



The Digital Transformation Experts

3 THINGS SOCIAL DISTANCING SHOWS US ABOUT COLLABORATION



The Way We Work is Changing

The rapid spread of Coronavirus (COVID-19) throughout global communities has prompted small-to-medium-sized businesses and organizations across the enterprise to realize the power in connection. Working remote was already gaining momentum in the United States—fueled by a millennial-dominated workforce and new technologies—before the latest sea change sprung the marketplace abruptly forward.

The immediate need for social distancing propelled a test pilot for the virtual workplace subject matter experts have predicted was inevitable for years—virtually overnight.

Even now, more teams are engaging across video, messenger and other mediums for face-to-face interactions and flexible cross-team communications. What we learn about the power of a connected workplace and community over the coming weeks and months will reimagine the future of work completely.

This eBook explores a few takeaways on what we've learned already.



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*According to the Federal Reserve, the portion of the American workforce that works from home has **tripled** over the last 15 years.*

- The Atlantic, The Coronavirus is Creating a Huge, Stressful Experiment in Working from Home, 13, March 2020, Derek Thompson



1.

Employees need face-to-face interaction

If we've learned anything from social distancing so far—we all do. In weeks, video conferencing has shifted from a business collaboration tool to a dominant social media platform as users look to share more meaningful interactions with colleagues, friends and family members—wherever they are. From yoga sessions to team meetings and business happy hours, video conferencing is changing our daily interactions.

And with more organizations discovering the benefits of a remote workplace—from sustainability to cost savings on travel to employee satisfaction—this movement to on-video engagement is just beginning.

Video and voice calls engage remote workers—preventing them from feeling isolated while increasing collaboration and productivity levels. That's because face-to-face interactions on regular meetings deepens the connections between teams and their members. These interactions keep employees engaged and reinforces how they are contributing every day.

Because a majority of human communication is nonverbal—voice and video call options make a huge difference for everyone in the meeting. That means less room for gaps in communication or misunderstandings between team members that risk bringing collaboration to a painful halt.



-Almost 600,000 users downloaded Zoom in a single Sunday last month to engage with their connections.

- New York Times, COVID-19: As Cities Go Remote from Nowhere 30, March 2020,

2. Everyone checks their texts

With more screen time than ever, businesses of all types have more visibility to engage with consumers. More healthcare providers, retailers and business firms are taking advantage of digital communications and increasing email open rates. But it's worth noting that SMS messages still have a higher rate of engagement.

An audience subscribed to texts is always a captive one because they are constantly connected. According to a survey by Campaign Monitor, 75% of people are open to receiving text message promotions and 65% of marketers identify SMS marketing as a “very effective” direct marketing approach.

Texts also make an effective medium for company-wide communications to your remote workforce when you don't want to risk having the message lost in their inbox or are looking for faster response times.

-SMS open rates are as high as 98%—compare that with the 20% average open rate for emails. While it takes 90 seconds to respond to a text, it takes an average of 90 minutes to respond to an email.

- Campaign Monitor, ROI Showdown: SMS Marketing Vs. Email Marketing, 18, January 2019,



3.

Businesses need connected solutions

During the rapid transition to working fully remote, it's quickly become apparent how time-consuming and confusing disparate communication tools are for team members. Trying to video conference in one application while messaging in another is distracting and clunky. Receiving VoIP (Voice over Internet Protocol) calls or customer calls via cell phone also get confusing without an integrated CRM pulling up all their relevant details. Business representatives don't have their normal desk phones with caller ID at their fingertips.

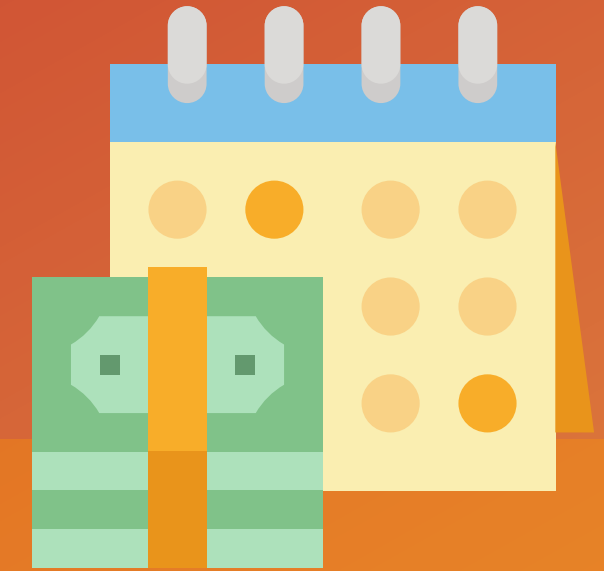
As more organizations have moved remote over time the market size for global unified communications was already quickly expanding. More organizations are looking to find the right unified communications platform now to empower their remote workforce and maintain momentum. It's important to find a solution that seamlessly integrates all communications and business data points to remain competitive.



*-The global unified communications market size was **valued at USD 56.33 billion** in 2018 and is expected to register a CAGR of 16.8% from 2019 to 2025.*

- Campaign Monitor, ROI Showdown: SMS Marketing Vs. Email Marketing, 18, January 2019,

Save time and resources while engaging your remote workforce



According to UC Today, just last year poor communications cost organizations \$37B, and \$62.4M in lost productivity. Ignite collaboration with a fully connected workplace that keeps users engaged, inspired and driven.

MicroAge partners with LogMeIn so you can streamline your communications strategy and discover the power of a fully connected workplace—faster.

LogMeIn's GoToConnect unified communications platform powered by Jive makes working remote an interactive experience with complete coverage including video and voice conferencing, text messaging capabilities, and integrated caller ID that pulls in all the relevant CRM data to support your customer experience.

Request your assessment

Accelerate collaborations and simplify communications. Learn how you can leverage GoToConnect to unleash new levels of performance and collaboration.

Connect with your MicroAge digital transformation expert to discuss, develop and build your communications strategy with an end-to-end unified communications platform.

Call 800-544-8877 or visit us at MicroAge.com

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