



# Checklist for Cloud Communications Business Case

## Include these 5 topics for a CFO worthy cloud communications business case

As you develop a business case for deploying a cloud communications platform that supports your objectives to improve patient and staff experiences, here is a checklist of important, but often overlooked questions to consider based on our work with NHS Trusts.

### Improve the patient experience

- Would providing the switchboard and contact centre agents with instant visibility of a complete staff directory increase call handling capacity and reduce wait times without adding more staff?
- Does having patient sentiment analysis across all the contact centre calls enhance the patient experience and lower costs by focusing resources on those topics that deliver outcomes most relevant to patients?
- What value does the ability to instantly produce reports showing results for key metrics have on IT resource utilisation?
- What's the impact on the patient experience from having the ability to provide specific and relevant coaching to agents using annotated recordings from their calls?
- Would analytics and reporting that enabled balancing resources with activity levels drive efficiency gains, cost improvements and enhanced patient experiences?
- What are the impacts from automating high volume, routine calls?

### Enable the transition

- Are new desk phones required or can existing models be used?
- Are softphones with a mobile app eliminating the need for physical phones?
- Can staff safely and securely use their personal mobile devices?
- How much time needs to be invested into onboarding a user to the point of adoption?
- What's the expected impact on the IT help desk to roll out the new cloud communications apps?
- Would a single application to deploy, train, use and maintain reduce the demands on IT staff?
- Would having one application that included all communication channels increase staff productivity?
- What impact would consolidating all of those subscription costs down to just one plan have on monthly outlays?



### Provide a consistent “work anywhere” experience

- What is the impact of adding cloud communications to the network? Will this Over-the-top (OTT) service require additional network capacity?
- What’s the current telemedicine solution and does it enable staff to quickly engage with patients and other staff—spontaneously?
- What messaging capabilities are in place today to support digital channels and how can using them deliver better patient experiences?
- Can all staff work remotely, if needed, using their personal devices yet always present their Trust’s phone number? What impact would that have on staff productivity?
- How are communications for common areas handled today?
- What level of international calling is needed for each role?

### Integrate with key ICT platforms

- What are your licensing costs to provide voice services for Microsoft Teams users?
- What are the cost implications of being able to use a Microsoft Teams certified integration partner?
- Would a platform with the ability to include both business communications and contact centre in a single integration save time and money from the outset and over time?
- What’s the impact of working with a provider that has a relationship with NHS Digital to ensure, should your Trust decide to move to the national shared tenant, the voice, switchboard and contact centre platforms will just work—without expensive professional services migration costs?

### Deliver a single security model

- What’s the cost of having to conduct multiple security audits to cover different applications?
- Does managing the security and compliance of a single provider deliver cost savings vs managing multiple suppliers?

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