

# Small Business. Big Impact.

Customer satisfaction is what SMB is all about.



## Customer experience is the #1 key differentiator

Everything is going digital.

Today, **“customer experience”** is the key differentiator to retaining customers and attracting new ones. Consequently, delivering a **superior DIGITAL customer experience** represents an opportunity to take customer satisfaction to the next level.

## Worldwide SMB IT spending will grow 4.5% in 2018 (IDC)

It's true that SMBs are increasing their investments to have that a BIG IMPACT in the digital world.

### Top 4 SMB IT spending priorities in 2018:

(TechAisle)



SMBs are getting ready to provide their teams with the best tools for communicating, collaborating and sharing with customers while providing them with a higher level of service.

# The Cloud to boost mobility, managed services and collaboration



## Mobility

50% of SMBs worldwide will have **mobile worker support** in place by the end of 2018 (IDC).

Teams are becoming increasingly mobile.

The **Cloud** enables sales reps and field engineers to get the same experience they have at their desks from their laptop or smartphone so they can serve customers wherever they are.

## Managed Services

Business owners want to have access to the **latest technology** and benefit from experts who can remediate issues, including **cyber-security** attacks.

In **Ponemon** survey 61% of SMB respondents say they have experienced cyber-attacks.

The **Cloud** enables managed service providers to daily monitor, upgrade and remediate.

## Collaboration

**Visual conversations** make meetings shorter and decision-making faster.

The **Cloud** enables SMB workers to enjoy impactful meetings and interactions, allowing participants, at the office or remotely, to join, share screens and start audio or video calls in a few clicks.

## Are you ready to delight your customers in this digital world? Choose Alcatel-Lucent OXO Connect Evolution

“Today, over 20 million small and medium business workers use Alcatel-Lucent Enterprise solutions to deliver an outstanding customer experience.”