



Is Your IT Network Costing You More Than You Realize?

Business IT infrastructure, including internet and phone communications, has implications across the business far beyond direct spend. The true cost of poor IT infrastructure has long-term impacts on customers, employees and the overall cost of doing business.



The "7 Deadly Sins" of Bad IT Infrastructure

The true cost of poor IT infrastructure goes beyond adding up all direct costs to include several of the more subtle long-term business implications. Here are few of the less obvious impacts bad IT has on businesses:

Disengaged employees are **2.6x more likely** to seek new employment.¹

EMPLOYEE IMPACTING



1.

EMPLOYEE CREDIBILITY

Businesses face customer trust issues due to poor call quality.

What's at Stake?

Customer service and phone sales are hard enough under the best of circumstances. Don't make them harder with poor audio quality.



2.

WORKFORCE PRODUCTIVITY

Inadequate and inconsistent bandwidth to support business applications and employee personal use have short-term and long-term costs.

What's at Stake?

Slow network and unpredictable service has a direct cost in lost productivity and the hidden costs of frustration, burnout and disengagement.



3.

PERSONNEL RETENTION

Employee loyalty is directly influenced by their interactions with the business's IT infrastructure. Poor phone communications, unreliable networks and sluggish applications all contribute.

What's at Stake?

According to Monster, replacing an employee can cost a business between 75% and 200% of the worker's annual pay.²

CUSTOMER IMPACTING



4.

CUSTOMER SATISFACTION

Poor call quality also leads to longer calls that leave customers with a bad taste in their mouth.

What's at Stake?

When customers have an issue, they don't want to take any longer than needed on the phone and; when calls take longer they are 36% less likely likelihood to recommend.⁴

32% of all customers would stop doing business with a brand they loved after one bad experience.³



5.

REVENUE GROWTH

Unreliable connectivity can lead to abandoned online transactions, self-service POS walk aways and check-out delays, losing sales and frustrating customers.

What's at Stake?

The opportunity cost of unsatisfied demand can have ripple effects beyond the individual transaction, giving competitors an opportunity to win over customers.



6.

CUSTOMER LOYALTY

System outages, inaccessible applications and poor Wi-Fi have a direct negative impact on customer perception of a business and the quality of service they deliver.

What's at Stake?

Negative experiences can erode loyalty, leading to lost sales, a tarnished brand reputation and a loss of customers.

INFRASTRUCTURE



7.

INNOVATION AND FLEXIBILITY

Lack of confidence in IT infrastructure leads to delaying adoption of cloud technologies and increasing reliance on outdated systems.

What's at Stake?

This resistance to innovation can leave businesses lagging behind competitors, unable to adapt to market shifts or exploit new efficiencies. The cost of inaction is the financial burden of maintaining obsolete technology.

62% of those migrating to the cloud are doing so to gain more flexibility and scalability.⁵

Less Downtime = More Productivity, Better Performance, Greater Possibilities.

Call your local Brightspeed Business Connectivity Expert to ensure your IT infrastructure is ready to support all your business objectives.

[Get started today](#)