**Operate from Anywhere Webinar in a Box blog post content**

**6 Benefits of a More Integrated Communications Experience**

Recently, [Forbes](https://www.forbes.com/sites/peterhigh/2020/05/26/who-led-your-digital-transformation-your-cio-or-covid-19/#6deb04cd5323) shared a survey that everyone can relate to:

Who led your digital transformation?

A. CEO

B. CIO

C. COVID-19

If you picked C, you’re in good company. But now it’s time for executives to take back the reins and lead a sustainable digital transformation.

One of the first and biggest steps is establishing effective communication and collaboration, and for most, that probably means moving away from disparate tools employed as a quick fix. At the onset of the 2020 pandemic, many IT leaders had to improvise or cobble together digital communications solutions that were good enough, at least temporarily. But these temporary solutions uncovered several issues:

* employee frustration from constant app and context switching
* gaps between employee communications and contact centre agent-customer communications
* organisational, application, and data silos as global teams chose different communications platforms
* sustainability questions about security and long-term cost-effectiveness

As IT leaders now look to the long-term and make the case for tool consolidation and platform approaches, Constellation Research VP and Principal Analyst, Dion Hinchcliffe in his blog on [reducing team communication silos](https://www.constellationr.com/blog-news/reducing-team-communications-silos-rapidly-increase-usability-adoption-and-lower-support) describes six overall benefits of a more integrated communications experience:

* Higher adoption of communications solutions
* Improved productivity
* Less training/support
* More team cohesion
* Less cognitive overload
* Lower operational costs

Interested in learning more on this subject and solutions? Get in touch here. (add link)