



The True Cost of Digital Fragmentation

Bridging the systemic gap between operational infrastructure and the CX your customer expect.

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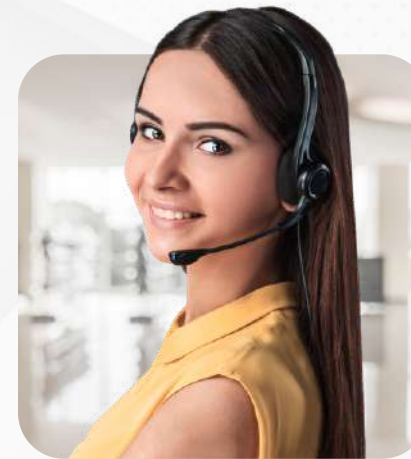
Operational Complexity & CX

Bridging the Gap

Every new software or app brought into a company comes with a promise: to make daily work easier and faster.

Yet, when you add **new communication channels, chat apps, CRM & ERP** without *PROPER ORCHESTRATION* you get the exact opposite result.

Instead of helping, these standalone tools build invisible walls between teams. Information gets trapped, coworkers lose sight of what other departments are doing, and customers end up facing a bumpy, frustrating journey.



Instruments
are not the problem.
it's their **orchestration**

Within this ebook:

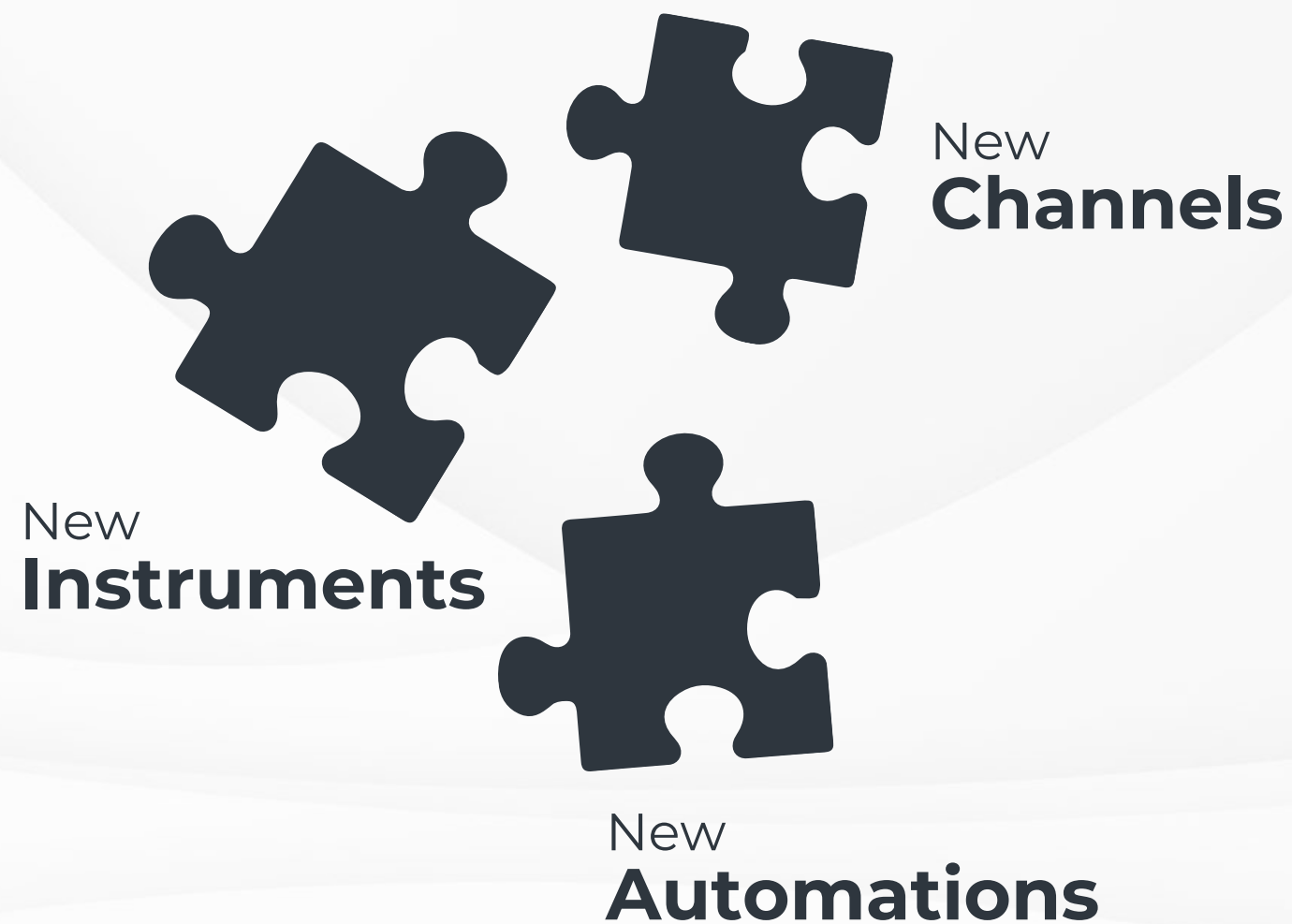
- The real business costs of a scattered digital workplace.
- Why isolated information blocks company growth.
- Simple strategies to connect your data, processes, and people.
- How to build a highly efficient, stress-free organization.



Technology Proliferation

Why More Tools Aren't the Answer

To keep up with customer demands, many businesses constantly buy and add:



Instead of making teams faster, these constant additions create a confusing maze. They drive up software bills, require endless upkeep, and scatter customer notes across different, disconnected screens.

Up to
47%

Increase in Infrastructure Overhead, maintenance costs and tech debts without delivering sustainable ROI.

The Structural Root Cause

Your systems are working in isolation. Without a way for them to share information automatically, even the most expensive software cannot provide a smooth experience for your customers.

Efficiency Erosion



Up to
33%

Loss in efficiency

A massive chunk of company time is wasted simply because employees have to copy-paste data manually or jump between disconnected communication channels.



Context Switching

Employees routinely have to open and jump between 4 or 5 different applications just to answer a single customer question. This constant clicking causes mental fatigue and leads to preventable mistakes



Out of Sync Datas

When client files don't update everywhere at once, you get major discrepancies between what sales sees, what billing sees, and what customer support sees.



Lost Time & Burnout

When your tools don't work together, your employees spend most of their day doing manual fixes just to clean up system mistakes, instead of focusing on helping customers.

Infrastructure & technical debt



Customer Frustration

When a customer gets different answers on chat, email, or phone, they lose trust. Research shows that 32% of loyal customers will walk away from a brand they love after just one disjointed or frustrating experience.



Rigid Fixes and no integration

Trying to force disconnected apps to talk to each other using custom, temporary fixes is expensive and requires constant IT supervision. This rigid setup locks your business in place, making it hard to grow or adopt new tools later.



One Single Platform

the “BeCloud” approach

To break down these barriers, businesses need to change their approach: they must connect their software, their teams, and their data so everything syncs in real time. [BeInContact](#) - a centralised cloud platform - brings all your conversations, work tasks, and helpful AI assistants together under one roof.





Some of our Integrations

iPaaS

BE360, our iPaaS (*integration Platform as a Service*).
Allows the integration of CRM, Custom Apps and new technologies.

CRM



PBX | WFM



App & Social



Artificial Intelligence





Some Use Cases

BeCloud in action



Industry

Connected communication systems across 50+ countries, allowing global and remote teams to manage all customer messages from a single dashboard.



Healthcare

Built a secure, simple remote helpdesk for medical staff to easily monitor and assist patients managing chronic conditions at home.



Utility

Streamlined customer service networks to handle billing questions faster and coordinate field maintenance teams in real time.



BPOs

Set up highly scalable workspaces that allow large support centers to process massive volumes of messages faster and at a much lower cost.



Solutions for innovation

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