

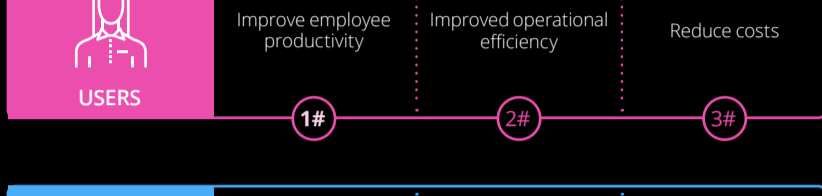
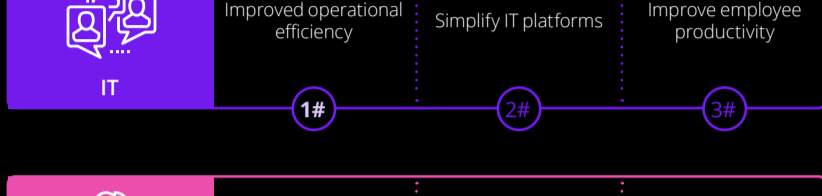
# Maximizing the value of workplace transformation investments

When businesses undertake workplace transformation strategies without adequate consultation and accountability between departments, it can lead to confusion; wasted time, money, and effort; a solution that is not fit for purpose, and ultimately, failure.

We surveyed over 1,100 leaders and employees to understand if these investments are really delivering a return.

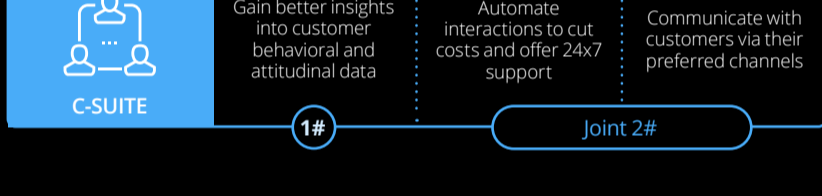
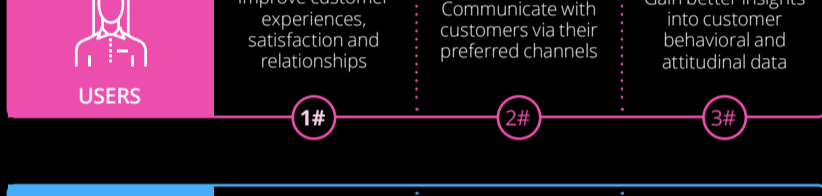
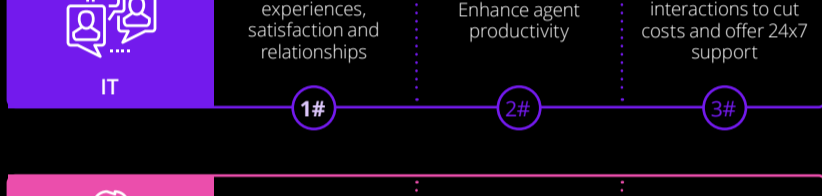
With conflicting strategic goals between users, business decision makers, and IT departments, we don't think it is!

## What are your organization's top strategic communication and collaboration goals?



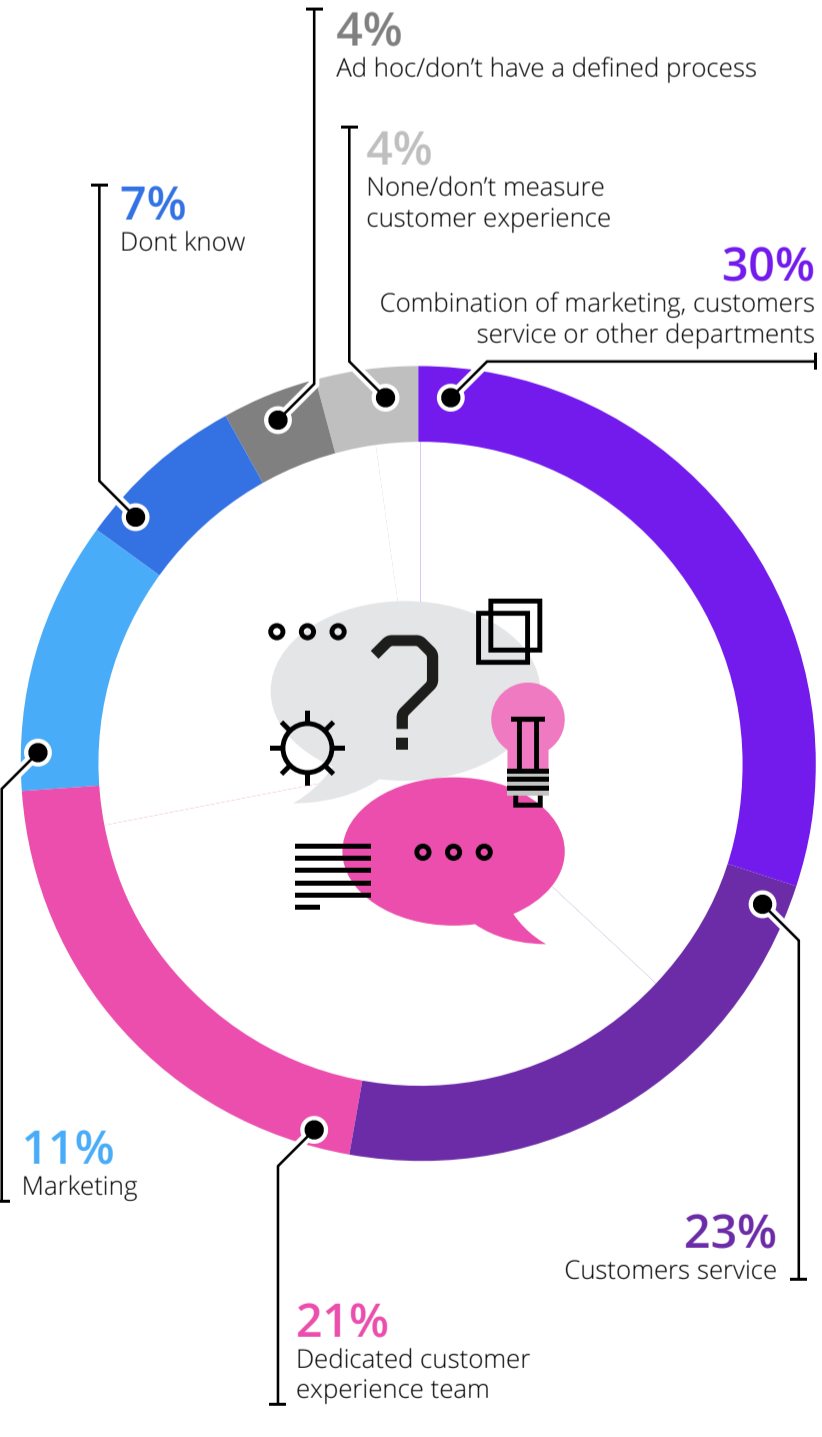
Transformative strategies touch and affect all areas of an organization; however, **40% of respondents say IT makes a unilateral buying decision when it comes to communication and collaboration procurement.** And IT's strategic needs are different to other business stakeholders. Can we change this to reflect - Transformative strategies touch and affect all areas of an organization; however, **40% of respondents say IT makes a unilateral buying decision when it comes to communication and collaboration procurement,** and IT's strategic needs are different to other business stakeholders.

## What are your organization's top strategic contact center goals?



When it comes to procuring contact center solutions, only **26%** of organizations collaborate with IT as part of the buying process, and a mere **2%** of business units procure their own contact solution based on their own research and need. Can we change this to reflect - When it comes to procuring contact center solutions, only **26%** of organizations collaborate with IT as part of the buying process, and a mere **2%** of business units procure their contact center solutions based on their own research and needs.

## CX needs a single stakeholder



Although less than a third of organizations have some influence in the contact center buying decision, **only 21% of organizations have a dedicated customer experience team** responsible for measuring CX!

If investment priorities are not aligned with the employee experience (EX) and customer experience (CX) this impedes user and agent productivity, user adoption, and a subsequent ROI.

**Too often, technology investments get defined as projects and discussions focus primarily on features and functionalities, not on strategic goals.** Key stakeholders need to help define the metrics to measure the value of technology investments. Only then will organizations be able to maximize the value of workplace transformation initiatives.

Download the complete **whitepaper for free** →

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