




ARE YOUR MOBILE WORKERS EQUIPPED TO SUCCEED OR SET UP TO FAIL?

 Not enabling mobile workers
can damage your business



MOBILE WORKING IS FAST BECOMING THE NEW NORM...

How 'mobile' is your business?

- Do your workers typically spend 20% or more of their time away from their primary workspace? If so, they are defined as mobile.¹
- Do your key employees work in dispersed teams?

Enabling mobile working can bring huge benefits for your business. But it's important to consider all the key issues, so it works for everyone.

See inside to discover:

- ✓ Why mobile working is an essential strategic objective for businesses that want to succeed and grow
- ✓ How inefficient mobile working can adversely affect employee morale and overall business performance
- ✓ How not to lose out on the future way of working
- ✓ The significant business benefits of opting to enable mobile working

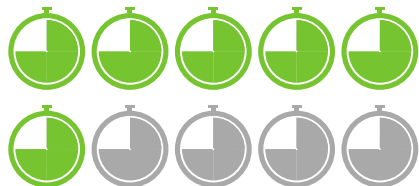
WELCOME TO THE FUTURE OF WORK...

In today's 'always on' world, enabling mobile working is an increasingly vital strategic objective for any business that wants to be successful and grow.

Mobile working is becoming the norm:

The global **mobile workforce** is set to **increase** to

1.75 billion in 2020²



60% of **employees' time** is spent away from their desk.³



50% of mobile workers consider a **smartphone or tablet to be their primary device.**⁴

Collaboration is key

Being able to share information easily, collaborate effectively and make decisions quickly is the key to competitiveness. That means employees having easy access to the information, contacts and tools they need – wherever they happen to be working.

Attracting and keeping staff

Attracting and retaining employees is an ever-present challenge. The solution increasingly lies in being willing and able to meet their desire for flexibility and choice in where and how they work.

A significant 68% of employees believe it is either highly important or relatively important that their employer be a leader in Information and Communications Technology (ICT) adoption.⁵

Being responsive to customers

Attracting and retaining customers is all about immediacy – getting through to the right person first time, receiving rapid responses to queries, and being able to communicate outside of office hours.

NOT ENABLING MOBILE WORKERS CAN CARRY A SIGNIFICANT COST...

Enabling mobile workers to be effective is about more than simply equipping them with a smartphone. Without the right tools and apps, mobile working can have a negative impact on employee productivity.

Common complaints about mobile working include:



Lower job satisfaction

Mobile workers often feel they are **not able to be productive** because they don't have access to the right information, contacts and tools when they're away from the office.



Feelings of exclusion

Mobile workers frequently **feel excluded** because they miss out on important communications, or they don't have the same level of interaction with their colleagues as office-based workers.



Frustration at inability to perform

Mobile workers commonly complain of feeling **inconvenienced and frustrated** because they have to carry separate business and personal devices, and use multiple tools for work communications – many of which aren't designed for use in a mobile environment.



64% of employees cite poor user experience as the reason for rarely using enterprise mobile apps.

...NOT ONLY FOR INDIVIDUALS, BUT FOR BUSINESS PERFORMANCE TOO

If your mobile workers are lacking in enthusiasm and are not receiving the essential support they need to be efficient and effective, the knock-on effects for your business will quickly also become apparent.

Common business issues associated with mobile working include:



Poor service delivered to customers

This is particularly a problem because mobile workers often can't be easily contacted when they need to be, or they don't have the right information at hand to deal with a customer's issue.



Important decisions delayed

When key people are away from the office, or poor decisions are made because people don't have access to complete information.



Increased risk of security breaches

Commonly because employees end up using non-approved consumer apps to communicate or to store information, as it's simply easier.



Loss of valuable information

This becomes an issue when an employee leaves and company data or contacts are stored on the worker's personal phone.



80% of workers feel it's harder to work in mobile teams.⁷

WHY YOU NEED TO STEP UP YOUR MOBILITY APPROACH

We all know business is becoming more and more demanding – increased competition, greater workloads, fewer resources, reduced budgets. The demands of the modern business world mean you need to step up a gear to stay ahead.

Meet mobile workers Joe and Sam...

Joe and Sam are Sales Directors for competing component manufacturers. The scenarios on the following pages show how access to the right technology to enable mobile working can make the difference between winning or losing in business.

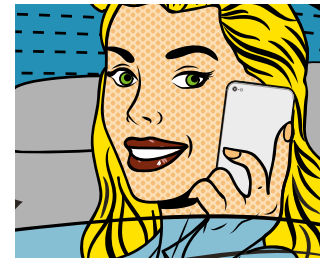
Let's see what happens...



Average Joe

Joe has a smartphone but no company-provided tools or apps. He gets by using his Outlook phone app, WhatsApp and Facebook Messenger, and sometimes uses Dropbox to sync files.

It's the end of the day. Joe is in a taxi. His mobile rings. Not recognizing the number and unsure whether it's a personal or business call, he answers uncertainly...



Smart-working Sam

Sam is working on her own smartphone, but has an easy-to-use app installed, which is a fully integrated part of her employer's Cloud Communications solution.

It's the end of the day. Sam is in a taxi. Her mobile rings and she sees that it's a business call from a buyer, Aaron. She prepares for a second, then greets him by name...



The Client – Aaron

Aaron is a buyer at JB Engineering. This big company has just won an order that needs a large number of components to fulfil the contract.

Like every other, he is a demanding client. Both Joe and Sam have been trying to sell to him for nearly a year...

BEING ACCESSIBLE TO YOUR CUSTOMERS

Aaron has a requirement for a very large order. It's a rush job and time is of the essence. It's 5pm but he quickly puts in a call to two possible suppliers, Joe and Sam...



Aaron initially dialed Joe's landline number, but got Joe's voicemail. Aaron then calls the main office number. After being questioned about who he is and why he needs to speak to Joe, he's eventually given Joe's mobile number – so he's already impatient by the time he finally gets through to Joe.



Aaron dials Sam's single number (which works across her landline and mobile). The call is immediately routed through to her by the Cloud Communications solution that her company recently bought, which knows she is currently mobile. She is quickly able to recognize the importance of the call and greet Aaron accordingly.

ALL YOUR FILES, IN ONE PLACE

Aaron explains the need and asks about a proposal that Joe/Sam had sent to him several weeks ago. Which price band would apply to this order? And could they agree to adjust the payment terms?



Average Joe

Joe powers up his laptop and tethers it to his mobile phone. He opens the Dropbox app but the proposal he needs isn't there – he hadn't expected to need it when he was away from the office. He tells Aaron he'll have to get back to him on the pricing. Joe tries to call his Admin Assistant, but she's now left the office. He gets hold of one of the Sales Execs and asks him to log into Joe's desktop PC, find the proposal and email it to him.



Smart-working Sam

Sam's mobile app is showing all recent files they've shared. While still on the call, she taps to open the previous proposal on her phone, and can give Aaron an immediate answer to his pricing query. He seems pleased about this – and so is Sam. This is a great opportunity to finally break into the JB Engineering account.

QUICK AND EASY CONFERENCING

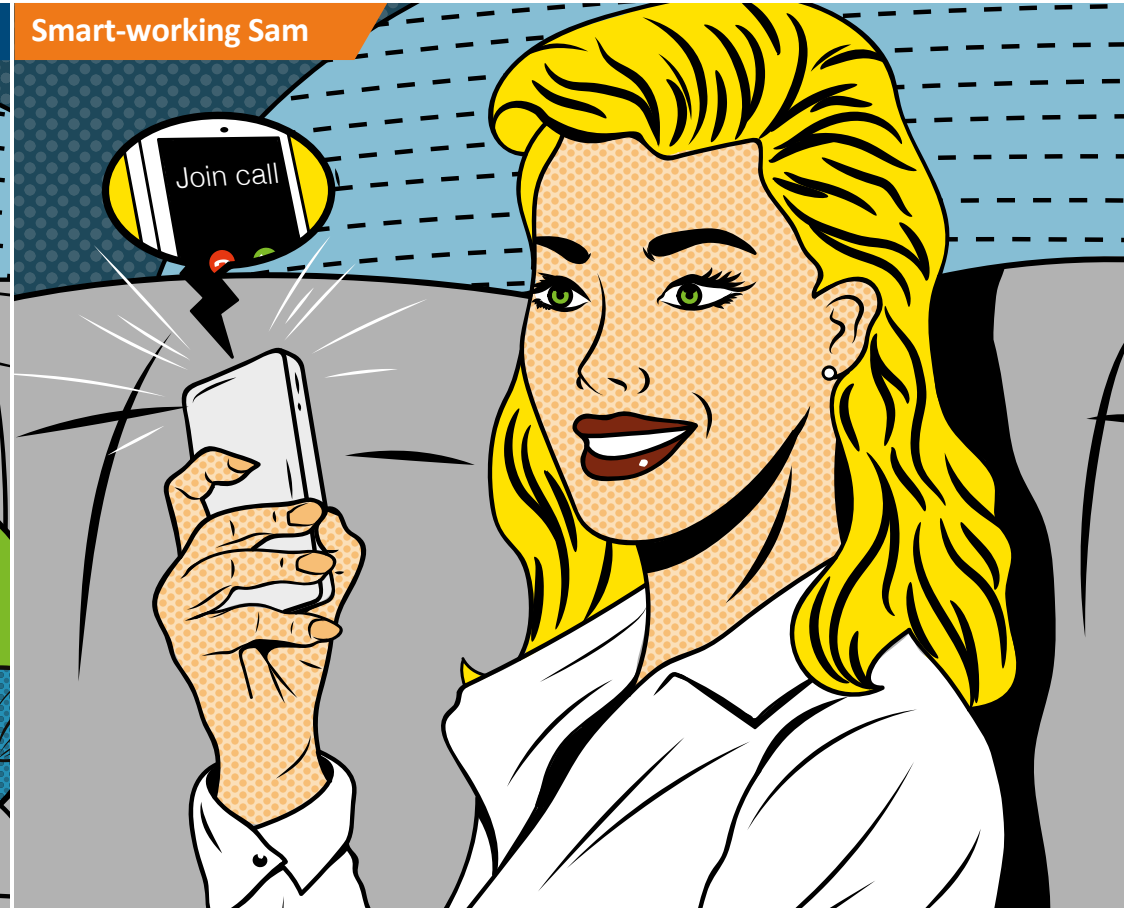
Aaron asks Joe/Sam to join a conference call with the Head of Purchasing, Sandeep, who is in the office for another hour and then on leave, and wants to talk through the terms of the contract.

Average Joe



Joe receives the conference details from Aaron on an email, and then switches back and forth between his email and his phone to enter the conference number and passcode. He dials in but realizes, when no-one is on the call, that he's entered the wrong passcode. He searches his car for a piece of paper, looks back through his emails, finds the request and writes down the correct numbers. Panicking, he dials again and finally enters the conference call five minutes late. Needless to say, Aaron is not impressed.

Smart-working Sam



Aaron emails the conference call meeting invitation to Sam, and the conference details appear in her mobile app. This gives Sam seamless access to all her meetings in one user-friendly interface. She taps on the meeting and joins the call on time. While waiting for Aaron to join the call, she spends a minute or two chatting with new contact Sandeep about his upcoming holiday.

ENABLING EFFECTIVE COLLABORATION

On the conference call, Aaron requests confirmation that component specification, volumes and timings can be met. He apologizes, but they need the answers this evening – or they'll have to look elsewhere.



Average Joe

Joe emails the spec to his Manufacturing Director Liz, and tries to call her but it goes straight through to voicemail. He then calls Tim his Finance Director, but he doesn't want to make a decision without having a view from Liz. Joe says he'll speak to Liz and get back to him. While speaking with Tim, he's missed a call back from Liz. Joe spends the next hour trying to co-ordinate a response, via a series of missed calls, voicemails, texts and calls. He finally gets back to Aaron, but is informed that he's just too late.



Smart-working Sam

Sam emails the spec to the client team workspace in her collaboration app and then checks the availability of her Manufacturing Director Todd and Sasha, her Finance Director. She can see that Sasha is online and Todd is on another call. Sam uses her tablet to begin a virtual meeting where she views Sasha's screen and instant messages Todd to join the meeting as soon as he finishes his call. Together they review Aaron's spec in the team workspace and the time and cost implications. Within 10 minutes, Sam calls Aaron back to give him the answers he needs.

THE OUTCOME...

Aaron gets the quick and efficient response he needs - and awards the contract to Sam.



Average Joe

Joe gets home frustrated and disappointed by his experience. A year spent trying to sell into JB, and they've blown the first opportunity they had... He closes the door to his office and puts his head down on the desk and spends the rest of the evening wondering how he could have done things differently.



Smart-working Sam

Sam arrives home in a fantastic mood. 12 months of hard work on JB has finally paid off. She and her husband order a takeaway and open a bottle of champagne to celebrate.

CLOUD COMMUNICATIONS BUILT WITH MOBILE WORKERS' NEEDS IN MIND

Modern Cloud Communications solutions offer significant advantages to any business with mobile workers. As a result, they're fast replacing the traditional PBX in many workplaces – and transforming the mobile working experience.

Solutions powered by BroadSoft offer full support for mobile workers. The best Cloud Communications solutions offer:



Work anywhere

Have the same functionality, wherever you are.



Multi-device

Use the device of your choice.



Multi-identity

Use your personal smartphone to make business calls.



Any network

Use wi-fi at home and cellular on the road.



Context

See everything relevant to a contact while communicating.



Simplicity

Intuitive apps that let you work the way you want.

Leading Cloud Communications solutions are built with mobile workers in mind, and can help to transform the mobile working experience – delivering significant benefits for both the business and employee.

WHAT DOES YOUR COMPANY GAIN BY ADOPTING THIS SMART MOBILE SOLUTION?



Transitioning to a truly mobile-enabled Cloud Communications solution can help you unleash your full potential, delivering:

- ✓ Higher productivity and responsiveness
- ✓ Increased employee morale and engagement
- ✓ Improved collaboration, enabling new ideas and faster decisions
- ✓ Better customer experience, encouraging loyalty and referrals
- ✓ Lower risks of security breaches and loss of valuable information
- ✓ Lower operational costs



Are your
mobile workers
missing out? Help them
be more efficient and effective
with a seamless solution for
smarter working.

About Exponential-e

Innovation is at the core of Exponential-e, and has been since our inception in 2002. We wholly own our super-fast Network, and our fusion of complementary technologies - a carrier-class Network and Cloud infrastructure - means we can deliver enterprise applications at wire speed for a superior end-user experience. We deliver scalable, dynamic and bespoke solutions. Renowned for our responsiveness, coupled with our customer centric approach, and a UK based 24 / 7 x 365 service desk, means we offer unrivalled expertise.

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