

# Discover the Secret to a More Productive and Motivated Mobile Workforce

Learn how to empower  
your mobile employees.



# Mobile working is a reality.

A range of factors are driving the trend towards increased mobile working:

- **Increased adoption of smart devices**
- **Demographic changes in the workforce**
- **More reliable high-speed connectivity**
- **Changing employee expectations around work-life balance**

However, too many businesses are failing to help their mobile workers be as successful as they could be. Being effective and productive away from the office is about more than simply having a smartphone and a laptop. It's about having access to the right tools, the right information and the right contacts – all in a format that meets the particular challenges of the mobile worker.

## See inside to discover:

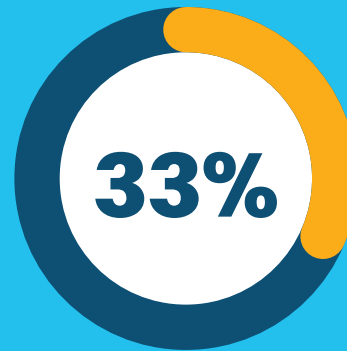
- ✓ How ineffective enablement impacts your mobile workforce
- ✓ Key mobile enablement considerations
- ✓ Recommended tools that mobile workers need to optimize their effectiveness
- ✓ How Cloud Communications and Collaboration can enable mobile workers



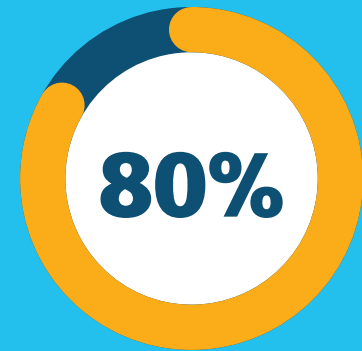
# The cost of ineffective mobility

Ineffective mobility hurts employees and business results: Mobile workers still face incredible challenges and frustration when they don't have the right tools to keep them aligned with the rest of the organization.

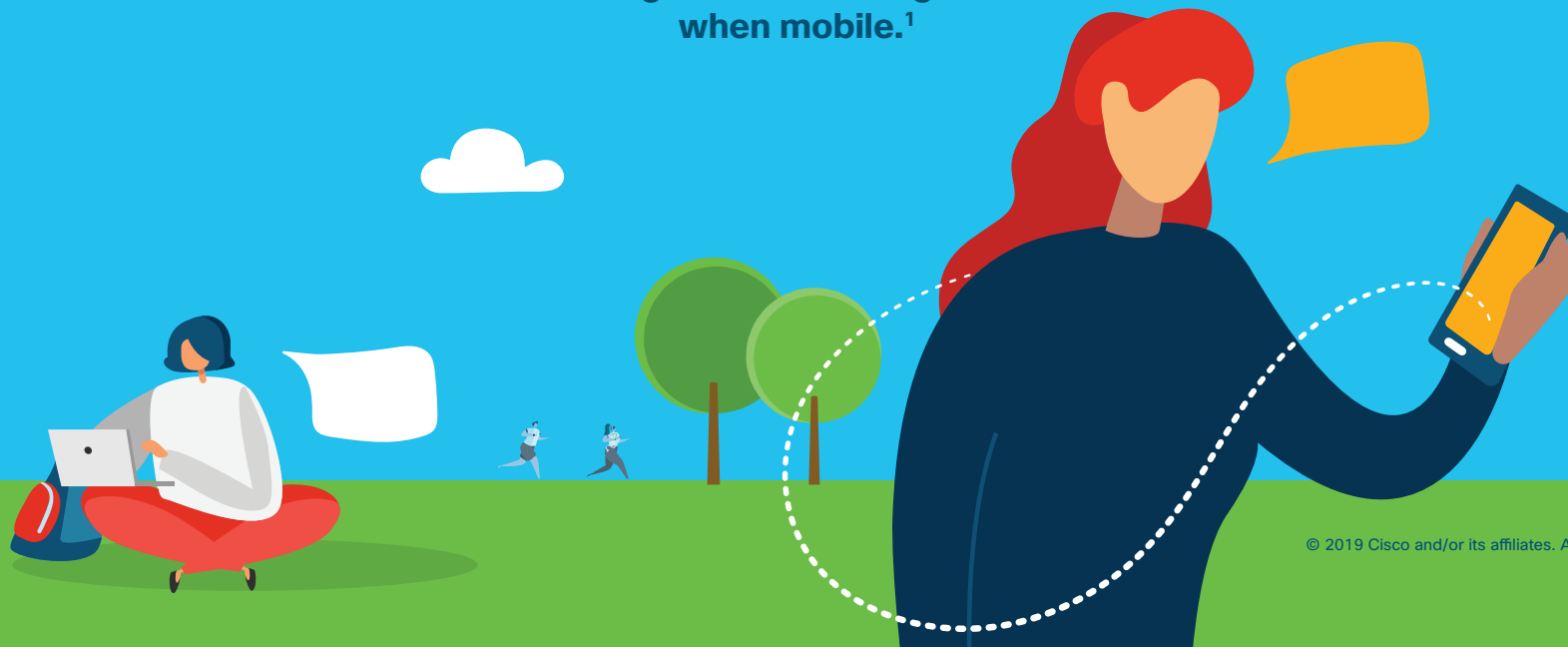
- **Poor service delivered to customers**
- **Important decisions delayed**
- **Increased risk of security breaches**
- **Loss of valuable information**
- **Lower job satisfaction**
- **Feelings of exclusion**
- **Lower productivity**



**of workers cite poor communications as their greatest challenge when mobile.<sup>1</sup>**



**of workers feel it's harder to work in mobile teams.<sup>1</sup>**



# What will help your mobile workers?

**Enabling mobile workers to be truly effective relies on equipping them with the right tools for the job. So what aspects of their work do you need to think about?**

**Below are a number of key areas that any business with a significant proportion of mobile workers should be considering:**



**Contactability**



**Access to  
information**



**Ability to  
collaborate**



**Access to  
contacts**



**Personalizing  
the experience**



**Separating personal  
and business**



**Full communications  
functionality**



**Cost  
control**

# How to maximize business performance and mobile productivity

## Things to consider:



### Contactability

Are employees easy to reach when they're mobile?

Do customers have one number access to mobile employees?

Do employees have quick access to subject matter experts?



### Access to information

Do employees have easy access to corporate directories and business applications from their mobile devices?

Do employees struggle to find key information when they need it while mobile?

How effectively is the information presented to them on their smartphone or tablet?



### Ability to collaborate

Are employees able to easily collaborate and participate in team meetings while mobile?

Are mobile employees using video to help them build and maintain good relationships with colleagues and customers?

Can your mobile employees easily access team workspaces and are they automatically notified when a new file or task is added?

# Is the availability status of office workers easy for your mobile workers to see?



## Full communications functionality

Do mobile employees have access to key business features, such as conferencing and transferring calls?

Are employees using non-IT approved business apps because they lack the tools they need while mobile?



## Work/life balance

Do your tools support work/life balance to improve employee retention and satisfaction?

Are your employees able to effectively handle business calling from their personal mobile device?



## Personalizing the experience

Are the tools you provide flexible enough to adapt to different employee needs and device preferences?



## Cost control

Are your mobile employees able to make business calls over the most cost-effective network?

How do employees separate business from personal calling from the same mobile device?

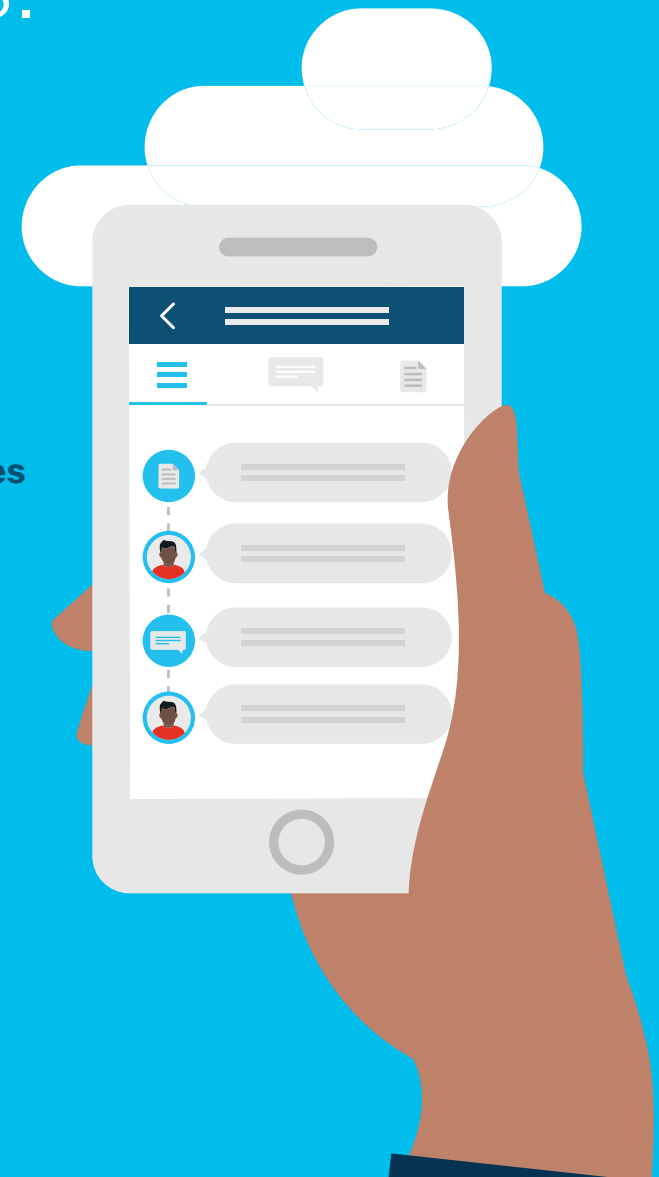
# Cloud Communications offer significant advantages.

Today's Cloud Communications solutions enable companies of all sizes to enjoy next-generation communications and collaboration, without the cost and complexity of a premise-based PBX.

**However, not all Cloud Communications solutions are created equal. Businesses with a significant proportion of mobile workers should prioritize solutions that offer:**

- Seamless user experience
- Comprehensive collaboration tools
- Better mobility
- Full fixed and mobile integration
- Support for multiple identities
- Flexible functionality
- Full visibility and control

**Cloud Communications enable you to deliver the seamless experiences that your employees and your customers now expect, and offer tremendous potential to improve mobile productivity.**



# What do your mobile workers need to work smarter?

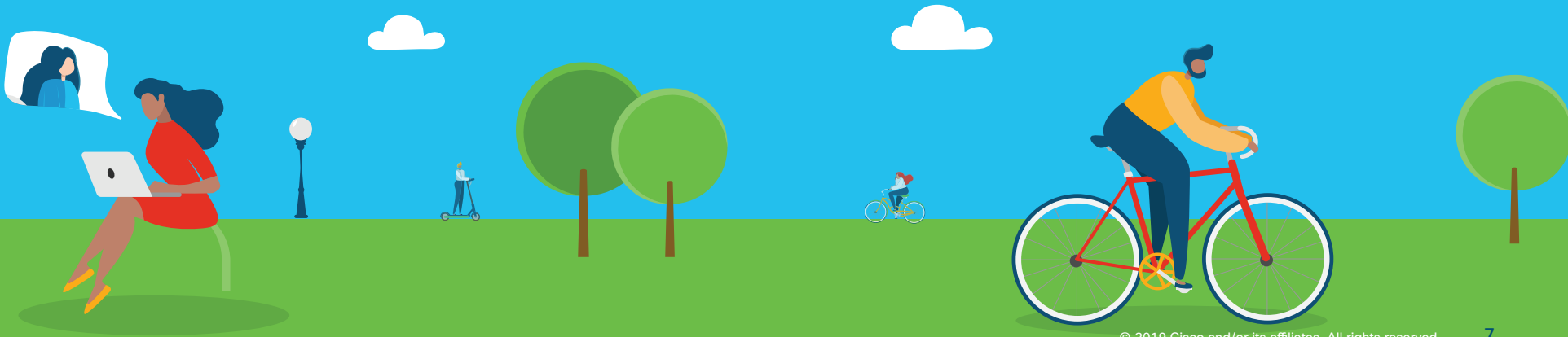
**Here are the key features to look for to enable and empower your mobile employees:**

## **Optimized for mobility**

The productivity and motivation of mobile workers can be significantly enhanced by providing intuitive, easy-to-use, context-aware apps designed around their specific needs – significantly reducing the time they spend searching for information across different applications.

**Key features to look for include:**

- ✓ **Embedded contextual intelligence, which enables employees to be automatically presented with relevant information based on what they're doing at the time – filtered by contact, topic or information type.**
- ✓ **Integration of data from multiple cloud applications (business productivity, customer relationship management, social networks, content) within their mobile app – so the information they need is easily accessible.**
- ✓ **Easy access to conference calls and collaboration sessions functionality, eliminating the need for employees to use bridge numbers and passcodes.**





## Seamless user experience

Businesses with mobile workers should look for solutions that offer a seamless communications experience across all channels, locations and devices.

### Key features to look for include:

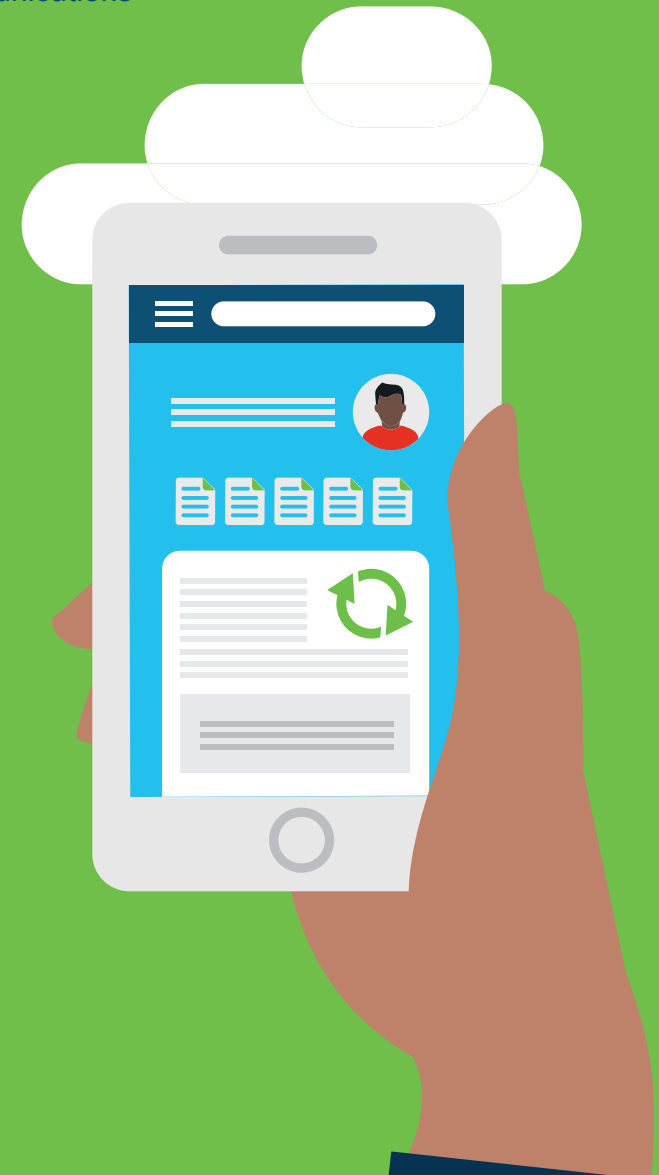
- ✓ **Seamless movement of calls between different devices (e.g. desk phones, desktop computers and mobile phones)**
- ✓ **A single interface to manage all communications and collaboration (e.g. voice, video, messaging, content, tasks)**
- ✓ **Automatic synchronization of contacts and information across devices**

## Comprehensive collaboration tools

Effective collaboration tools close the gap between mobile and office-based colleagues, reducing delays and improving outputs.

### Key features to look for include:

- ✓ **Persistent workspaces that make it easy to communicate, share and assign tasks across a team**
- ✓ **Easy sharing and updating of files between colleagues**
- ✓ **Full live-meeting functionality with video and screen-sharing**



## Full visibility and control

To limit your risks you'll want to ensure you have full management visibility and control over how employees are sharing and storing company information.

### Key features to look for include:

- ✓ **The ability to centrally control an employee's business identity and track their business activity**
- ✓ **Mobile VPN support to protect access to your company network and valuable business information**
- ✓ **Centralized storage of contact data and other business information, minimizing the risk of valuable information being lost when an employee leaves**

## Flexible functionality

To cater to the needs of different types of employees, you need to ensure you have access to a flexible set of tools, which can support a diverse range of working patterns and device preferences.

### Key features to look for include:

- ✓ **A choice of apps to reflect the different needs of office-based and mobile workers**
- ✓ **Support for voice, video, chat, collaboration, messaging and team workspaces, and contextual data**
- ✓ **Support for a range of smartphones and tablets**



## Full fixed and mobile integration

Implementing a solution that offers full integration across fixed and mobile networks will help to deliver a seamless user experience and lower your costs.

### Key features to look for include:

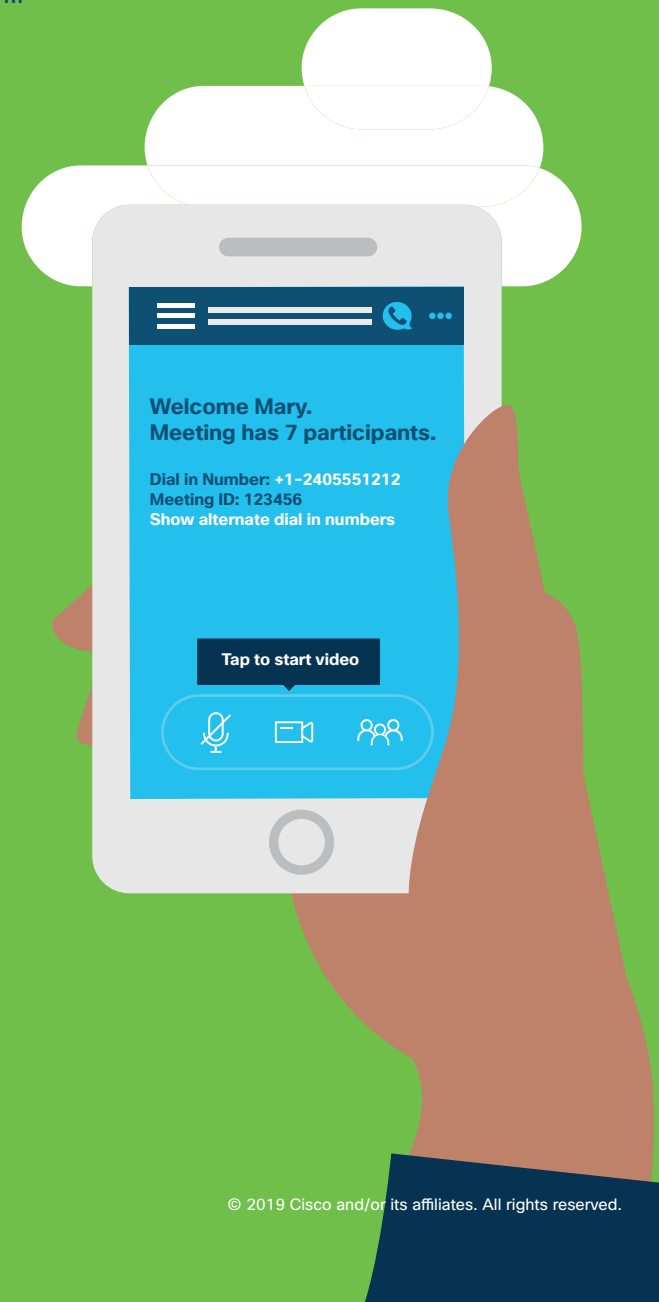
- ✓ A single number for each employee that automatically routes calls to the right device
- ✓ Business functionality from mobile employees' smartphones or tablets
- ✓ A single dial plan covering all locations and employees
- ✓ Free on-net calls between your employees, even when they're calling from their mobile devices

## Support for multiple identities

To ensure your customers are always treated professionally while also protecting your employees' right to privacy and a work/life balance, you should implement solutions that are able to support separate business and personal identities.

### Key features to look for include:

- ✓ Support for multiple personas for each employee, enabling different rules and call handling features to be applied, depending on the type of call
- ✓ The ability to present a business identity to a called contact even when calling from a personal device
- ✓ The ability to place business calls from a personal device without the employee bearing the cost



# Contact us to learn more.

<http://www.vyanta.com>

[contact@vyanta.com](mailto:contact@vyanta.com)

+44 (0) 208 075 6455

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