



BCS eBook

WHAT MAKES A VENDOR RELATIONSHIP GREAT?

6 Factors for choosing the right communications solutions provider



BUSINESS
COMMUNICATION
SPECIALISTS



FINDING THE RIGHT VENDOR DOESN'T HAVE TO BE HARD

At a time of extreme change, having partnerships you can rely on is imperative. And now that the way we work, collaborate and communicate is changing, it's never been more important to choose a business communications solutions provider that'll work closely with you, and you can trust to do the right thing.

A strong, aligned relationship with the right vendor gives you the confidence and freedom to achieve your business goals. You'll have a trusted expert to help you find innovative ways to solve real communications problems and embrace new technologies. More than that, the right vendor provides you with a reliable source of advice, perspective and opinion—all with your best interests at heart.

By choosing a vendor who aligns with your needs, you can be comfortable your business goals will be supported for the long term, and your ROI will be maximized. But how do you know you're making the right choice?

In the pages that follow, you'll discover six key qualities to look out for when searching for your perfect business communications vendor.

Why is a good relationship with a communications vendor so important?

Your interaction with your communications vendor won't be a one-time transaction, but a relationship built for the long term. Business communications is an investment, so the vendor you choose to work with is just as important as the technology you adopt. You won't simply buy technology and move on, you'll work with the vendor to improve, adapt and grow your business, through effective and evolving tech implementation.

52.5% of businesses prefer to work with a single provider for their UC solutions.

Source: [techtarget.com](https://www.techtarget.com)



1 | YOU'RE ENCOURAGED TO BE YOUR BEST

To achieve the best outcomes for your business, you need to know your communications vendor backs you all the way and will mentor you towards future success. Your vendor should be both your cheerleader and your coach and be driven by the need to see you succeed.

The ideal vendor will push you forward, or protect your position to ensure you stay competitive, relevant, and able to grow. They'll work closely with you to future proof your organization and identify any areas where their expertise could supplement your business planning.

You shouldn't be afraid to test the relationship, either. Recent times have been challenging, and you need to know you can trust your chosen vendor. Change is hard and the temptation is to stay with the familiar. So, before any big step, you'll probably appreciate extra peace of mind.

Smart tech investments will help your business to evolve and grow with the times. Any partner you pick needs to be there to support your needs, not just their own.

Simple things to look out for

- Fast, efficient and open communication **from day one**
- **A deep understanding** of your business
- **A high level of expertise** in their area
- A willingness to do everything they can to make **informed decisions**



2 | YOU'RE BOTH ON THE SAME PAGE

As with any relationship, it's important to have the same interests, objectives, and goals as your communications vendor. Aligned goals set you up for long-term success and can help you feel confident that you're both pulling in the same direction.

As a result, it's crucial that your vendor aligns with your shared vision and goals.

If they don't share your goals, or at the very least respect them, that's a clear sign the relationship won't last in the long run. By sharing goals, you can define and develop your future path, backed up by your vendor's own experience and a joint willingness to work to achieve what you want to achieve.

Alongside a potential vendor's experience, you need to take into account their portfolio of products. After all, it'll be these that will power your communication and collaboration with customers and colleagues around the globe. You need to be able to count on them to sustain you over the long term and anchor you through any storm.

Simple things to look out for

- A willingness to **align goals**
- A significant breadth of **experience**
- A focus on setting a **path for the future**
- An awareness of the **importance of working closely**



3 | YOU CAN COUNT ON THEM TO BE THERE

You need to be confident that your communications vendor will always be there for you, so look for one that has a great reputation and proven history of helping businesses achieve their potential.

Any vendor worth the time should be able to meet this requirement and their prime directive should be getting it right. Effective vendors do everything they can to facilitate informed decisions and investments that are in your best interests.

Good vendors stay focused. You should agree on what your business needs and understand what this could mean for the wider picture.

Equally, vendors cannot be defensive on occasions where they've missed the mark. They won't always get things right, and they need to be willing to do the inner work to realign and get stronger. They also should be strong enough to challenge you.

Ultimately, your partner's target should be consistency, reliability, and flexibility, offering products and solutions that take unique business needs into account. It's the best way of keeping you strong through thick and thin and enabling you to stay the course.

Simple things to look out for

- Long-term value and benefits way beyond the now
- Support for the next generation of tech
- Development of solutions to future business communication challenges
- A willingness to own up to mistakes and learn from them

25% of buyers now spend less time talking with vendor representatives than they did before the pandemic.

Source: techtarget.com



4 | YOU RETAIN THE FREEDOM TO BE YOURSELF

All organizations are unique — different mixes of people, systems, processes, and infrastructure. This is something a vendor has to recognize and celebrate. Your vendor of choice needs to work with your unique setup, while providing a foundation for the future.

Any prospective vendor must celebrate your individuality and the decisions you make for your business, while leaving the power in your hands. They should help you develop the best path forward, but leave it to you to choose how to get there. They should also let you set the pace.

It's also important to remember that technology has to fit you, not the other way round. Used properly, technology can grow with you and enable your business to develop what makes you unique. But you have to stay in control and think about how the tech will fit your needs – not bend your purpose to fit a vendor's specific system.

The correct vendor for you is one who understands this and will work with you to find the right solutions. Not one who simply sells an identikit setup to you, and many of your competitors too.

Simple things to look out for

- They don't treat everyone the same
- An eagerness to develop plans with you
- An understanding of what makes you unique
- Bespoke solutions for your challenges

A healthcare business knew a single-vendor solution would be more beneficial for workers, and allow for a much greater experience for patients in need. Its decision proved to be decisively simple, helping them in calm times, as well as crises.



5 | YOU CAN COLLABORATE WITH AND BE COMPLEMENTED BY THEM

It's your business—your direction, your goals. But getting a fresh perspective can inspire creativity and help you review information objectively.

Your ideal vendor needs to move with you, and support wherever your journey takes you. Ideally, you need to work with a partner that brings strong expertise in facilitating collaboration and will work with you to support your ideas for business growth through their products and services.

Any solutions your vendor provides need to offer both long-term value and benefits that last beyond the immediate. Bringing together your unrivaled knowledge of your business needs and your vendor's unrivaled knowledge of their solutions—along with your differing skill sets, perspectives, and strengths—can lead to smarter decisions that better suit you for the long term.

You can learn a lot from your vendor, and they can learn a lot from you. Don't be afraid to share information.

Simple things to look out for

- A sense of trust that flows both ways
- Strong expertise in their field
- A willingness to learn

95% of B2B tech and communications buying decisions are made collaboratively

Source: Trust Radius



6 | YOU'LL BENEFIT FROM A STRONG TRACK RECORD OF SUCCESS

Your vendor needs to be developing today the tools you'll need tomorrow. This is no easy task and can be difficult to quantify. The best option your business has is to look at the past successes of any prospective vendor.

If the vendor has a clear history of innovation, and consistently ranks among the leading providers in their market, that's a good place to start. If they have a long-term plan—and they're willing to involve you in it every step of the way, even better.

Choose a vendor that can show a history of supporting a business' unique culture, structure, and evolution. You should also make sure they have the ability to offer a variety of different options and can help you take advantage of advanced strategies.

For example, a prospective communications vendor needs to be able to offer you advanced unified communications and collaboration strategies.

When you're confident your vendor is waking up every day, exclusively focused on helping you take your business from where they are today to where you—and your customers—need and expect it to be, you will know you've made the right choice.

Simple things to look out for

- A clear **history of innovation**
- A **place among the leaders** in their market
- **Multiple options and products** to choose from
- Signs that **future solutions** are being worked on

Where are you heading?

- What is your business communication goal?
- What technology do you envisage supporting you?
- What are your competitors doing differently?
- What have your customers asked for?



IT'S TIME TO FIND THE PERFECT MATCH. ARE YOU READY?

If you haven't considered these factors before now, it's time to. A strong, healthy dynamic with your vendor is a clear indication that you can trust them for the long term.

So take a look at your existing relationship, to reassure yourself you've made the right choice, or to confirm your doubts about it.

If you think your relationship needs a change, BCS could help. We're experts in evolving to meet your unique business needs and can help you develop your communications to where you want them to be.

From encouraging you to be your best to supporting your freedom to be you, we'll always be there to answer any questions, and will work collaboratively alongside you at all times, with your best interests always coming first.

The solutions we provide offer long-term value and benefits way beyond the here and now, and our track record speaks for itself.

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Why Wait? - BCS could be the right vendor for you!

Communications are vital to business success. If your current phone system is holding you back, it's time to explore new options.

BCS delivers quality VoIP solutions that will support your business now and in the future.

Learn more at bcsip.com



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