



eGuide:

DOES A COMMUNICATIONS PLATFORM SOLUTION MAKE SENSE FOR YOUR BUSINESS?

While any business could potentially benefit from the flexibility afforded by a true communications platform solution, it may, in fact, not always be necessary. For instance, businesses that rarely change, experience limited or no growth or only have a few common and basic communication needs may find an off-the-shelf solution to be the best and simplest fit. However, there are many business dynamics that can incite the need for a platform solution.

Rapid growth, the need for industry-specific or compliance-driven functionality where regulatory changes occur frequently, and/or the desire to stand out in a competitive market are all *good reasons to consider a platform alternative.*

It's also a good fit for any business that is seeking more feature functionality or that could benefit from a more complex IVR or self-service menu. Lastly, if you're looking to increase proactive outreach customer activities – such as fraud notifications or appointment reminders – your business could also benefit from a platform solution.

The questions below will help you to determine if a platform is the right fit for your business needs. If the answer is yes, the next step is to research available offerings and vendors.



1 | IS THIS A UNIQUE USE CASE?

You have been unable to find a product solution that fully meets your needs without compromising some or all of your preferred processes, or you seeking to capitalize on new business opportunities or create new offerings where speed to market is of the essence.



2 | IS THERE A NEED FOR FLEXIBILITY?

You are experiencing or anticipating rapid change due to growth, changing market dynamics and/or regulatory compliance requirements, and you don't want to or aren't able to change systems frequently.



3 | IS THERE A NEED FOR DIFFERENTIATION?

You are in a highly competitive market where unique customer experiences are critical to gaining market share, and/or you have customers who are highly segmented with unique needs.



4 | IS THERE A NEED FOR INTEGRATION?

You take a take a holistic approach to your customer experiences and operations, desiring deep levels of connectedness between various systems and processes.



5 | IS THERE A FORWARD-THINKING MENTALITY?

You desire to be a market leader or maintain your place as a market leader. You want to be at the forefront, and hence, embrace change to stay ahead and avoid falling into the trap of a 'me too' organization.