HOW CAN
COMMUNICATIONS
MAKE YOUR WORKFORCE MORE PRODUCTIVE

inclarity

WORKFORCE PRODUCTIVITY

When it comes to workforce productivity, the UK lags way behind other nations.

Despite the UK taking a leading position in terms of economic growth, we still remain one of the lowest performers in terms of workforce productivity. According to the official figures from the Office of National Statistics, the UK has a 21% lower output per hour worked compared to the average of the remaining six members of the G7.

When compared to our close economic rivals, the US, Germany and France – the UK lags by more than 30% demonstrating that whereas we may work harder, we are definitely not working smarter.

Regardless of industry sector there is one factor that directly effects how productive we are and this is how efficiently and effectively we communicate and collaborate.

How do we make our staff more productive when they are not in the office? How do we ensure that having teams in multiple locations does not result in duplicate effort? How do we make faster, more informed decisions without the need for unproductive travel time?

VIRTUAL COMMUNICATIONS

Creating a communication environment that unites every employee, across every location.

More businesses than ever before are virtual with multiple office or branch locations and far more employees spending time working from home. What this means is that even for office-based staff, they spend a lot of time needing to work with people that they do not see face-to-face on a regular basis.

The telecommunications infrastructure that we provide to our staff is therefore critical to create a single virtual platform that enables the workforce to talk and interact regardless of location and removes some of the geographic barriers to productivity.

Elevating Telephony to The Cloud – instantly detaches your business telephony from a physical location and delivers a virtual platform across all of your locations. This creates a geographically-dispersed workforce that is brought together by one phone system.

Direct Connections – not only does the cloud approach remove the call costs associated with office-to-office or office-to-branch telephone calls, it also means that employees can connect with each other by simple extension dialling regardless of location.

Hot-Desking – with cloud telephony comes the ability for extension mobility. This enables any employee to go to any desk in any location and sign in to that phone making it their extension with all of the settings and directories inherited. This ensures each employee can be productive regardless of where they are sitting.

Home Working – extension mobility also extends to employees working at home. A home-based phone connected through standard broadband delivers the office phone to the home office. This makes the home worker as accessible as an employee in the office and ensures they have all of the communication tools they need to work productively from home.

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MOBILITY

According to O2 there are over 7 million workers in the UK that are predominantly field-based rather than office-based.

If you then include those employees who spend some of their day travelling to meetings or other sites, those that spend part of their week out of the office and those who spend a significant amount of time commuting to work, then the number of 'mobile' workers reaches tens of millions across the UK.

Out of the office should not mean being out of touch. Not being able to get in touch with an employee when required is detrimental to productivit, and workers on the move should be able to continue to work rather than just writing off 'out of the office' as unproductive time.

Whether you provide your workforce a mobile phone or you encourage your staff to bring and use their own device, by leveraging this and making it a seamless part of your business communication infrastructure you can significantly increase mobile workforce productivity.

Single Number Reach – enables you to provide your employees with a direct dial number, their own personal number that automatically connects to both their physical extension and their mobile phone. Each user can determine whether devices are tried in turn or both devices ring at the same time. This ensures that regardless of whether they are at their desk or on the move, they never miss a call.

Mobile Client – mobility can be taken one step further with Smartphones by providing employees with a Cloud Telephony App. This effectively turns their smartphone into an extension on your business telephony platform. They gain access to all of the features, functionality and directories they get on their desk-phone in a simple-to-use App on their mobile. What is more, this leverages the data connection to make and receive calls reducing mobile call costs while ensuring that employees are productive even on the move.

UNIFYING COMMUNICATIONS

How much time each day does your workforce spend looking for phone numbers and calling people that are not available?

Not only is this frustrating, but it is also unproductive. A productive workforce is one that can interact and collaborate when they need to and such collaboration is as simple as speaking to the person sat next to them.

Unified Communication enables this and significantly improves the collaborative nature of your organisation and ultimately the productivity of your workforce. Here are just some of the ways:

Click To Dial – most people look-up phone numbers online, searching for an email, using online shared directories or the trusted Google. The ability to simply click on the number and for this to be automatically dialled is a standard capability of unified communications that makes calling people easy.

Presence –it is frustrating to call someone only to be greeted by voicemail or worse still, unanswered ringing. A key capability of unified communications is Presence; the ability to see the availability of all users on your business telephony platform. If I need to speak to someone in accounts, I can see who is currently available and call that person rather than trying numbers and entering the frustrating word of telephone-tag.

Voicemail to Email – unified communication further simplifies how your employees interact by unifying voicemail and email into a single inbox. If I receive a message on my phone, this is simply converted to a media file that is delivered to my inbox as email, enabling me to retrieve and listen to this regardless of where I am.

User Control – most traditional phone systems were installed and forgotten. The capabilities of your phone are the capabilities of your phone regardless of your role or position in the company. With unified communications you are able to empower users to tailor their extension to the way they want to work. Setting 'do not disturb', redirecting to a colleague, setting up hunt groups and personalising voice mail are all configurable by the user from their PC, enabling them to set their environment to optimise their productivity.

VIRTUAL MEETINGS

In most cases the travel time to meetings well exceeds the time spent in the actual meeting and as such impacts productivity.

If it takes three hours to travel to a one hour meeting, over a third of the working day is unproductive. If multiple people have to travel to meetings on a regular basis, the number of unproductive hours per week, per month and per year soon adds up to be highly significant.

What is worse, this impact on productivity means that some meetings that are needed for effective working simply don't happen or take so long to arrange that the capability of the business to make quick decisions is compromised.

Whether you select to run an audio conference or get the in-person experience of video conferencing, virtual meetings can transform the way you work and the productivity of your workforce.

Faster Decisions – having to wait for the next board meeting, sales meeting or production scheduling meeting is often not good enough. The result is that things either do not get done, or get done too late. Having the capability to hold instant virtual meetings significantly increases business agility with informed decisions being made when required.

Greater Collaboration – employees learn from each other and this is the efficiency of corporate knowledge. Everything an organisation can do to encourage the sharing of this knowledge will have a real impact on efficiency and productivity. By enabling every team or workgroup to gather when required and collaborate can significantly improve the way you work.

Reduced Travel – a video conference can be as effective as a face to face meeting; you get the personal touch and the connection. It can also be far more productive as it is not only the travel costs that are reduced but the unproductive travel time. A sales manager can conduct sales reviews with all of his field-based staff in a single day rather than taking the best part of his week, customer reviews become an hour out of the day rather than a whole day out of the week and all of this increases the productivity of your company.

ABOUT INCLARITY

We are the UK's leading provider of Hosted Telephony, Hosted UC and Hosted Video solutions. We help our customers, who are generally small businesses, mid-sized enterprises and branch networks, to communicate more effectively while reducing costs by migrating to our cloud-based platforms.

Formed in 1991 as a telecommunications provider, Inclarity saw the potential of VoIP and foresaw that hosted telephony could transform the way businesses communicate. In 2003 we launched our first cloud-based telephony service and since then, have continued to evolve and enhance our platform to deliver one of the most comprehensive range of services available in the UK.

Today we deliver a highly secure, resilient and feature-rich, cloud-based telephony, unified communications and video service on a pay-as-you-use basis.

At Inclarity, we combine a flare for innovation with a passion for service. This combination enables us to be a market leader with our technology and to deliver exceptional value to our customers.

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