YABBIT

# WHY THE REMOTE WORKFORCE NEEDS UNIFIED COMMUNICATIONS

WHEN YOU NEED TO WORK FROM ANYWHERE, WE'RE ALL EARS

We're All Ears

The option to work remotely has never been more important than in the past two years. In 2020, business in the world changed and workers were sent home. In a study conducted by Statista, due to COVID-19, **43% of businesses have employees working remotely**. Whereas prior to the pandemic, only around 28% of businesses had employees working remotely. With unified communications as a service (UCaaS) technologies, our mobile devices, including smartphones, laptops, and tablets have now become our mobile workstations that utilize the same capabilities as our office PC. Communicating, collaborating, and interacting with your team has never been more accessible.
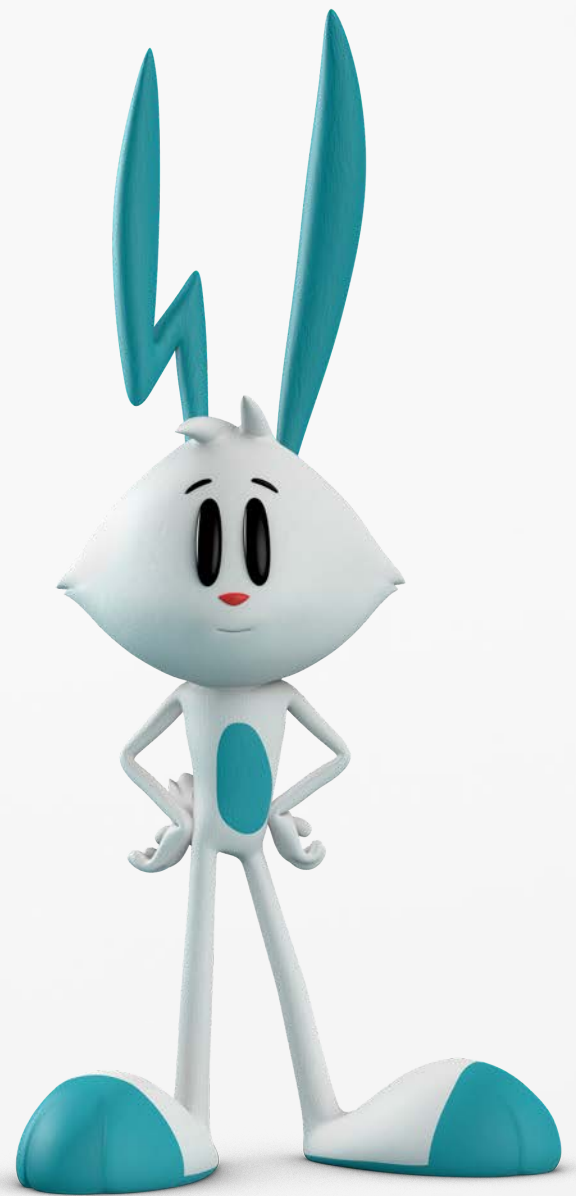
BENEFITING FROM MOBILITY

A number of studies have found the remote workers experience higher levels of job satisfaction. Which is an important element of talent retention for any business. And for those traditionalist senior executives who might fear that a remote worker would be vulnerable to distraction or indiscipline: one survey found that 75% of people who work remotely choose to because there are less distractions from their colleagues.

Because remote and mobile workers reduce and even eliminate commute time to the office, they can take advantage of greater schedule flexibility. Leading to higher levels of engagement. 12.86% of people feel that working remotely reduces stress (FlexJobs). In fact, in a recent study conducted by SmallBizGenius, people who work remotely at least once a month are 24% more likely to be happy and productive than people who only work in an office environment.

The benefits of mobility in the workplace extend beyond enhanced productivity and schedule flexibility, to improved inter-office communications and increased ROI as well. For small to medium-sized businesses (SMBs) especially, a remote workforce can significantly lower overhead by mitigating the need for sprawling offices and reducing IT infrastructure. Recently, Emergence Capital, an early-stage venture capital firm, commissioned a survey of IT buyers from the world's top deskless industries to better understand their investments in mobile technology. Continue to the next page to see the results.

Reasons for investing in the technology needed for mobility:

Increases in the following metrics are among the chief reasons for investing in the technology needed to create a deskless work environment.

21% Increase in Cost Savings

23% Increase in Employee Experience

33% Increase in Productivity
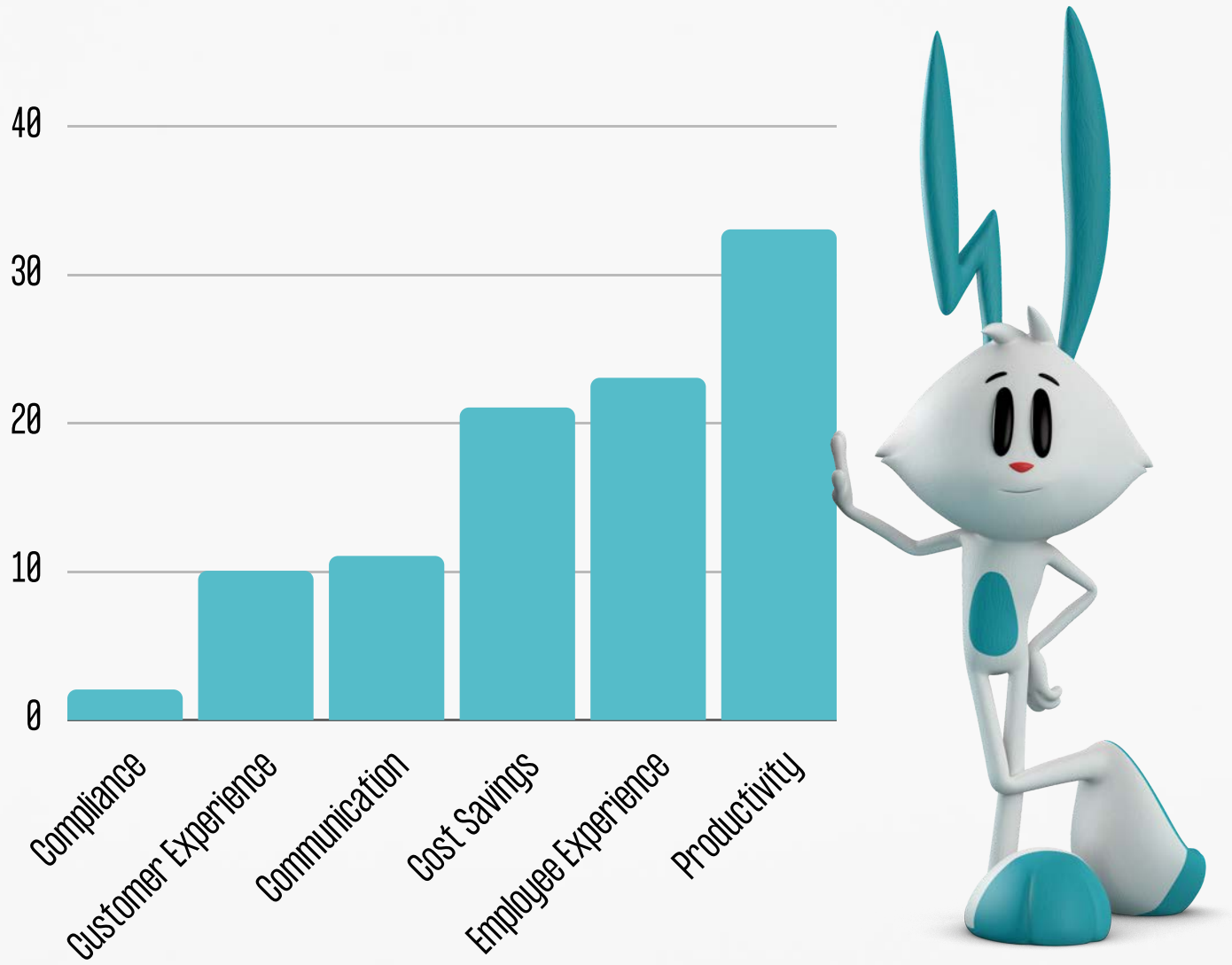
DON'T LIMIT YOUR STAFF TO JUST THOSE WILLING TO COMMUTE

Younger generations have higher expectations of *work*–life balance, *w*hich a proper Unified Communications platform can facilitate.

Companies that fail to embrace remote opportunities for their workforce may find themselves not only left behind in the waves of digital transformation, but also in the challenge to attract and retain the new generation of talent. According to a Pew Research Center analysis, millennials — those born between 1980 and 1994 — have become the largest generation represented in the American workforce. These mobile natives bring with them high expectations of work-life balance, which unified communications (UC) platforms can facilitate by freeing them to work anywhere and anytime. Moreover, according to the Society for Human Resource Management (SHRM), millennials may not even consider a job opportunity if it doesn't offer a remote work option. Hence, UC platforms that enhance worker mobility have become an essential means by which to increase the value of an organization's human capital.

CREATING A REMOTE ENVIRONMENT FOR YOUR TARGET MARKET

Remote Solutions for Unpredictable Situations

Service providers targeting the SMB sector know that scalability and flexibility are essential to ensuring that a UC platform can support their customers' needs as their organization grows. Now, as more and more small and medium-sized businesses seek to enable mobility among their workforce, streamlining UC capabilities across multiple devices has also become a priority.

According to Forrester, employees use an average of about 2.3 devices. More than half of information workers use three or more devices, of which approximately 25 percent are mobile devices (including smartphones, laptops, tablet), not PCs. Clearly, there is a need for a mobile Unified Communications platform to better serve this deskless workforce juggling multiple devices.

Scalability and flexibility are essential to ensuring that a UC platform can support your customers' needs.

Employees use an average of 2.3 devices. While information workers use 3+ devices.

– Forrester

MAKING REMOTE SOLUTIONS TRULY MOBILE

YabbitMobile is an application that extends VoIP functionality beyond the landline or desktop. It brings features of the UC platform directly to end-users' mobile devices as a Unified Communications solution, creating a unified user experience across all devices. **YabbitMobile** is the first step in giving users access to basic features outside of the browser-based user portals.

YabbitMobile Applications:

- Siri Integration
- Voice-to-Text Voicemail Transcription
- Virtual Attendant
- Seamless Wi-Fi / Cellular Handoff
- Move Your Call with You
- Make & Receive Business Calls
- Instant Messaging
- SMS Messaging
- Maintain Your Business Identity
- Shared Contacts
- View Call & Message History
- View Real-Time User Presence for Coworkers
- Manage Your Inbound Answering Rules

Easy to configure, **YabbitMobile** lets users differentiate and customize the way business and personal communications are managed across devices, including tailored routing and message management. It allows the user to manage voicemails, answering rules, and other settings within the app. More importantly, **YabbitMobile** provides end users the ability to make calls using either their business or personal phone identity, see other users' presence icons, as well as utilize in-call features. For example, a user can easily move active calls from one device to another, an essential advantage for the remote worker accustomed to using multiple devices.

CHOOSE A SOLUTION THAT FITS ANY SITUATION

Turn any device into your remote *work* solution *with* a simple, easy-to-use UC application.

The future of business is trending toward giving the option of working remotely for employees. With our new normal also trending this way, mobile options are more important than ever.

The DashSolutions suite integrates all devices and operating systems, including iOS and Android, onto a single UC platform to provide a continuous, unbroken connection. For an additional fee, the YabbitMobile app can be customized to your unique branding guidelines. This includes an organization's name, logo and colors, for a truly unified end-to-end experience.

Contact

To learn more about how the YabbitMobile app can help solve the needs of the remote workforce, **call 07 3171 4777 or visit yabbit.com.au**