

INSIGHTS AND INDUSTRY NEWS TO SUPPORT OUR BUSINESS CUSTOMERS

# WELNEWS

## WELCOMM'S INDUSTRY NEWSLETTER



**APRIL 2022**

**Welcomm**  
Communications Limited



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THE YEAR 2021

## How Mobile is Shaping Business in 2022 04

This spring, as new communication channels take centre stage and new technologies become more accessible, we recognise that the experience customers expected pre-pandemic is vastly different from the one they demand today.

In this article, our team share how we expect mobile will continue to shape business in 2022.



## 04 How Mobile is Shaping Business in 2022

### INDUSTRY NEWS

We recognise that the experience customers expected pre-pandemic is vastly different from the one they demand today. In this article, our team share how we expect mobile will continue to shape business in 2022.



## Welcome to Spring!

With Spring now on our doorsteps, I hope all of you; our partners, customers and friends, had a relaxing Easter break and have returned fully recharged - I know our team has!

As we begin another quarter, with the world cautiously returning to a 'new normal', we can already see that it will be another busy period for businesses from all sectors.

Global trends undoubtedly continue to put pressure on business, something that is shaping the efforts of our support teams this quarter. As passionate partners of businesses across the UK, we will continue to step up our support - offering the expert advice, guidance and friendly ear they need to navigate the challenges 2022 continues to present.

A key focus for us this quarter continues to be keeping businesses informed, through leading industry insights from our product partners. From the ongoing threat of ransomware, to a seismic shift in the UK phone network - we will continue to share timely, informed and industry-led support.

At Welcomm, we believe that knowledge is power. By putting this power in the hands of our customers, we can help businesses make the informed decision-making that ultimately helps them thrive. I hope you enjoy the latest issue of our customer newsletter!

*Aidan Piper*

CEO, WELCOMM COMMUNICATIONS

## Five Ways Microsoft 365 Can Boost Your Business 06

Microsoft 365 is so much more than Word, Powerpoint and Excel. Utilising some of the lesser known tools, included within standard licences, can offer huge benefits to businesses. Hear more from O2 in this informative guide.

## Transforming Your Customer Experience 08

In 2022, customer expectations are higher than ever. In this article, we share how the latest communications technology can help your business meet changing customer demands, and exceed expectations!



## 08 Transforming Your Customer Experience

### CUSTOMER SERVICE

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As Welcomm looks to become more sustainable, our team share some key learnings to help businesses reduce their carbon footprint in 2022 and beyond.



## Sustainability Tips For Businesses

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### CONNECTIVITY

The biggest change to the UK telephone network in a generation has begun... Solutions Sales Consultant Alex Walker shares how businesses can prepare.

# HOW MOBILE IS SHAPING BUSINESS IN 2022



**T**his spring, as new communication channels take centre stage and new technologies become more accessible, we recognise that the experience customers expected pre-pandemic is vastly different from the one they demand today.

**Here's how we expect mobile will continue to shape business in 2022:**

## NEW MOBILE TRENDS FOR BUSINESS

Mobile-first web design is no longer only a B2C priority. With **80% of B2B buyers using mobile at work**, and **60% citing mobile as having played a significant role** in a recent purchase<sup>1</sup>, buyers are using their mobile phones increasingly to make informed decisions prior to purchase. Regardless of your target audience, if your website is unable to be successfully navigated or loaded quickly on mobile, you're missing out.

Additionally, throughout 2022, as the adoption of rich communication channels increases (driven by both Google and Apple launching their own business messaging platforms this year<sup>2</sup>), digital communication should remain one of your top priorities going forward.

## THE IMPACT OF 5G TODAY

With **hundreds of towns and cities now 5G enabled with O2<sup>3</sup>**, the roll out of 5G infrastructure continues across the country to connect more people and things than ever before; paving the way for new and innovative use cases.

Whilst we estimate 5G will take around 3-5 years to realise its full potential, there are benefits that businesses are taking advantage of today. For example, smart inventory management is reducing theft/loss by tracking the location (and condition) of equipment.

Additionally, through sensors or cameras, you can monitor your people's wellbeing remotely – important for lone workers.

With most new smartphones & tablets now 5G ready... Our recommendation? Future proof your mobile fleet when you upgrade.



**67% of employees placed flexible working within their top five benefits.**

## RETURNING TO WORK FROM ANYWHERE

In the past two years, the shift to hybrid working patterns has accelerated. With **67% of employees placing flexible working within their top five benefits<sup>4</sup>**, to retain your staff, your business must ensure they have the devices and data they need to successfully work from anywhere.

Research is also showing that data usage is increasing – with monthly global average usage per smartphone **estimated to reach 41GB** by the end of 2027<sup>5</sup>. This growth will be largely driven by 5G devices, online content consumption and video conferencing, amongst others.

**Choosing the right tariff and network has never been more important.**

**Business mobile plans from O2 include data rollover, customisable usage caps AND free EU roaming – for a free review of your current business mobiles, click the button below!**

 **Book a Free Review**

<sup>1</sup> <https://www.smartinsights.com/b2b-digital-marketing/b2b-mobile-buyer-behaviour-research/>

<sup>2</sup> <https://www.thedrum.com/profile/infobip/news/digital-communications-a-look-ahead-to-2022>

<sup>3</sup> <https://www.o2.co.uk/coveragechecker>

<sup>4</sup> <https://connect.o2.co.uk/theflexiblefutureofwork>

<sup>5</sup> <https://www.ericsson.com/en/reports-and-papers/mobility-report/dataforecasts/mobile-traffic-forecast>



**Monthly global average usage per smartphone estimated to reach 41GB by the end of 2027...**



# O2 WIN BIG AT THIS YEAR'S USWITCH MOBILE AWARDS

**We're excited to share that, in February 2022, O2 were recognised not once, but TWICE at this year's Uswitch Mobile Award ceremony.**

Each year, Uswitch asks the public and a panel of industry judges to cast their votes on the best networks. Consistently, O2 take home multiple awards each year for their service, support and network infrastructure.

This comes as no surprise to us of course, as O2 are consistently upping their support for businesses – one of the many reasons we are

proud to be one of their longest standing Direct Business Partners.

With benefits that include exclusive O2 priority events and rewards, 5G in over 300 towns and cities, data rollover on all tariffs and now free EU roaming, there really is no better time to switch to O2.

If your business needs to reduce its mobile spend this year, or needs a data allowance that matches your business activity, click the button below to speak to one of our award-winning mobile experts!

**Speak to A Mobile Expert**



**Recently confirming that it will not be bringing back EU roaming charges for its customers in 2022, makes O2 the only major mobile network to not reintroduce these fees.**

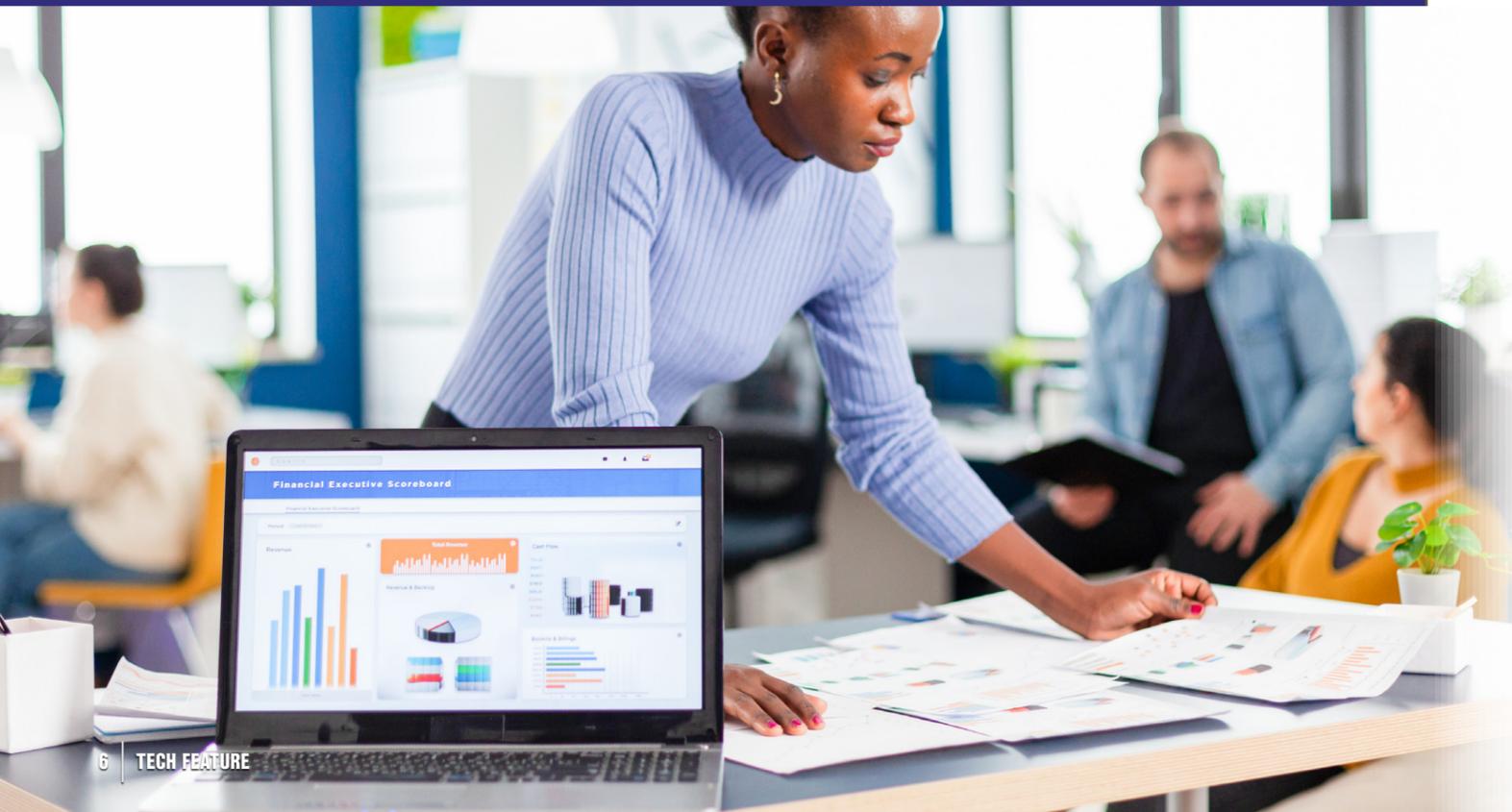


**U** **Uswitch Most Popular Mobile Network Winner 2022**

**U** **Uswitch Best Network for Roaming Winner 2022**

# FIVE WAYS MICROSOFT 365 CAN BOOST YOUR BUSINESS

In partnership with 



Most of us have heard of Microsoft 365. You may even use it in your business, but not everyone realises the full range of benefits that Microsoft 365 delivers.

Microsoft 365 is a highly flexible and versatile cloud-based platform. Tools including Microsoft Office (Word, PowerPoint, Excel), Microsoft Teams, SharePoint and more, work individually and together to help facilitate smarter working, increase productivity and enhance security.

**Here's five ways that Microsoft 365 can help boost your business.**

## Increasing Productivity

Replacing an ineffective email solution with **Outlook** or an under-used collaboration platform with **Microsoft Teams** drives efficiencies, with an average of four hours saved by workers through improved collaboration and information sharing.

New tools such as **Microsoft Planner** for project management and **Microsoft Bookings** to manage online bookings help teams to organise their work day.

Microsoft 365 tools such as **OneDrive** and **SharePoint** offer ways to manage document versions, establish central document libraries, and use powerful search capabilities, preventing all that wasted time.

And because it's in the cloud, you can get access to all your files easily, from anywhere. Perfect if you find yourself working remotely.

## Creating a Secure Environment

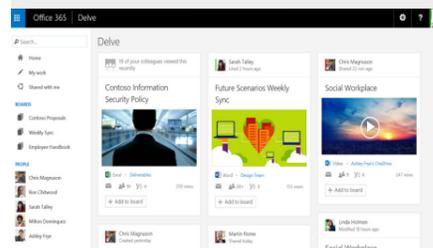
Microsoft 365 and its suite of tools have in-built features to protect you from malware and spam, with more bolt-on options for additional security. For example, **Microsoft Defender** keeps everyone safe from email phishing scams and malicious links. **Microsoft Intune** establishes mobile security, even allowing safe access from employee's own devices.

With **additional Microsoft 365 back-up from Welcomm**, your files can also be saved indefinitely, meaning that your business can quickly recover following a cyber or ransomware attack.

## Working Smarter

Employees can connect with each other, regardless of where they are located. Working collaboratively is often when the magic happens. Working together on shared documents. Developing innovation while talking on Teams. Spotting opportunities. And then putting these into practice.

**Yammer** is excellent for community-based discussions and updates from right across your company. **Delve** is a great tool to give you an overview of all the useful content you need to see in one place – all done automatically!



## Increasing Business Resilience

Microsoft 365 helps support business resilience in several ways. For example, **Microsoft Teams** allows you to hold live events for hundreds of people, both internal and external. **MyAnalytics** provides opportunities for data analysis to see how employees are using Microsoft 365, delivering valuable insights. And **SharePoint** can provide you with a leading intranet.

Additionally, automatic updates, any new tools and enhanced security are all included in your subscription.

## Improving Customer Service

Microsoft 365 is not only about improving the way you work inside your company. It supports the way you connect with your customers too. **Microsoft Teams**, for example, can help teams work more closely to resolve customer issues and deliver improvements.

**Microsoft Forms** allows you to create custom forms, questionnaires and surveys to capture feedback and gather information. **Bookings** allows customers to book appointments and mobile apps allow customer-facing staff to browse product information.

**To learn more about the ways Microsoft 365 can boost your business, book a chat with our Microsoft product experts:**

 **Book a Call Back**



10/10



# TRANSFORMING YOUR CUSTOMER EXPERIENCE

## How a contact centre can help your customer service teams meet (and exceed!) customer expectations.

In partnership with **Gamma**

In 2022, customer expectations are higher than ever. Clients at any business now expect instant, personalised service from a real human, (without endless hold music to listen to), and they want to be able to reach out for support using their preferred communication channel.

If your customers can't speak to you quickly and efficiently, they WILL head to competitors who can offer the service they need. **To highlight why it's so important to focus on customer experience, recent research into customers happy with their current providers has shown that:**

# 52%

would pay more for a speedy & efficient customer experience.

# 64%

are more likely to recommend a brand when it provides simpler communications.

# 71%

recommend a product or service because they received a "great experience".

## Choice is Everything

In this current era, where **68% of customers use more than three channels** to interact with customer service, managing ALL communications into your business is essential.

Missing a call, email, web chat or social message from a customer who needs support could have punishing consequences for your business's reputation – word gets

*Customers prefer to use the channel they trust.*

around quickly following a bad experience!

It should also come as no surprise that **60% of customers value the ability to resolve issues quickly** as the top aspect of a good customer service experience. Waiting for support is the worst use of time, and is sure to result in an increased level of dissatisfaction.

## Time Is Money

The old saying, "Time Is Money", is more relevant in today's service-driven world than ever before. Customers receive instant responses in every other aspect of their life, so now expect it from the businesses they choose to use.

When asked, your business needs to be able to confidently answer the question; "How long will I have to wait before I speak to someone?". If you can't answer this, regardless of how they choose

*How long does it take for your customers to get an answer?*

to get in touch, how can your customers have faith that you're there to support them?

**Compared to their competitors, customer experience driven businesses boast:**

- 1.4x Revenue Growth
- 1.7x Customer Retention Rates
- 1.7x Customer Lifetime Value

## Recognising 'Good' Service

When reviewing how your customer service or support departments handle communications, it's important to ask: "What does good service look like?"

This will help your business determine what is currently working, where there is room for improvement, and what solutions you need in place to guarantee customer satisfaction!

*Delivering excellent service requires a plan*

**Research from our communications partner Gamma has shown that:**

- 55% of customers think long wait times are the most frustrating aspects of a bad service experience.
- 68% find it annoying to have their calls transferred to a new agent.
- 33% ended a relationship with a brand because their experience wasn't personalised enough.

## Manage Your Communications with a Cloud Contact Centre

Making it easy and convenient for your customers to get support using the channel THEY prefer, (such as live chat on your website) is a great way to retain loyalty and show that your business is listening to their needs.



**Implement a solution that delivers full visibility of communications.**

- Report on performance across multiple channels.
- Automatically assign customers to agents.
- Access customer records while speaking to them.
- Use automated phone surveys to gather feedback.



## Customer Support Checklist

- ✓ Friendly support agents.
- ✓ Low waiting times.
- ✓ No transferred calls.
- ✓ Accurate customer records.
- ✓ Multiple support channels.
- ✓ Quick resolution.

## Speak To A Customer Experience Specialist

If your business needs help transforming its customer experience, click the button to book a call back from one of our Contact Centre specialists.

[Book a Call With a Specialist](#)



# SUSTAINABILITY TIPS FOR BUSINESSES

As Welcomm look to reduce our environmental impact, our teams share some recent sustainability learnings.

Like many businesses across the UK, taking steps to reduce our environmental impact is a key focus for us in the coming years. We believe we have a responsibility to do everything we can as an organisation to embrace sustainable processes, lower our carbon footprint and actively work towards becoming a net zero business.

Starting this journey can be daunting, especially for busy smaller businesses who may not be aware of some of the current support or guidance available. That's why, last month we dispatched our teams to the 'Go Green Convention' in Market Harborough – a free event offering support and advice for businesses looking to start their sustainability journey.

Our teams found this event incredibly insightful, and came away with plenty of ideas we can action immediately. We wanted to share some of our key learnings and takeaways, with the hope that they will inspire you to take some initial sustainability steps of your own.



On Monday 21st March, the Harborough District Council invited businesses from across Leicestershire to attend a free event to discover how they can reduce their carbon emissions, and understand their current environmental impact.

With presentations, training, and panels from industry-leading experts, this event sought to provide businesses with the tools and knowledge they need to start their sustainability journey.

 [Read the Full Blog](#)

## Our Favourite Tips From The Day

### Monitor Your Carbon Footprint *With Zellar*

A new platform allowing businesses to measure their carbon footprint and help them monitor progress made towards their net zero targets. Zellar also assist with tailored plans and benchmarking options.

Welcomm are already proudly partnering with Zellar, and are monitoring our carbon footprint. [Click here to view our profile.](#)

Zellar are currently offering a **FREE 12 month subscription for businesses who register before Monday 26th July.**



[Claim Your Free Membership](#)



[Learn About GreenBELLE](#)

### Invest in Energy Efficient Technologies

*With GreenBELLE*

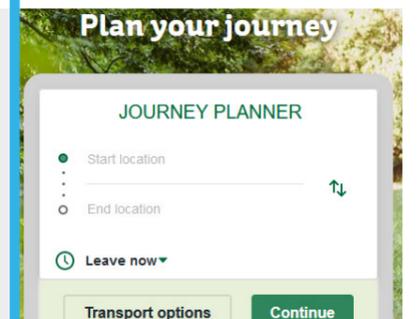
Providing assistance to SMEs in Leicester and Leicestershire struggling to fund energy efficiency measures within their business, GreenBELLE is currently offering **grants of £1,000 to £10,000 towards the cost!**

These grants are available to support the installation of low carbon and energy efficient technologies in businesses, and GreenBELLE are aiming to support 293 businesses with a grant, and are aiming to achieve an annual **decrease of greenhouse gas emissions of 2,439 tCO2e.**

### Enable Greener Commutes *With Choose How You Move*

Choose How you Move is a great resource to help plan journeys around the country. Ideal as a tool to encourage staff to consider a greener commute, it automatically maps out walking and cycling routes, public transport links and information for businesses and schools to encourage a more sustainable travel plan.

Leicester based businesses can also apply for a **'Sustainable Travel Grant' of up to £5,000 per year**, useable for sustainable travel investments such as cycle parking, lockers, or staff showers.



[Apply for a Travel Grant](#)

### Review your energy Usage *With Welcomm Energy*

In addition to the free support shared above, one of the most proactive steps businesses can take in the journey to become more sustainable is to review how they consume energy at their premises.

If your business needs help getting started, our Energy team would be happy to offer support and advice.

[Speak to our Energy Experts](#)



# MICROSOFT 365 BUSINESS AUTOMATION

## Revisiting key learnings from our recent workshop, hosted in partnership with O2 Business...

In February, we teamed up with digital experts from O2 Business to deliver a live-streamed webinar exploring some of the ways businesses can automate processes using Microsoft 365.

During this fascinating session, alongside sharing some top tips for businesses, **Rhys Williams**, **Dino Naseib** and **Mahdi Rahman** also provided an insightful definition of two distinct types of 'Automation':

### Background Automation

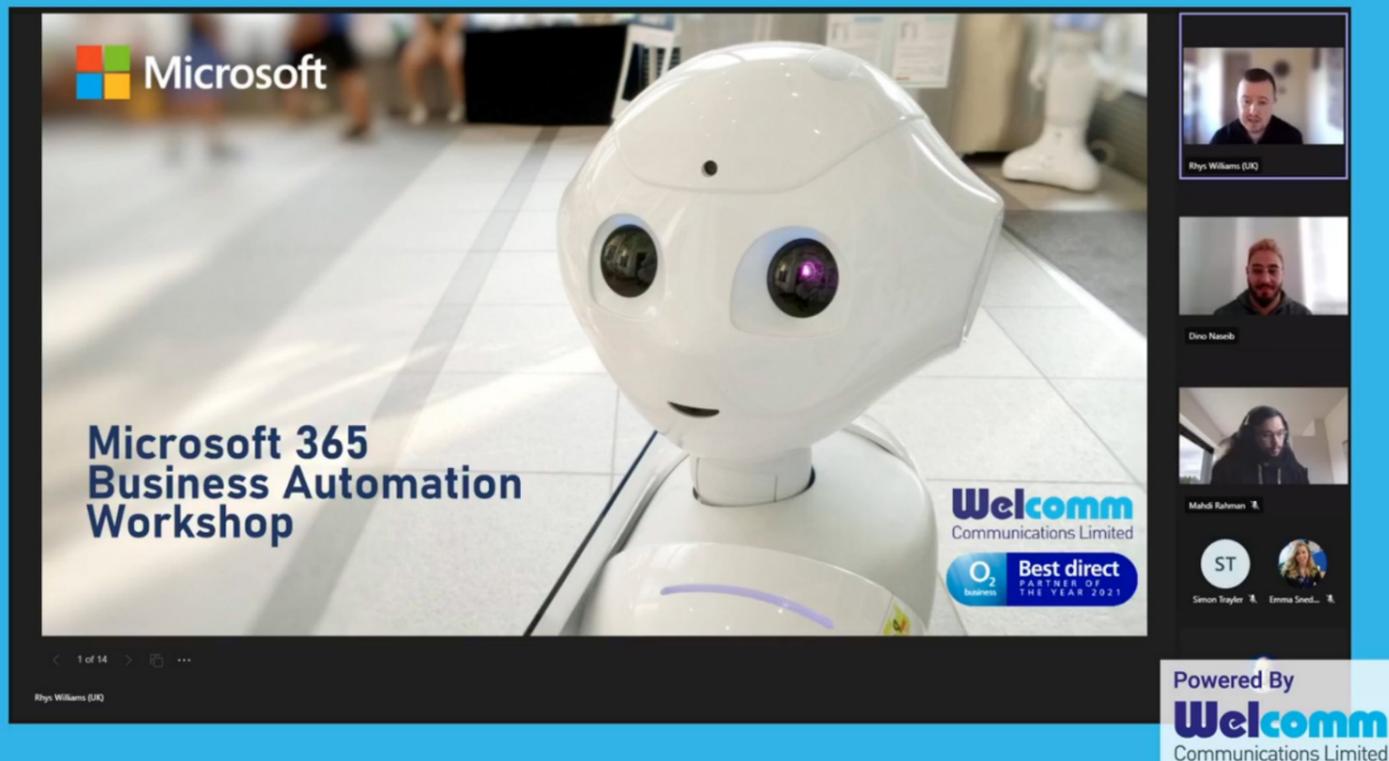
A focus on applying technology to key processes that sit behind front-line operations.

### Foreground Automation

The utilisation of technology to automate front-line applications; impacting on day-to-day processes.

Following examples of real-world applications for both types of Automation, the team then opened up the session to questions from the audience, as they sought to address any queries/concerns the businesses attending our workshop had.

Here's what Rhys, Dino and Mahdi had to say in response to the excellent questions submitted:



## “Do all Microsoft licence types give me access to the tools discussed today?”

Tools/applications available to you are dependent on the Microsoft 365 licence tier(s) you have at your business. [Click here](#) to see which apps come with each Microsoft 365 licence overview.

Should you not have access to an application you need, you can add certain programs on separately to maximise your return on investment. Get in touch for more information.

## “Do I need special/admin permission to create automated processes, or can anyone do it?”

Generally speaking, most users will have the ability to create Teams Approvals, build Microsoft Forms and Microsoft Booking Appointments – all of the foreground automation examples we shared on the webinar.

Should this not be suitable for your staff, you can put administrative actions in place to reduce user functionality (ensuring only certain people can action automated processes), however this tends to be applicable for much larger organisations.

## “Do you have any examples of how I can use Microsoft 365 automation to reach more customers/prospects?”

A good example would be using the data you capture using Microsoft Forms to connect with new prospects or existing customers – based on the information and permission they have provided. Remember – communications can be automatically sent to each respondent too, saving you even more time.

To add to that, including a Microsoft Booking link in your emails is a great way to encourage more appointments. In our experience, customers appreciate having the control themselves to book a call back at a time that suits them – helping you to prepare for sales meetings and convert prospects into customers.

## “Some staff find it hard to adapt to change, especially changes to processes that have existed for years. How would you suggest we get our people onboard with new automated processes?”

A really common concern, trying to implement automation across every process from day one probably isn't the best path to follow...

We would recommend implementing change in bite-size pieces and articulating the benefits of the output to affected staff. For example, if a new automated process saves someone time, frees them up to focus on their core responsibilities or removes dull administrative processes etc. they're sure to come around.

Additionally, I would also suggest that working with a technology partner like Welcomm is a great way to gain staff buy-in, as they can support the transition across the business and help train key personnel – providing transparency to affected staff and helping everyone remain informed throughout a period of change.

[Rewatch the Webinar](#)

# PREPARING FOR THE PSTN SWITCH-OFF



The biggest change to the UK telephone network in a generation has begun...

Heres how your business can prepare.



By **Alex Walker**

Solution Sales Consultant - Small Business

In 2025, BT Openreach will switch off the Public Switch Telephone Network. When they do so, all services related to the network, including ISDN and ADSL services will cease to operate.

If businesses do nothing to prepare, their existing analogue phone system will cease to operate at this time.

2025 may seem a long way away, but a lot is happening before then - with some services disappearing as early as this year!

In recent months I've already begun to work with businesses, helping them put a plan together to help ensure they are not only prepared, but can enhance their communications ahead of the switch, and truly make the most of this huge change.

### How can I prepare?

At the very least your business needs a plan- **something I can help with!**

In my role as Solutions Sales Consultant, I've been helping make SMEs across the country aware of what the switch entails,

what options businesses have, and how the new technology will function.

To help your business plan ahead, today I've shared the key switch-off dates to be aware of, as well as some additional advice.

**If you find this information useful, and would like a quick chat about your options, click the button below to book a call with me at a time that works for you.**

[Book a Call With Me](#)

## Business Benefits

I know what you may be thinking; 'Why change something that isn't broken?'. The fact is, upgrading the UK's phone network with new and more resilient materials will transform the way that all businesses operate, and the way customers communicate with you!

By transitioning to a VOIP telephone system ahead of the switch, your business will immediately gain new features. Here are some of my favourites:

- A future-proof solution that scales, ideal for business expansion.
- Work from anywhere: desk phone, web browser, PC/Mac & IOS/Android app.
- Instantly change and manage your call handling preferences.
- Gain 'Out of Office' functionality such as email notifications of missed calls/voicemails.

## Choosing The Right Solution

In today's customer-driven world, service and reputation are key. Customers need to be able to consistently get in touch with you at their discretion - and any barrier to this could potentially drive them to a competitor.

That's why, as I help customers prepare for the PSTN switch-off, I always recommend solutions that are not only best for your business, (cost effective and easy to adopt), but also directly enhance your customer service capabilities.

For example; Phonline+, one of my favourite solutions for SMEs, is a simple phonline replacement service that delivers voice calls over broadband without changing your business phone number!

[See Phonline+ In Action](#)

## Connectivity Jargon Buster



### PSTN

The 'Public Switch Telephone Network' is the current network infrastructure, (in use since 1876), which uses copper wiring to connect premises allowing them make calls to/from each other.

### ISDN

ISDN, or 'Integrated Services Digital Network' is a means of connecting to the internet, first introduced in 1986. It uses digital transmission to enable phone/video calls and transmit data through the PSTN.

### VOIP

'Voice over IP' is the technology that will replace the aging UK phone network infrastructure. It uses the broadband network to deliver voice traffic - essentially using your internet to make calls!

## Key Dates

2017

BT Openreach announces intentions to switch off the PSTN in 2025.

2019

BT Openreach strengthens the fibre network.

2021

Customers across 169 locations cannot purchase new ISDN lines or add new features.

2022

The PSTN network is completely switched off in Salisbury.

2023

Customers across the whole country cannot purchase new ISDN lines or add new features.

2025

PSTN completely phased out.



Your users are your last line of defense against phishing attacks. Training needs to be an ongoing effort...



In partnership with 

# RANSOMWARE PROTECTION CHECKLIST

Ransomware attackers are increasingly employing more sophisticated attacks and defeating existing defenses. Use this checklist to develop an effective protection plan for your organization.



**Pete Marsden**  
IT Product Specialist

"A recent UK government survey of businesses offers a stark reminder of the rising threat of ransomware to businesses of all sizes.

Almost 40% of businesses surveyed had experienced security breaches or attacks in the last 12 months, with the average (mean cost estimated to be £8,460!

If you think your business may be vulnerable, please get in touch - Welcomm have a range of scaleable, affordable protection plans available."

[Book a Call With Me](#)

## 1. Protect Your Email

### 1a Block Phishing Attacks

Attackers use social engineering tactics to bypass traditional email security. Use an email security solution that includes AI-enabled phishing and account takeover protection, as well as alerts when malicious activities are detected.

### 1b Train Users

Your users are your last line of defense against phishing attacks. Training needs to be an ongoing effort, as attacks often become more sophisticated over time.

### 1c Implement Remediation

Email attacks that evade email security and land in users' inboxes need to be addressed quickly. Choose an email security solution that enables proactive threat discovery and automates remediation.

## 2. Secure Your Applications

### 2a Protect Web Applications

Applications often have open vulnerabilities that can be exploited to gain access to your data. Use an application security solution that defends against web application vulnerabilities such as OWASP Top 10, zero-day and brute force attacks.

### 2b Protect Access to Applications

For internal applications, you should only allow access for authorized users and devices. Choose a zero trust access solution that enables role based access, multi-factor authentication and continuous verification of user and device identity.

### 2c Prevent lateral movement on your network

If attackers gain access to your network, they often attempt to move laterally to find and infect data sources. You need a network firewall that protects both your on-prem and cloud networks with network segmentation and advanced security services.

## 3. Back Up Your Data

### 3a Back Up Your Data

You need to back up all of your data. Remember your on-prem data as well as data in the cloud/ SaaS applications such as Microsoft365.

### 3b Protect Access to Applications

Attackers often target your backups to prevent you from being able to recover your data. Encryption, access control, and IP restrictions are all important here. You want to make sure that accessing your data is easy for you, but difficult for attackers.

### 3c Develop a Recovery Plan

If you are under attack, you need to be able to act quickly, recover your data and avoid paying ransom. Consider not only your technical response, but also your business response. Test your plan in full before there is a problem. Forensics can be helpful in the aftermath to find vulnerabilities.

# Never miss another...



Phone Call



Email



Web Chat

*Revolutionise your customer experience with*

## Welcomm Communications

- ✓ Communicate with your customers via their channel of choice.
- ✓ Track channel volumes & missed comms.
- ✓ Manage service levels across your business.
- ✓ In-built CRM system.
- ✓ Automated surveys and VIP customer features.



*Learn how Welcomm can help:*

[welcomm.co.uk/horizon-contact](https://welcomm.co.uk/horizon-contact)