Conversation Set Up

Employee and Customer engagement is critical to the ongoing success of every business. Disengaged employees cost the U.S. economy around $550 billion per year. Yet research from [Achievers Workforce Institute](#) show that only 21% of employees view themselves as "very engaged" at work. According to [Gallup](#) employee engagement overall is around 36%.

During the pandemic, many organizations went from in-office setups to 100% remote, to hybrid arrangements - <u>dramatically impacting culture, communications, and employee workflow</u>. This shift also changed how customers were engaged, serviced, and supported.

In today's session we will discuss how to drive greater employee and customer engagement through new communication, collaboration, and support methods and technologies.
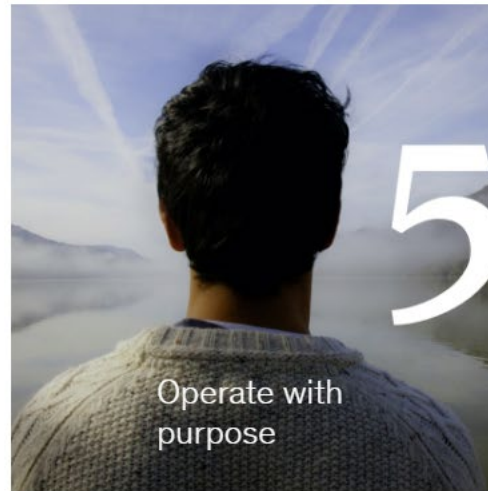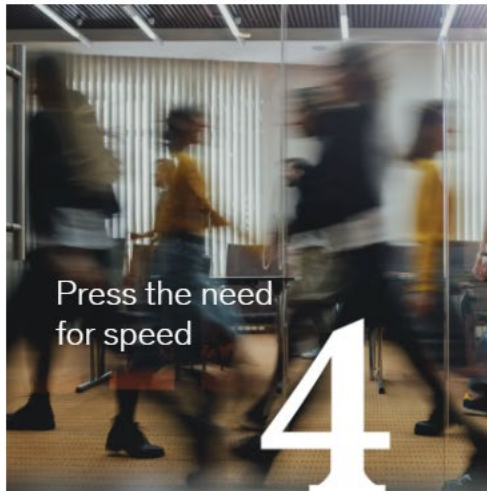
"**Our best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021.**"

- Kate Lister, President of Global Workplace Analytics

Global Workplace Analytics, 2021

https://nhglobalpartners.com/employee-engagement-trends/
https://www.gallup.com/workplace/352949/employee-engagement-holds-steady-first-half-2021.aspx
https://www.hrdive.com/news/study-disengaged-employees-can-cost-companies-up-to-550b-a-year/437606/
https://globalworkplaceanalytics.com/work-at-home-after-covid-19-our-forecast

Driving Greater Employee Engagement:
"5 Priorities for CEOs in the next normal"
– McKinsey 2021

1 Center strategy on sustainability

2 Transform in the cloud

3 Cultivate your talent

4 Press the need for speed

5 Operate with purpose

TAKE AWAYS

1. Organize the business and operating model for sustainability. Enable the team to make rapid changes

2. Deploy a new IT and operating model that exploits cloud for speed, agility, and efficient scalability

3. Hire talent, build skills and teams that live the core values and mission

4. Build internal muscle memory around the right way to perform hybrid work using cross silo teams

5. Create, communicate, reinforce purpose, vision, core values and align activities to driving outcomes and the mission at hand

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Driving Customer Engagement:
"Connecting with customers in times of crisis"
- McKinsey 2021

Minimize risk by reducing physical interaction	**Actively contribute to safety by innovating the product portfolio**	**Provide pragmatic help (options) to customers in financial distress**
Bring joy and support the emotional needs of customers (positive messages)	**Actively shift customers to online channels, chats, surveys**	**Stay reachable, approachable, treat with care in every interaction**

Demonstrate care for the community through company values

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2021 Top Business Issues, IT Priorities & Challenges
- TechAisle Research 2021

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BUSINESS ISSUES

1. Increasing business growth
2. Increasing Profitability
3. Developing an IT outsourcing strategy
4. Improving workforce productivity
5. Improving quality of products and processes
6. Improving speed to market

IT PRIORITIES

1. Cloud
2. Collaboration
3. Mobility / remote / hybrid workplace
4. Security solutions
5. Analytics
6. Managed services

IT CHALLENGES

1. Maintaining current IT infrastructure
2. Data Integration
3. Migrating to modern IT
4. Deploying customer experience solutions
5. Implementing data protection / business continuity
6. Managing data growth

Employee & Customer Engagement Readiness

❑ We have a cloud strategy and utilize cloud to help us scale, grow, or pivot.

❑ We have updated phones, IT networks, and collaboration tools to enhance employee and customer communications and to capture the voice of the employee and customer.

❑ Our IT systems and applications have been aligned to our updated business goals and objectives or modified to address the "next normal".

❑ We have revamped our IT systems, applications, and operations to support customers buying and support preferences.

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Obstacles to Overcome

RESOURCES: Limited or lack of expert resources to develop and implement these plans.

TECH DEBT: Older technology that is outdated and potentially fragile or unstable.

FUNDING: Lack of visibility into, or lack of access to capital required for this type of change.

PRIORITIES: Too many competing priorities and not enough understanding of the value.

RISK / REWARD: Lack of insight into the risks associated with not doing this vs the business value.

ROADMAP: Understanding where, how to begin AND when the effort will be completed.

How We Help
Architecture, Design, Implementation, Run, Manage, Maintain

CISCO Partner

Xceptional

Xceptional CARE

- Remote and Onsite Managed Services Support
- 24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications
- Multiple Support Levels to Fit Your Business, Budget
- Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels

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Xceptional CONNECT

- Design, Deployment, and Management of Telepresence and Video Solutions
- Voice, Video, and Web-based Conferencing
- Real Time Communications on all Devices
- Cloud, Onsite, and Hybrid Communications Solutions

Xceptional CLOUD

- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)
- Storage Solutions
- Backup & Recovery Solutions (BaaS)
- Compliance as a Service Solutions (CaaS)
- Virtualization

Xceptional NETWORKS

- Networking Solutions Driving Technology and Business Operations
- Routers/Switches
- Wireless Mobility Solutions
- Security Solutions and Security as a Service
- WAN Optimization

Cisco Webex Calling & Contact Center

Cisco Webex Calling

- ❑ Webex Calling is a complete enterprise-grade cloud calling and team collaboration solution offered through a flexible subscription model.
- ❑ Comprehensive PBX features
- ❑ Enhanced experience for mobile devices
- ❑ Tight Integration with Webex Meetings/Messaging

Cisco Webex Contact Center

- ❑ Designed and built as a Software-as-a-Service (SaaS) cloud solution, Webex Contact Center's best-of-breed platform brings your business the innovation, flexibility, scalability, and agility of the cloud without sacrificing security
- ❑ Digital-first customer experiences – when you want, how you want it
- ❑ End-to-end customer experience management
- ❑ Next-generation, fully customizable platform

Cisco Webex Contact Center: Transforming the Customer Experience

Webex Contact Center gives you control over every incoming and outgoing interaction from a central point, regardless of organization, technology, or location. It knows which agents, teams, sites, and partners are available at any given time and sends each interaction to the employee with the best identified skills for handling an issue.

Webex collaboration tools enable employees to engage peers inside and outside the organization to improve your customers' experience and optimize the customer outcome from every interaction.

Xceptional Insights: Transforming Employee & Customer Communications

- ❑ What benefits has Xceptional realized from deploying these solutions, and how have your clients benefited from using Webex Calling and Contact Center?
- ❑ What are some lessons learned and best practices for approaching these types of initiatives?
- ❑ How should organizations begin this type of journey?

Cisco Zero Trust Technology Portfolio

Enabling Basic to Advanced Cyber Hygiene (Supports industry regulations)

Product	Capability	Basic (1)	Intermediate (2)	Good (3)	Proactive (4)	Advanced (5)
ESA/WSA	Advanced threat protection capabilities to detect, block and remediate threats		●	●	●	●
Umbrella	Advanced defense and intelligence against threats	●	●	●	●	●
Duo	Establish user trust w/multi-factor auth, SSO for SaaS and device visibility	●	●	●	●	●
Cyber Vision	Threat detection/intelligence for cyber threats in the industrial networks		●	●	●	●
AnyConnect	Remote access to network with visibility and posture compliance via agent	●	●	●	●	●
SDA/ISE/TrustSec	Wired, wireless, VPN access policy with network segmentation	●	●	●	●	●
Tetration	Threat detection/intelligence for threats in the private/hybrid clouds	●	●	●	●	●
AMP/Threat Grid	Threat detection/intelligence with host visibility and remediation	●	●	●	●	●
Stealthwatch	Threat detection with internal network and cloud visibility via flow sensors		●	●	●	●
Threat Response	Threat visibility and rapid containment with intel-driven incident response		●	●	●	●
Firepower	Network access, segmentation and threat detection with in-line insertions	●	●	●	●	●

Why Focus on This?

PRODUCTIVITY:
Disengaged workers make 60% more errors than engaged workers.

RETENTION:
Engaged workers are 87% less likely to leave the organization.

REVENUE:
Companies with engaged customers during the pandemic drove sales.

INSIGHTS:
91% of buyers miss shopping in-store; Customer-centricity needs to be a top priority.

"Exceptional customer engagement means changing how we understand and respond to customer behavior, needs, and attitudes. Forward-thinking engagement models will make digital experiences more human."

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"COVID-19 has hit the fast-forward button for us. Customers are demonstrating behaviors we didn't expect to see until 2025. Now, businesses must catch up. Using digital to create business continuity is no longer a nice-to-have. It's the new normal."
- Accenture

Wrap Up

Most executives we speak to are seeking ways to improve employee engagement and productivity, while looking for more creative, scalable, and highly efficient ways of serving and supporting customers.

The amount of time, energy, effort, and resources required to align IT systems and business applications with the current demands of customers and the business is significant.

You are not alone. Xceptional's portfolio of superior and proactive managed services and technology solutions can help!

As a leading, award winning provider of Managed IT Services, Networking, and Security Solutions, Xceptional is committed to helping customers reduce risks, and align their IT systems and applications to the current needs of their business, employees, and customers!

Embrace the Xceptional experience and visit our website or contact us today!