backbone of all business interactions. It has never been different in all of human history.

This was neither changed by the Industrial Revolution, nor by the so-called **Digital Revolution**.

Today's digitalisation just added another layer of complexity on top of the vast **possibilities to communicate** we have. There exist a nearly uncountable number of possibilities to communicate: exchange messages with apps, share information via emails and the nearly classic way to communicate by phone.





But there is also another factor you should consider and that is **the way we do business** today.

One of the characteristics of today's businesses is **centralized business systems** which hold the data needed to operate the business, plan the future and get insights into past transactions.

And right in between digital communication and the order of business systems **sits a blind spot**.

You think you have it covered because the business processes encapsulate those steps, but the truth may hurt: An important part of your **business communication** is happening **outside of your ecosystem**.

The phone calls your salespeople do only get recorded if someone does it. The WhatsApp messages sent between customers and company representatives are off records.

But what is worst in our opinion is that video calls with the customer and/or the prospect happen in tools which are connected to your business system **but not integrated** with them.

You think you have records of the things going on but you have not.

The problem of business interactions

Communication happens outside of your processes



Not all meetings are equal, but how do you distinguish amongst them?

Of course, there are certain meeting types which do not make sense to be included in your ecosystems.

The value of including all kinds of meetings with the ecosystems seems to be a discussion on its own.

But it is beyond question that business meetings and team meetings that have something to do with customers have an impact on the value delivered by or the value created in the company.

Business Meetings



Team Meetings

zoom



Integrated Meetings

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Outside the ecosystem
Separate applications

Inside the ecosystem
Connected with CRM

Only inside the ecosystem the business communication creates meaning.

Interactions with the customer, e.g. Know Your Customer (KYC) processes, discussing and signing contracts and even customer support (with screenshots, screen sharing and maybe co-browsing).

DATA COLLECTED IN A POSTMODERN ECOSYSTEM

In 2013 Gartner coined the term postmodern ERP as a reaction to monolithic ERP suites. It should be a best of breed style mix of tools which are more loosely coupled.

This approach has the benefits of giving you speed and flexibility with the downside of the number of software products to be managed and integrated into your system.

So integration is a factor which needs to be considered.

DATA READY FOR MACHINE LEARNING

Any more advanced analytics also requires more reliant data.

This means not only more data to make predictions but also automatically captured data points, data which might need processing before it can be used.

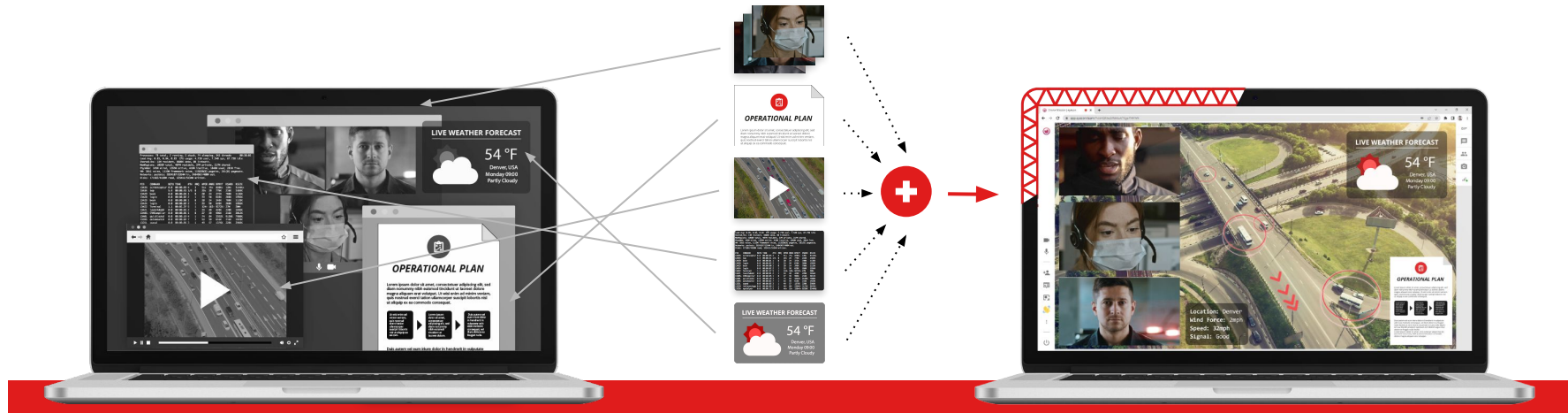
Given enough data conclusions can be drawn to which part of the process is critical for customer decision making and which information pieces helped to forward the process.

DATA FROM FULLY INTEGRATED COMMUNICATION

Fully integrated communication means creating data points from communication from within your applications.

These data points can be linked to communication events by time, even within the communication.

1 2 3



When we communicate via web based telecommunications we also need to have a **common base**. This is close to impossible when you need every participant to juggle more than one application window at the same time.

It is important to acknowledge that it is **impossible to integrate** this mix of information to your ecosystem.

For a meaningful communication it is also necessary to have **situational awareness**. This means that everybody sees the same things at the same time.

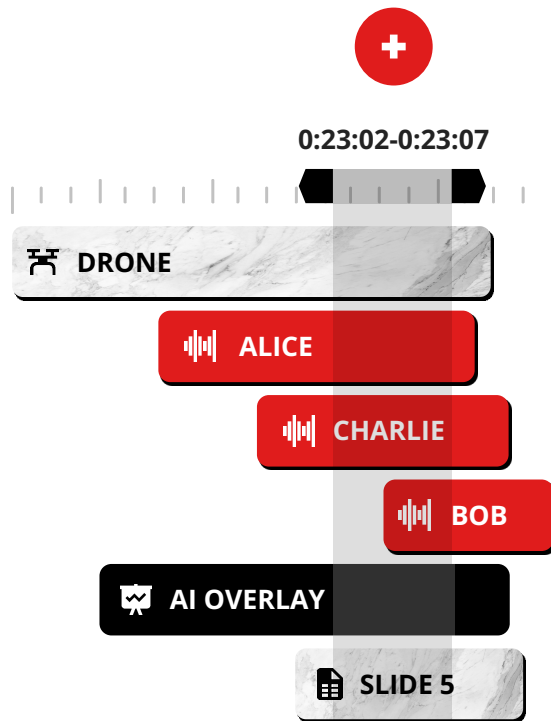
At the same time content must be **synced and recorded** so it is known which minute of a video was running when someone commented on it. It is also essential to automatically **create data points** (e.g. who spoke, which docs were shown).

The Situation Room for Everyone

It is our strongest belief that a common understanding for a situation or certain facts relies on the following factors:

1. A synchronized experience which gives you a situational awareness which you might only know from situation rooms on TV or the movies.
Everybody sees the same.
2. The possibility to show multiple data sources for everybody to see for themselves. When everyone has the same view the word perception gets a meaning too. Which is also why the view should be simultaneously.
Delivered to everyone at the same time.

And if you put it together you get: **Everybody sees the same at the same time.**



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*“The physical pen and paper you have on your desk
is as much connected to your ERP/CRM as an app
living on your desktop.”*

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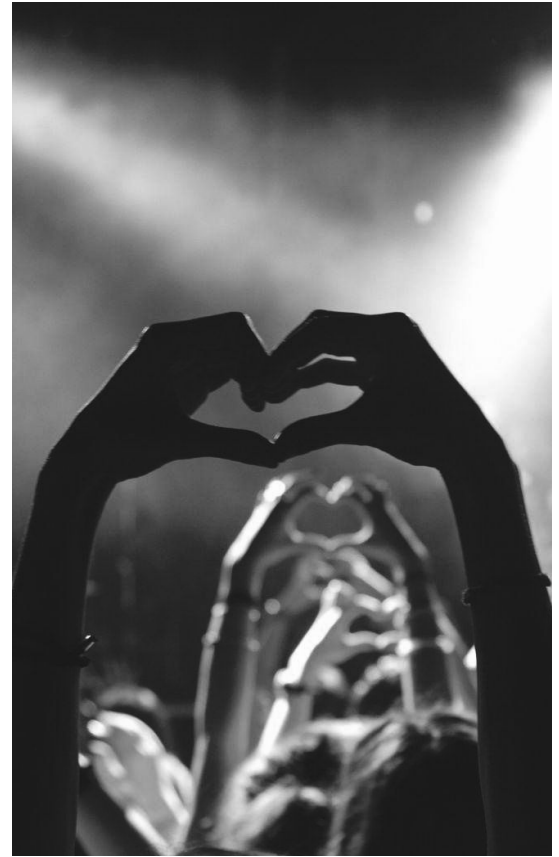
Integrate Communication. Fully.

We are often faced with the term “integration”. It is a rather technical term used in different business disciplines and also with different meanings.

Of course, communication is integrated into your processes. It is part of them. But the communication tools are not. They exist in parallel to your core business systems.

If your business communication is connected you might be able to set up meetings, to join meetings and other tasks your communication suite allows you to do. But the communication and communication data stays outside.

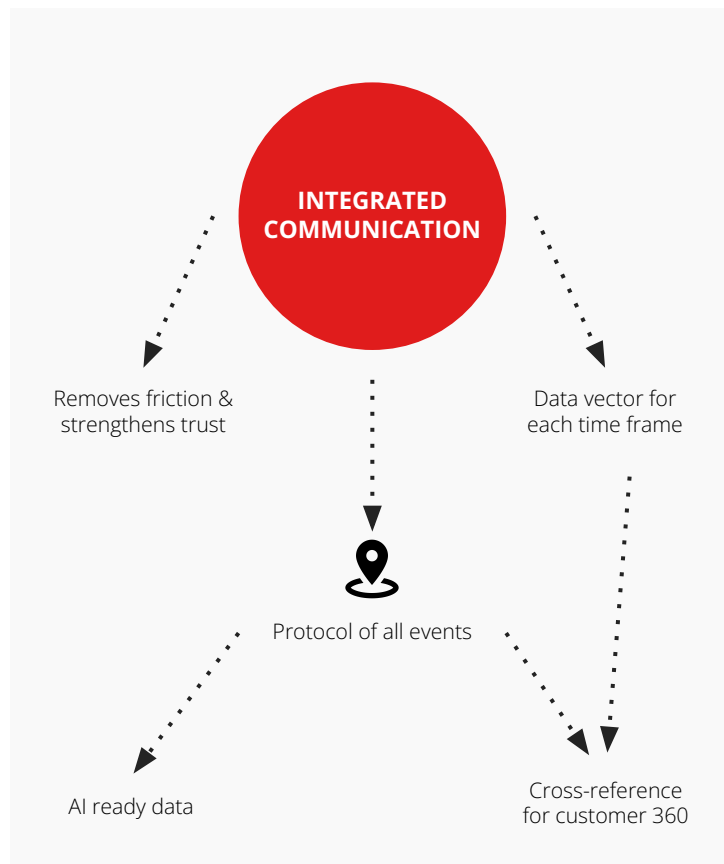
Maybe it is time to **take back your communication data and your users.**



BENEFITS OF

Integrated Communication

- Communication is part of your system. Usually the client/customer is already logged in. Staying in the same environment **removes friction and strengthens trust.**
- Business communication gives you a complete **protocol of all events.** In context and connected with business objects like account, contact, a.s.o.
- You receive a **data vector for each timeframe**
 - ◆ Audio (time for automated transcripts)
 - ◆ Video (all sources, not only humans)
 - ◆ Participants (who joined when)
 - ◆ Metadata (e.g. which slide was shown)
 - ◆ IoT applications
 - ◆ GPS and weather data (when watching drone footage)
- **Cross reference** that with other data on your system and get a **360 view** of your customers.



Join the Moments to Memories Shift

Why you should give communication a meaning

When Kodak started mass production of available photography gear it sparked a revolution. People could capture moments.

Time went by and the ubiquitous camera was replaced by smartphones. Not because they produce better pictures but because smartphones are with you all the time and have the possibility to enrich the images with metadata. You can find images taken on your last trip to France by simply searching for France.

In some cases you can even be successful with searches like “Michael with cat in Greece” to bring up that image of Michael who is stalked by a cat on the way to beach in Greece. Without the metadata you will never be able to find that image among thousands on your phone.

This is what makes **the difference between seeing moments and experiencing memories**.

Enrich the data in your core systems with communication data and link them with each other. Multiple data points in context are information. And information is fuel for analytics: Best practices can be identified, recommendations can be made and you also get closer to implementing those meaningful machine learning and AI projects.

Management Summary

“Give your communication
meaning.”

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1

Only communication inside your ecosystem produces value

What happens outside is not in reach when it comes to data.

2

Integration means owning the data

For a specific date and time you have interactions with your client on record.
Automatically.

3

The experience is seamless

Your clients are already in your system so the experience is without any friction
or complexity.

4

Gain better insights

More relevant data also means better analytics. Data are a decision base and
food for Machine Learning algorithms.

5

Remember those moments

The memories of data enriched moments give you a better understanding of
your customer and your business.

For more information visit

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