



A look to the
DIGITAL FUTURE for
SMEs in the Channel Islands



A look to the Digital Future...

It is easy to feel overwhelmed by an advancing digital world, but, with full-fibre networks, reliable 4G connectivity, and the cloud all at your fingertips, the potential it opens up for businesses is inspiring.

The last five years have seen more significant advances in technology, and its uptake by businesses than ever before — technology's upward trend shows no sign of slowing.

Large organisations have always had the capability and budget to adopt the latest and most effective digital technologies, but in recent years this has all become more accessible for businesses of all sizes.

In this eBook, I've put together some examples of the adoption of new technology, as we begin to close out the decade and examine how business operations and customer relations take on a whole new form. Happy reading.

Warm regards

Susan Sproston
Head of SME Sales



1

Get your head in the cloud

In the not so distant past, adoption of the cloud was solely by larger businesses. However, we're seeing more SMEs adopting the cloud to grow, taking on more work and streamlining processes. We expect this trend to continue until cloud usage is synonymous with the SME community — the cloud is ideally suited for the SME of the future to produce and deliver work, even existing entirely within the cloud via cloud-based business apps and software.

For some SMEs, cloud hosting for their business may become the best option. Depending on specific business needs, cloud hosting can offer great cost benefits being 'pay-as-you-grow' cloud models, with greater flexibility and scalability when necessary.

Each business is different, whether hosting in the cloud, or simply using cloud-based app services, there's something out there for everyone. Best of all for SMEs, these are 'remote', accessible from anywhere, so you're not confined to standard office locations."



2

Artificial intelligence (AI)

Artificial intelligence stands to revolutionise the way small businesses approach marketing and strategy. Already, we're witnessing emerging AI-ready solutions, tools and apps take hold of the business market.

Intelligent and affordable platforms like [MonkeyLearn](#) offer text analysis software with machine learning which can turn support tickets, customer care data and other documentation into actionable data to help business strategy and marketing decisions. These easy-to-use interfaces will enable the SME to remain competitive in a data-driven world.

AI allowing Automation of simple or repetitive tasks is not a new phenomenon but over the last 12 months there has been a significant increase in general awareness of what's known as RPA (robotic process automation).

Traditionally we have been used to thinking about 'robotics' in a manufacturing or industrial setting and although it still has a long way to go, the focus has also now shifted to office-based tasks and the many benefits that can bring to all manner of workplaces, including us here at JT.

“Automation has obvious uses for security and manual tasks in the workplace, which free up time for more complex tasks”

Sally Russell

Head of Service Design, JT



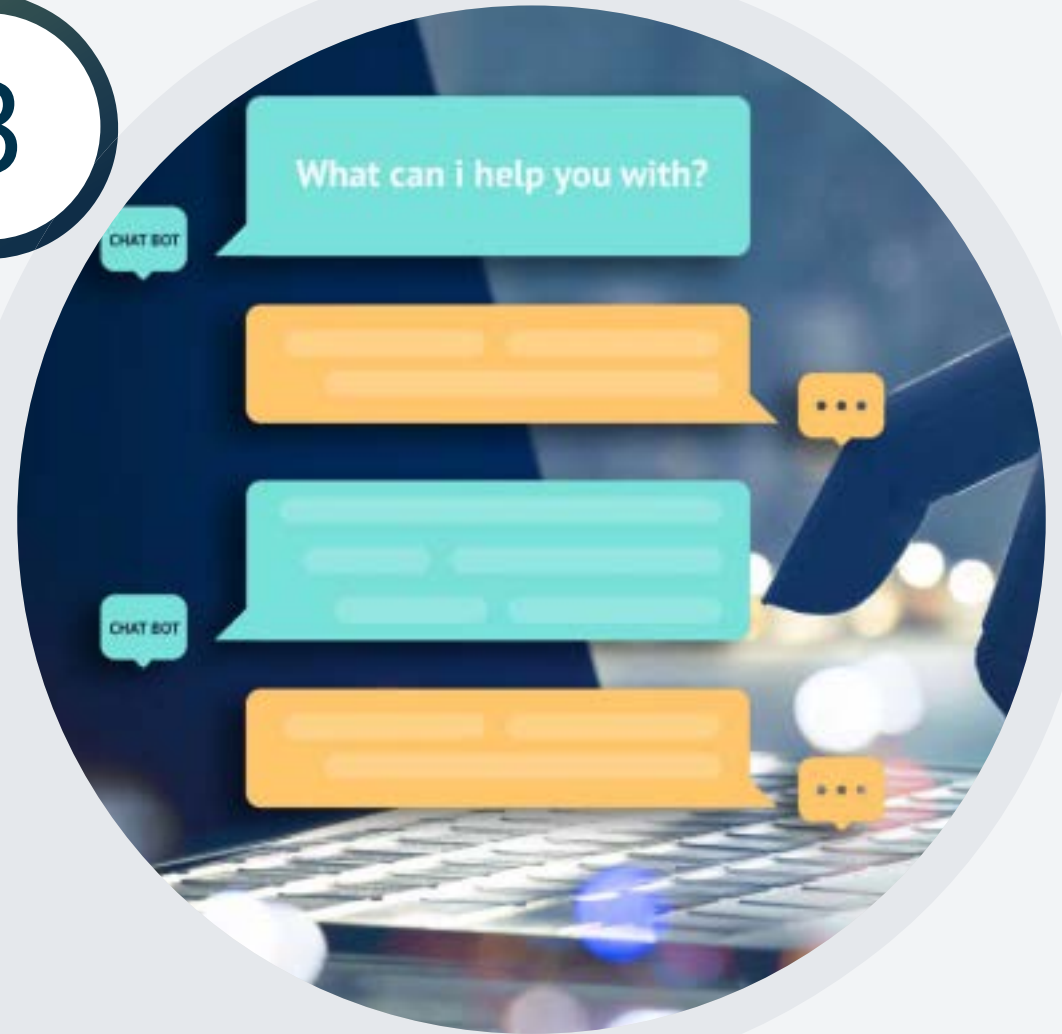
3

Relationships

Customer interaction as we know it will change dramatically as AI, AR (Augmented Reality) and other emerging technology become expected as the 'norm'.

Customers are more visual than ever, and our digital world offers a myriad of opportunities. Soon customers will try on clothes in an instant with AR, and estate agents will show prospective buyers around properties with VR headsets from miles away. However, it's not just face-to-face or in-store relationships that will change, communication services using AI-ready tools will handle customer care and enquiries.

Digital Genius, is one such a solution, an AI platform that puts your contact centre on autopilot by understanding conversations and automating repetitive processes. This means that simple resolutions can be managed as quickly as possible for your customers, while leaving you and your staff on hand to deal with queries that need that human touch to ensure a quality customer experience all round.



4

Flexible, collaborative working

Flexible working is only in its infancy for some companies, but local fibre and reliable 4G connectivity will open the door wider in the years to come using collaboration tools and files that are cloud hosted, available anywhere any time.

Leading tools like [Webex Teams](#), offer workers video conference, whiteboard, share documents and ideas in real-time wherever they are and on any enabled device.

Find out more



5

Business growth

Growth can be difficult for any business, due to the risks and resources associated with taking on new employees, premises, inventory, or diversifying.

Now thanks to the rise of platforms like [PeoplePerHour](#) SMEs can grow in tune with needs and financial capabilities. Virtual workers, whether permanent or ad-hoc can be easily outsourced to undertake nearly any task, you need doing for your business, from digital marketing to accounting and all in-between.

All you need is a reliable internet connection, and you'll have access to thousands of skilled experts in nearly any field imaginable, without the expense of fixed overheads.



6

Infrastructure and Support

— The perfect partnership

It is vital for any SME to select the right communication partner; not only in the reliable infrastructure that forms the backbone of your connectivity but a partner who can support you through the digital growth of your business, offering support and advice.

Making sure you have the right provider on board often benefits you in other ways, such as a single billing, flexible usage allowances and a designated team of specialists who act as an extension of your business and provide advice and guidance on what is right for you.

No matter what size or shape your business takes, having the infrastructure and support you need allows you to focus on your full potential.

If you'd like to learn more about JT's connectivity options and how we can help support your business click below.

[Find out more](#)



We hope this eBook has been insightful in planning your approach to your digital operations in the future.

The digital processes outlined in this eBook are enabled by fast, reliable, connectivity. JT's full-fibre network offers local businesses hyper-fast connectivity direct to the premise, so you can future-proof your connectivity and capitalise on the digital techniques, services and developments discussed in this book.

Interested in learning more about Fibre?

[Find out more](#)

Alternatively, if you'd like to speak to one of our friendly Business Solutions Team, contact us at:

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