

Retaining Employee Communications in a Digital Workplace

Essential measures to ensure business operations in a WFH environment

White Paper



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Introduction

As many businesses have made the switch to remote working, maintaining proper employee communication is more essential than ever before.

According to [recent statistics](#), a considerable proportion of the global workforce operates remotely, and current trends seem to indicate more businesses are following. Since 2005, there has been a [173% increase](#) in remote workers, an increase that was significantly higher than all other workforce types.

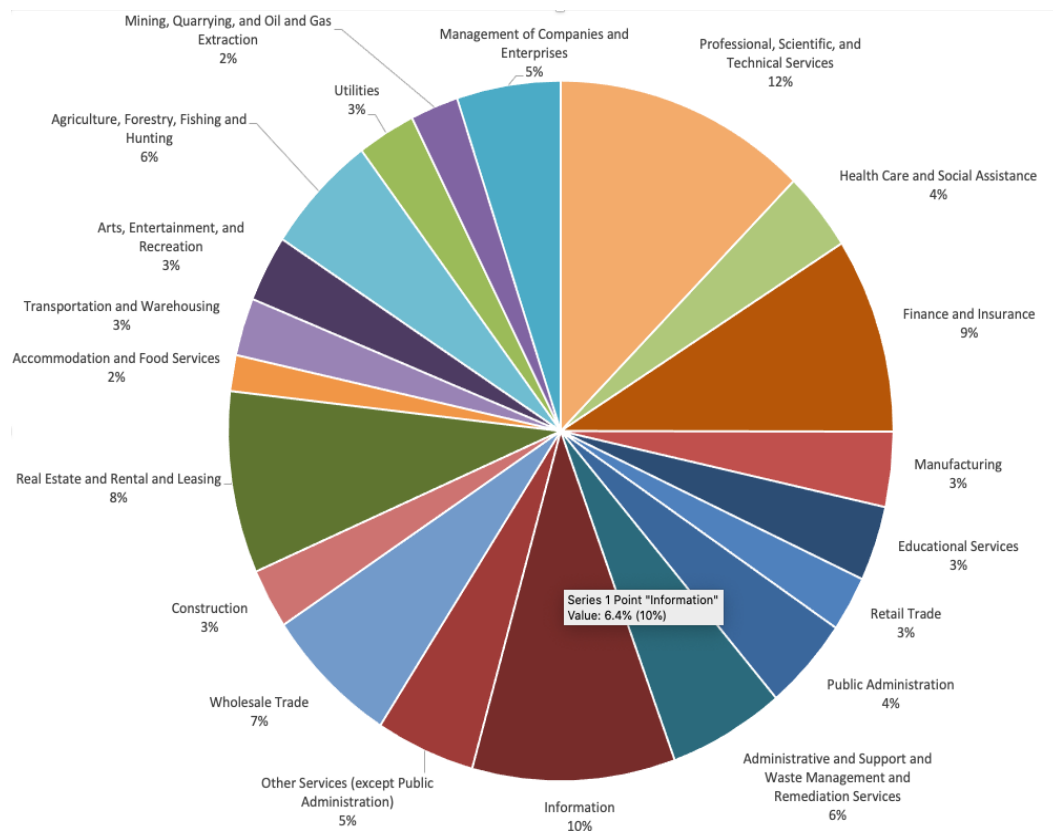
Meanwhile, businesses and employees with no remote work experience have been forced to adjust and adapt to new techniques as the pandemic intensified throughout most of 2020.

Overview

This white paper highlights the issues that a digital workplace could face, and how the importance of a well-functioning, work-from-home strategy can alleviate new pain points businesses are experiencing due to remote working conditions. It introduces industry-leading communication software, digital platforms, and the best work from home apps.

Small and large business owners need to be aware of adapting to the “new business norm,” and that’s what these resources allow organizations to do.

Percentage of People Who Work-at-Home by Industry



Source: [Global Workplace Analytics](#)

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Issues In A Digital Workplace

Regardless of the work's nature, it is essential to maintain interpersonal relationships for effective communication. Working from home can be challenging with distractions, lack of in-person communication, and decreased socialization. However, digital platforms and online tools make it possible to overcome these issues.

Communication troubles are one of the most common issues of remote working that businesses should address. As a crucial aspect of any business, streamlining communication is essential to [retaining effective business operations](#). Digital workplaces need to have centralized communication teams that ensure employees can make up for the lack of in-person meetups.

Remote working allows people to customize their work environment and make it comfortable. However, even with calls, video calls, and messages to discuss work, it is not the same as handling work under the same roof.

It is also important to realize that employees may find it overbearing to be locked up at home with their family members with no boundaries between work and home responsibilities. And a great way to foster empathy is by allowing a grace period and maintaining flexible working hours, especially for employees with kids and older parents.

Boosting employee morale during remote work can be a challenge; therefore, it is essential to laud them for good work and appreciate their contributions.

Importance Of Employee Communication

Strong and clear communication regarding work assignments is the key to keep everyone on the same page and maintain efficient work practices. However, it is equally important to focus on employee relationships through positive discourse to maintain teamwork and cohesion.

Socialization is an essential aspect of any workplace as it fosters healthy interpersonal relationships.

Entertaining conversations should be given the same importance in a virtual setting as those in-office. These also help break the monotony of sitting alone in a room and continuously working.

Simple catch ups with your coworkers through short morning meetings via zoom is a great way to start the day. Virtual lunches at a scheduled time can make employees feel more connected as they enjoy the fun aspects of work.

Employee relationships need to be fostered and not left to become stale during pandemic related absences. So, they should be given the tools to reach out for help in case of issues bound to arise in a digital workplace .

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How to Tackle Communication Issues

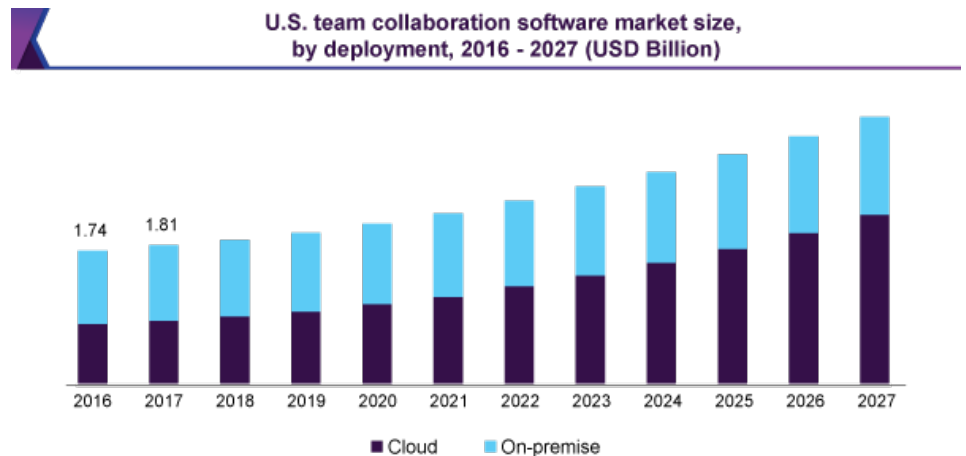
With the help of communication platforms like Skype, Zoom, Slack, and more, employees can still communicate effectively.

It is essential to use these to avoid problems that might arise and threaten work efficiency in an organization.

Digital Workplace Platforms and Communication Software

Digital workplaces have become very popular as businesses are choosing to remove the barriers of time and location. However, to avoid issues and maintain steady progress, there are certain aspects that businesses should consider.

Communication can be enhanced through digital platforms as well, that allow work-related or regular employee communication for team meetings. With these resources, employees can see and hear each other in virtual meetings to emulate a physical office environment.



Source: [Grand View Research](#)

Most online platforms will differ by providing expertise in specific areas. However, the one thing they have in common is that they all permit communication in one way or another.

[A 2019 report](#) found the value of the collaboration software market size to be US\$ 9.5 billion with expected growth at a CAGR of 12.7% from 2020 to 2027. This trend indicates continued innovation for newer and more sophisticated communication platforms.

The following actions can also be included to improve communication with employees :

- Circulate work-related information and announcements through emails, digital chatrooms, Slack, or Facebook channels
- Relay all important information on a predefined time that employees can view when they log in
- Keep employees up to date on all policies and regarding how remote work decisions are made

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Project Management

Digital platforms make project and task management efficient and allow communication between employees on work-related matters. These platforms provide project management solutions where employees can comment, update, and communicate effectively.

Social Events

Socialization is essential for a healthy work environment, and these tools support that. They bridge the gap that remote working creates by promoting virtual office parties and celebrations.

Such platforms include Google Meet, Skype, and UberConference, among many others. Celebrating birthdays and employee achievements help keep employees engaged instead of passively meeting deadlines without any interest in the work.

Video and Chat Communication Platforms

These platforms are designed to ensure seamless communication between teams without their physical presence. Some of these communication platforms for businesses include:

Skype

Skype is a video and calls communication tool that supports employee interaction with hand raising and screen sharing features for formal meetings. However, communication via chat and team meetings is applicable for up to a hundred people, so this software is appropriate for small businesses.



“Meet Now on Skype. Create video calls with friends and family with one click! No sign ups. No downloads required.”

Uber Conference

This cloud-based video conferencing tool allows for video calls, screen sharing, voice intelligence, and in-meeting text chat. It uses smart contact integration to authenticate callers based on the employee contact list created by the employer. These measures ensure that people who join a meeting are authorized to do so.



“Free Video Conferencing. No PINs. No Downloads. Talk, Video and Screenshare Immediately. #WorkFromAnywhere”

Google Meet

Google Meet allows employees to share their screens, videos, and presentations with their teammates. It is highly accessible and convenient to use, as anyone with a Google Account can create a 60-minute online meeting for up to a hundred participants. Therefore, it works best for presentations and discussions for smaller teams and businesses.



“We re-engineered the service we built for secure business meetings, Google Meet, to make it free and available to all.”

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[Slack](#)

Slack is one of the best work from home apps as employees can use it to connect and work together effectively.

This app replaces the need for emails, instant messaging, and text messaging with IRC-style features. These features include persistent chat rooms organized according to topics, private groups, and direct messaging. Slack is a secure channel that allows for effective communication amongst employees and makes remote work more productive.



"Teamwork can be hard, messy, complicated... and still the best way to work. That's why we made Slack — a place where people get work done, together."

[Project Management Platforms](#)

Project management platforms help employees organize and manage their projects. These high-tech platforms allow management to assign tasks and keep a check on employee progress:

[Asana](#)

A web and mobile application that improves team collaboration by allowing the organization, tracking, and management of work. Its star quality is seamless file-sharing.



"From the small stuff to the big picture, Asana organizes work so teams know what to do, why it matters, and how to get it done."

[Monday](#)

Monday is an easily customizable tool with an all-encompassing dashboard and smartly cataloged company projects. It allows integration between other existing tools for automation purposes. Clients can also be a part of it if businesses wish to add them to their project boards, which allows for efficient direct communication.



"Work OS: the visual platform that manages everything. Plan, organize, and track all of your team's work in one place."

[Trello](#)

Exceedingly flexible and easy to use, this project management tool provides boards, lists, and cards that allow teams to organize and prioritize their projects. It informs employees on the progress and allocation of each task, and users can also set up due dates and calendar commands using its automation feature.



"Trello's boards, lists, and cards enable teams to organize and prioritize projects in a fun, flexible, and rewarding way."

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Basecamp

Basecamp is useful in keeping the team on the same wavelength as it is a real-time communications tool. Employees can stay updated with project activity, and company tasks, among other things. It integrates with your mailbox and improves internal and external communications through its grouping capabilities.



“Basecamp is more than just a project management tool — it’s a better way to work.”

Other Benefits

As much as digital platforms allow effective communication while working remotely, they have other benefits as well. Some of these benefits include:

Brand Building

Networking is not restricted to in-person meetings and events, but digital platforms also provide the opportunity to conduct business development virtually.

It is essential to reach out to other companies using Zoom video conferencing, Facebook Live, and LinkedIn Live to attend their live broadcast sessions. Companies can show their presence in the industry this way and make themselves more prominent.

Backup

Whether a business is permanently virtual or has to opt for it due to the pandemic, it’s always beneficial to have a well-functioning remote work plan for unforeseen circumstances. Apart from working as a backup, these platforms can be used to make impromptu emergency announcements.

New Employee Training

It may be a complex and underwhelming practice to induct new appointments virtually, but it doesn’t have to be. Employers use different tools to communicate with and instruct new employees. Screen sharing and online presentations, along with in-meeting features, contribute to a smooth training process.

Key Takeaway

For businesses just starting their transition into remote working, experiencing numerous issues in this new setting is common. From distractions at home, lack of employee communication, difficulty monitoring work progress, and lack of socialization, ensuring productivity remains on schedule can prove overwhelming. However, with the introduction of numerous communication platforms for businesses, the digital workplace has become much more efficient.

Many companies turn towards these solutions now because remote working no longer poses the problems it used to. If your business has made the switch to remote working, it’s essential to maintain a quality work ethic, and provide the appropriate communication software for your team.

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Boosting Business Productivity with CRA

With the culture of working from home becoming more common as businesses shift to accommodate remote employees, it is essential to ensure that the technologies can accommodate all processes. are complete and beneficial to all in boosting productivity and retaining workplace relations.

Although this comes with its own set of challenges, businesses can take steps to ensure that employees are staying productive and that proper workplace relations are retained as they all adapt to the change in environment more smoothly.

As one of the leading IT providers and consultants in the New York City area, CRA specializes in delivering tailored solutions to businesses, both physical and virtual.

As the go-to managed service provider (MSP) for a variety of technology solutions, we utilize our industry knowledge to carve out the best solutions so businesses can focus on what they do best with ease of operations and peace of mind.

Interested in learning more? [Contact us now.](#)



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